



**INFLUENCING FACTORS OF MARKETING MIX ON
CUSTOMER SATISFACTION: A CASE STUDY OF ODOO ERP
SOFTWARE USERS IN YANGON, MYANMAR**

A Thesis Presented
by
YADANAR HTUN

Submitted to the Swiss School of Business Research
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YADANAR HTUN

Approved as to style and content by:

U Paing Soe, Chair
President, PSM International College

Daw Myat Myat Oo, Supervisor
Associate Professor, PSM International College

Dr. Stephen Harrison
Dean
Swiss School of Business Research

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Yadanar Htun
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ABSTRACT

This case study investigates the influencing factors of the marketing mix on customer satisfaction among Odoo ERP software users in Yangon, Myanmar. The study aims to address the problem statement of understanding how various elements of the marketing mix impact customer satisfaction in the context of Odoo ERP software. A quantitative methodology is employed, utilizing surveys and data analysis to gather insights from a sample of Odoo ERP software users in Yangon. The scope of the study is limited to this specific geographical location and focuses solely on the impact of the marketing mix on customer satisfaction. The main findings reveal that product quality, competitive pricing, effective promotional strategies, and convenient access to the software significantly influence customer satisfaction. Based on these findings, it is recommended that companies utilizing Odoo ERP software in Yangon pay close attention to these factors to enhance customer satisfaction.

The key words associated with this study are:

Marketing mix, Customer satisfaction, Odoo ERP software, Yangon, Myanmar.

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ABBREVIATION

CV	Coefficient of Variation
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CHAPTER I

INTRODUCTION

1.1 Background information of the Study

Customer satisfaction refers to the overall feeling and satisfaction that customers experience when interacting with a product, service or brand. This is an important part of business success, as satisfied customers are much more likely to become loyal, repeat customers and supporters of the business, which drives growth and profitability.

Customer satisfaction is not only about meeting the basic expectations of customers, it is exceeding their expectations and giving them a positive experience all the way. This requires understanding the needs, wants and preferences of customers and responding effectively to them.

Companies strive to achieve high customer satisfaction by consistently providing high-quality products or services, providing excellent customer service, and actively listening to customer feedback. This requires creating clear communication channels, responding quickly to customer questions and concerns, and resolving issues in a timely manner.

High customer satisfaction has several benefits. Satisfied customers are more likely to buy again, which increases sales and revenue. They also tend to share positive experiences with others, which can lead to new customers passed word of mouths referrals. In addition, satisfied customers are less likely to switch to their competitors, which reduces customer turnover and promotes long-term customer loyalty. Companies often use various techniques to measure customer satisfaction, such as surveys, feedback and online reviews. These tools help gather valuable insights into customer perceptions, identify areas for improvement and measure the effectiveness of implemented strategies.

Customer satisfaction plays a key role in the success of any business. By prioritizing customer needs, delivering exceptional experiences and striving for continuous improvement, companies can build strong relationships with their customers, foster loyalty and drive sustainable growth.

Software industry is now viewed as vital for the development of any economy. Developing countries value the importance of this industry because of its capacity to

provide much needed export earnings and support in the development of other industries.

ODOO, formerly known as Open ERP, is widely used across industries and sizes. It offers an integrated suite of applications for various business functions such as accounting, inventory management, sales, human resources, project management and more. ODOO has a global presence and is used by companies and organizations around the world. It has a large and active user base that participates in its development and supports other users. For the latest information on the number of ODOO ERP users worldwide, it is best to refer to official sources such as the ODOO website, industry reports or contact ODOO directly for accurate and up-to-date statistics.

ODOO is the easiest all-in-one management software in the world. It contains hundreds business applications: CRM, online store, accounting, inventory, store, project management, MRP, etc. Odoo start growing in Myanmar since 2010, thousands of small and large companies already use Odoo ERP. Today, 10 + Myanmar local software company became Odoo Partner in Myanmar. Now if we assume that ODOO have covered more than 50 % opensource ERP market than also that's nothing compared to overall market shares by competitor products., ODOO help businesses to achieve the next level by optimizing their processes through high quality business software solutions at affordable prices. Odoo is a team of reliable and disciplined experts who are fully committed to customers' needs. One way to achieve consumer satisfaction is to develop effective marketing strategies designed around identifying consumer expectations, using aspects such as product, price, location, advertising, and the organization's unique capabilities. is to use marketing strategies (Shaw, 2012).

There are so many ODOO ERP software users in Myanmar. This study presents about a case study of ODOO ERP software users in Yangon. This research purposed to show the influencing factors of marketing mix on customer satisfactions.

1.2 Problem Statement of the Study

Business succession depends on customer satisfaction. When a company is about to start, the customer always comes "first" and then the profit. Only A company that maintains high customer satisfaction market leader. Businesses Today Know It's Customer Satisfaction. It is a key component of your business and plays a key role in increasing your market value. There, as a marketing mix factors, price, products quality, distribution place and promotion are showed a positive effect on customer

satisfaction. As a result, prices, product quality, advertising sales location had an indirect impact on customer loyalty.

Myanmar's software market is still largely undeveloped, providing opportunities for companies to operate in this sector. Copied software is prevalent, and it is estimated that up to 90% of systems use copied programs. Demand for demanding applications is expected to increase as the country's diverse industries grow and require more sophisticated solutions, from customized applications to licensed comprehensive systems. There should be many opportunities for software used in mobile devices, especially given the high market penetration of mobile devices compared to traditional ICT such as desktop and laptop computers. Along with educational opportunities, e-learning software could become important and popular for Myanmar's human capital development.

By 2023, over 10,920 companies worldwide have started using Odoo as their enterprise resource planning ERP tool. Myanmar companies need smarter and better management. Odoo has been growing in Myanmar since 2010 with thousands of small and large companies already use Odoo ERP. Today, 10+ local software companies in Myanmar have become Odoo partners. Satisfaction has turn out to be an critical indicator of quality and future revenue of a company (Anderson, 1997). Today business environment customers are more educated. Their satisfaction is company future. The competition in today's market is the competition of service, which is based on the competition of customer satisfaction (Wang, 2002). Each organization is trying to achieve its goals like more profit, more market share. Odoo users also take this into account when making buying decisions. When evaluating various solutions, potential buyers compare capabilities in categories such as integration and deployment, service and support, evaluation and contract, and specific product features. Marketers must learn and improve the targeted customer satisfaction such as Check out real Gartner verified reviews to see how Odoo compares to the competition and find the best software or service for your business.

This study describes the influence factors of marketing mix on customer satisfaction of ODOO ERP software users in Yangon Myanmar. Each customer's purchasing decision depends on their marketing mix. Marketing mix is an important factor in marketing to understand customer satisfaction. Both qualitative and quantitative research methods are used in this study.

The Myanmar software market is moderately competitive and is heading towards a fragmentation stage as the market now consists of various important players. Several major players in the software market are constantly striving to make progress. Nowadays ODOO is leading the market in Myanmar ERP software industry. ODOO is a great platform for connecting all business processes in one place. This is a flexible and affordable option suitable for both small and large businesses. Compared to other ERP systems, ODOO is easy to use, modular and customizable, and offers a wide range. The research proposal aims to explore what are the influence factors of marketing mix on customer satisfaction for ODOO ERP software users in Yangon Myanmar.

1.3 Objective of the Study

The main objective of this study is focus on;

- (i) To examine the relationship between the ODOO software product and customer satisfaction of ODOO ERP software users in Yangon Myanmar.
- (ii) To examine the relationship between customer satisfaction and price of ODOO ERP software users in Yangon Myanmar.
- (iii) To examine the relationship between local service partner (Place) and customer satisfaction of ODOO ERP software users in Yangon Myanmar.
- (iv) To examine the relationship between promotion and customer satisfaction of ODOO ERP software users in Yangon Myanmar.
- (v) To examine the relationship between officially certified partner (People) and customer satisfaction of ODOO ERP software users in Yangon Myanmar.
- (vi) To examine the relationship between ODOO, local partner & customer negotiation (Process) and customer satisfaction of ODOO ERP software users in Yangon Myanmar.
- (vii) To examine the relationship between physical evidence and customer satisfaction of ODOO ERP software users in Yangon Myanmar.

1.4 Research Questions of the Study

What are the relationships between marketing mix on customer satisfaction of ODOO ERP software users in Yangon Myanmar?

1.5 Scope and Limitation of the Study

This study has been appropriate if the study could cover the ODOO ERP Software industry in Myanmar as a whole, but the reason of time and other situations, the researcher choose concentrate the study on the influence factors of marketing mix on customer satisfaction of ODOO ERP software users in Yangon Myanmar. The data will be collected from customers who are using ODOO ERP software. The study has been restricted Yangon customers only. The sample size is limited, as the study will target only 150 customers. The conclusion of this research study would be limited and constrained to unique factors associated with ODOO ERP software users in Yangon Myanmar. Consequently, the conclusion may not be the same as the other software products.

1.6 Organization of the Study

The proposed research study aims to examine a clear study of customer satisfaction as it relates to the marketing mix (7Ps). The study also hopes that the results obtained will provide useful information for users of (ODOO ERP) software in Yangon Myanmar. The results will pave the way for improving the marketing mix for customer satisfaction.

CHAPTER II

LITERATURE REVIEW

The literature review section presents a comprehensive analysis of existing research, scholarly articles, and industry reports related to the marketing mix and customer satisfaction in the context of ERP software. This section explores the concept of the marketing mix, its components (product, price, place, promotion, people, process, physical evidence), and their influence on customer satisfaction. It reviews previous studies that have examined the relationship between the marketing mix and customer satisfaction in ERP software contexts, focusing on specific factors that may have a significant impact. The literature review provides a theoretical foundation for the study and identifies gaps in the current knowledge that the research aims to address.

2.1 Introduction and Importance of Subject Area

The subject of marketing mix and customer satisfaction is a key part of marketing management. It revolves around understanding and using the various elements of the marketing mix to create value and increase customer satisfaction. Marketing mix refers to the combination of products, price, place, and promotional strategies that companies use to satisfy customer needs and achieve organizational goals. Customer satisfaction, on the other hand, indicates how well a product or service meets or exceeds customer expectations.

Customer satisfaction is a key factor that influences business performance. Satisfaction influences repurchase intention, but dissatisfaction is seen as the main reason for customer churn, (LaBarbera, P.A. and Mazursky, D, 1983). Successful customer satisfactions are leads to many benefits. According to (Jochen Wirtz, Sheryl E Kimes, 2003), when customers are satisfied with a company's products and services, they are more likely to purchase the products and services again, creating customer loyalty. Satisfaction means feelings of joy or disappointment arising from evaluating a product to its perceived overall performance or Outcome when it comes to his or her expectations (Parasuraman, 1988).

Marketing's potential contribution to gaining competitive advantage has been recognized by the management teams of many successful companies, so the focus on this particular area of business practice has never been greater (Egan, Gerard, 2007). Therefore, today, most concepts related to marketing such as marketing mix, product

life cycle, PEST and SWOT analysis, Porter's five forces, value chain analysis, etc. The concept is an ever-growing company. The marketing mix is one of the most popular theoretical frameworks in marketing that has been used by companies to make their marketing and other decisions more efficient. Organizations have focused on various elements of the marketing mix as sources of competitive advantage, following strategies adopted by senior management to achieve long-term goals and objectives.

According to (Kumar, 2010), the marketing mix is the combination of methods a company uses to achieve its goals by effectively marketing its products and services to specific target groups. (Bootwala, S, Lawrence, MD, Mali, SJ, 2009) refer to the marketing mix definition provided by Philip Kotler. According to them, "The marketing mix is the set of controllable variables and their levels that a company uses to influence its target market". However, the most popular form of marketing mix comes from (McCarthy, 1964). This is a re-featured version of Bowden's marketing mix, consisting of his four elements: Products, prices, promotions, locations. Most of the theoretical and practical research focused on different aspects of the marketing mix is based on this particular marketing mix taxonomy. Since then, the number of 'P's has increased, with (Judd, 1987) introducing his fifth 'P' (person), and he added three 'P's (participant, physical evidence, process). Introduced by (Bitner, Booms , 1980).

The 7 Ps marketing mix factors to achieve customer satisfaction are critical to the success of this software services business.

The subject of marketing mix and customer satisfaction is central to companies seeking to create customer value, build strong relationships and achieve organizational success. By understanding and effectively managing the elements of the marketing mix according to customer needs, companies can improve customer satisfaction, increase loyalty and gain a competitive advantage in the market.

2.2 Theoretical Concepts and Principles

Every business needs to understand what its customers want and need. One thing a customer would never compromise on when shopping is their satisfaction. A customer is more likely to make a repeat purchase from a company if they are treated well and offered the best possible options.

2.2.1 *Customer Satisfaction Theories*

Customer satisfaction is the general principle of customer service. It measures the customer's perception of the quality and usefulness of a product or service. Customer satisfaction can be measured by providing a service or product or building a relationship with a company, brand or individual. Fred Reichheld introduced the theory of customer satisfaction in his book (2003) *The Ultimate Question: Driving Good Profits and True Growth* (Reichheld, 2003). It was based on a survey of more than 25,000 customers between 1998 and 2003. Customer satisfaction is the cornerstone of any business, not only in the service sector. Understanding your customers and creating a system to create a satisfying experience for them will help you increase profits and repeat customers. To achieve customer satisfaction, you need to understand your customers' needs and wants and their pain points. Only then can you ensure that they are fulfilled in every communication.



Figure: 2.1 Customer Satisfaction Theories

1. Dissonance Theory

Dissonance theory (also known as dissonance reduction theory) is a term used in psychology that refers to the mental stress experienced by a person who simultaneously holds two or more opposing beliefs, ideas or values. In other words, they come into conflict. It also suggests that a person who expected a high-value product and received a low-value product would feel the difference and experience cognitive dissonance. In other words, rejected expectations create dissonance or psychological discomfort. Dissonance theory can explain our current experience of cognitive dissonance when a customer experiences the physical manifestation of a company's brand promise but does not receive the level of customer service they expect. For example, you buy expensive headphones from a well-known brand. You take them home and discover that the headphones are defective. If you contact customer service about this issue, your call will go to an answering machine where you will be asked to leave a message and get back to you within 24 hours. You never get a call back, so you call again several times over the next few days (Bem, 1967).

2. Contrast Theory

This is another well-known customer satisfaction theory. Contrast theory refers to the opposite of dissonance theory. According to this theory, when the actual performance of a product is short of the expectations of the consumer for the product, the contrast between the expectation and the result will make the consumer exaggerate the difference. This means that the negative effect of actual product performance on customer satisfaction is greater than the positive effect of higher performance on lower performance. Contrast theory states that when product expectations are high and actual product performance is perceived to be low, the consumer will exaggerate the difference between expectation and performance. Contrast theory suggests that we do not judge qualities by absolute standards, but rather by how they compare with other qualities (Vavra, 1997)

3. Comparison Level Theory

According to HLT, satisfaction is not the evaluation of a product or service after its consumption. Instead, it is a benchmark or how much a product or service is better than any other alternative on the market. The theory suggests that consumers set a benchmark in their minds for several aspects when they begin to evaluate a product

or service. These aspects include: The price at which the product was purchased, Quality expectations, Performance expectations, Expectations of product features and functions

A standard of comparison established by an individual's peers, family members and friends. The benchmark was determined by all other customers who bought the same brand. The degree to which a product meets or exceeds a reference level (CL) is the basis for customer satisfaction. Benchmark theory is a branch of marketing theory in which consumers judge their satisfaction based on an implicit comparison with an internal standard rather than an actual outcome. Critics of this theory suggest that it is nuanced and incomplete. One of the main criticisms of CLT is that it does not consider other important factors affecting customer satisfaction, such as relevance and quality (Yi, 1990).

4. Value Percept Theory

Value perception is a popular theory of customer satisfaction. This is clearly seen in many recurring cases such as switching brands, failed trial products and purchasing services. In such cases, the common feature is that consumers base their judgments on products, services and brands that are absent from their initial perception. Value-Perception Difference theory has also been used to explain why consumers value certain brands, products, and services over others, even when those other brands, products, and services are more expected (Reilly, Robert A. Westbrook and Michael D., 1983). Perception of value theory explains customer satisfaction with two factors that are central to a customer's perception of value - real value (AV) and ideal value (IV). AV is the actual quality or performance of the product as experienced by the customer. IV is the "ideal" product quality or performance that a customer expects before purchasing the product. The difference between AV and IV can be called the perceptual difference (PD).

5. Attribution Theory

Attribution theory has been used more often in behavioral models of dissatisfaction/complaints than in satisfaction models. According to the theory of this model of customer satisfaction, consumers are rational information processors who look for reasons why the final result of a purchase, such as dissatisfaction, occurred. These reasons can be the product itself, the service, the price, and even the person who

sold the product. Often these causes are highly correlated, interrelated, states of affairs that we call interrelated attributions. In this case, we can use a simpler model where the cause is one of these causes. The most common cause is then called the primary cause.

Attribution theory was developed in the field of social psychology by Fritz Heider, Dorwin Cartwright, and Leonard Bostwick in *The Psychology of Judgment* (simplypsychology, 1991). In this article, the authors pointed out that people are rational in their evaluation processes and that there are conditions under which their evaluations are rational. These scholars argued that there are three criteria for attribution: consistency, agreement, and coherence or correspondence. The consistency criterion involves the notion that when an outcome occurs, people must find reasons to explain it.

6. Equity Theory

Equity theory in customer satisfaction is the idea that individuals require consistency between what is expected and what is experienced. Alignment between both sides of this equation is key to providing customers with a positive customer experience. Learning to manage expectations and consistently deliver an experience that meets and exceeds them builds goodwill and trust, leading to strong customer satisfaction. As I understand it, the equity theory of customer satisfaction applies to all kinds of purchases. The buyer has an idea of what the product or service will be, what to expect from the company or brand. In making this purchase decision, the seller must ensure that the experience matches the seller's promise of what they will receive. If not, the buyer has been offered an unequal or unequal exchange for goods or services. This creates dissatisfaction. When I think of equity theory as applied to customer satisfaction, I think of it from a transactional perspective (Swan, Richard L. Oliver and John E., 1989).

7. Evaluative Congruity Theory

Evaluative congruence theory (sometimes abbreviated to EC theory) is a two-stage model of attitude formation and change. EC theory aims to explain the formation and change of attitudes, although it also has a wider application. According to EK theory, attitudes consist of two different evaluations: "inclusive" evaluation and "social comparison". This assumes that inclusion decisions are processed automatically, while

social comparison judgments require additional effort. Evaluative congruence describes the extent to which a consumer's feelings are related to the evaluative beliefs and attitudes he holds about his consumption experience. It can be applied to all kinds of services such as hospitality, retail, leisure and healthcare. Evaluative unity has been extended to other areas such as organizational behavior, marketing and management (Chon, 1998).

2.3 Variables of the Study

The marketing mix is the most basic concept of marketing, which is a set of controllable elements marketing tools used by the company to create the desired response in the target market. America speech of the marketing association president originated in 1953 with the term "brand mix". Marketing Mix is also known as the four P's ie. Product, Price, Place and Promotion. These are the main ingredients of a marketing strategy and a tool to change marketing planning to practice (Carthy, Mc, 1960) was the first to propose four Ps. It was later revealed by (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012). Scientists explained the seven elements by adding the three elements, which are their 7Ps or products, price, location, promotion, staff, process and. Physical evidence.

Marketing mix models are defined as models that include more than one marketing decision variable (Lilien, G.L. and P. Koffer, 1983). The answer model has them variables that can be any subset of the marketing set (i.e, this variable with the product, advertising, price or distribution), are the determining factors brand, business unit or company activity. Efficiency is usually expressed in terms of sales, market share or profitability. These marketing decision variables can also be part of a decision model that specifically represents coordination among the elements of the marketing mix, i e. how management aligns marketing decision variable as a function of other marketing decisions. They are very offensive in the context of competitors' marketing decision variables.

According to (Rafiq, Mohammed and Ahmed, Pervaiz K, 1995), Borden in 1965 claimed to be the first to use the term. The "marketing mix" but to him it simply consisted of the essential ingredients or elements that made up a marketing program. (Wolfe, Michael J. Sr. and Crotts, John C, 2011), (Riaz, Waheed and Tanveer, Asif (n.d), 2011) revealed that Neil Borden his speech coined the term "marketing mix" in 1953. A marketing mix is a set of controllable variables and the levels at which the

firm influences the target market. The elements of the marketing mix are basic tactical components of a marketing plan. Also known as the four Ps, the elements of the marketing mix are price, location, product and promotion. (Cengiz, Ekrem and Yayla, Hilmi Erdogan, 2007) and (Wolfe, Michael J. Sr. and Crotts, John C, 2011) refer to some studies stated that (Carthy, Mc, 1960) first proposed the four Ps to represent price, promotion, product and outlet are the main ingredients and tools of marketing strategy putting marketing planning into practice (Cengiz, Ekrem and Yayla, Hilmi Erdogan, 2007) also stated that the marketing mix is used to describe the combination of tactics a company uses to achieve its goals in marketing its products or services effectively for a specific target customer group. (Grönroos, 1994) cited that the marketer designs and combines various means of competition into the "marketing mix" so that the profit function is optimized. (Cengiz, Ekrem and Yayla, Hilmi Erdogan, 2007); (Shahhosseini, Dr. Ali and Ardahaey, Fateme Tohid, 2011) and (Suprihanti, 2011) argued the marketing mix helps define the marketing factors for successful positioning of the market offer.

They too stated, the marketing mix develops satisfaction and one of the best models of the marketing mix factors are Four P's which include (Product, Place, Promotion and Price). The four Ps of marketing in a nutshell described as: A product, product or service that is marketed by its features, quality and benefits and quantities, the company can produce quality products; The price includes product and the price of the product options and price changes, lines, and payment methods, the company can make a competitive prices; place, refers back to the region wherein the services or products is to be had to the customer, including the distribution channels, Location also means that it is easy for the consumer to get that the product and promotion, refers marketing communication achieved through personal selling, advertising, direct marketing, public relations, advertising and sponsorship. Promotion means that the company can communicate consumers of their products.

The Marketing Toolkit, also known as the 4Ps, is a framework that helps companies develop and implement effective marketing strategies. The 4Ps stand for Product, Price, Place and Promotion. These elements cover the basic aspects of marketing a product or service. Over time, however, the marketing mix evolved and additional elements were added to reflect the changing market landscape. The original 4Ps of the marketing mix are: Product, Price, Place, Promotion. In addition to the 4Ps, three other elements have been added to the marketing mix over time to account for

the changing marketing landscape. These additional elements are often referred to as the 3Ps or the extended marketing mix. These include: people, processes, physical evidence.



Figure: 2.2 The 7P's of Marketing

The classic marketing mix, established in 1948 by Harvard University marketing professor Professor James Culliton and expanded by Jerome McCarthy, includes product, price, placement, and promotion as part of marketing theory relevant to industry. more than 70 years. Since then, the theory has expanded into the 7 P's of Marketing (McCarthy J. , 1948)

2.3.1 *Product*

It means what a company produces (whether it is a product or a service or a combination of both) that is designed to satisfy a customer's basic need - for example, a transportation need is fulfilled by a car. The challenge is to create the right "benefit

package" to meet this need. What happens when customer needs change, competitors move on, or new opportunities arise? We need to add a "benefit package" to improve offers, create new versions of existing products, or launch entirely new products. When developing your product offering, think beyond the actual product - added value and differentiation can be achieved through guarantees, warranties, service or online support, a user-friendly app or digital content such as video that helps the user get the most out of it from the product.

(Goi, Chai Lee, 2011) and (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) expressed (referring to many studies) that "product" is any good or service offered by the company in the market. The product is assumed as follows: "something or something that may be supplied to customers for acquisition, attention, or consumption to satisfy some want or need". This includes services, persons, physical objects, places, organizations or ideas". A marketer needs to construct an actual product across the center product after which construct an advanced product the center of the product and the real product. A core product refers back to the problem-fixing offerings or core benefits that customers receive when they purchase a product. On the other hand, the actual product is related to the parts of the product, quality level, design, functions, brand, packaging and different functions which are combined to achieve key benefits. An added product means combining additional benefits and the services related to the underlying and real product.

These extra factors, may be warranties after the sale installation, services, etc. Regarding the services, product offer can be explained accordingly in two parts: (1) the basic service, which constitutes the basic benefit; (2) Ancillary services representing both specific and added product levels. The last is best understood the terms and conditions of a particular service delivery method. The product are the core of marketing mix a strategy by which retailers can offer unique features that differentiate their products from their products contestants Quality, features, brand, design, and sizes describe the product. Good claims customer-oriented products are based on the product of quality and design. Pre-sale and after-sale services are an critical a part of the product package and can help improve performance. Extensive product lines also offer an opportunity to increase export sales. Extensive product strains growth profitability and marketplace proportion in domestic and export markets.

Your customer only cares about one thing: what your product or service can do for them. Therefore, prioritize your products in the best possible way and optimize your product range accordingly. This approach is called "product-based marketing." In a marketing suite, the product aspects include everything you're trying to sell. It contains:

Design, Quality, Features, Options, Packaging, Market positioning.

There are five components to successful product-based marketing that product marketers must consider: Out of front. Let your product or service sell itself. Focus your marketing efforts on getting consumers to try your offering so they can learn its value for themselves. Be an expert (about your customers). Know your customer's needs and use that knowledge to communicate the value of your product. It always helps. Position yourself as an ally by creating informative content that meets the needs of your target customers and makes them more likely to buy from you. (Also called content marketing.) Share true stories. Encourage satisfied customers to share their experiences and tell others why they value your brand. Cultivate a product mindset. Focus on your product before you consider selling it. Invest in development and product quality will take care of the rest. Product refers to anything that is sold - a physical product, service or experience.

Regardless of how you position yourself as a brand, your product or service will always be at the heart of your strategy and thus influence every aspect of your marketing mix. When thinking about your product, consider factors such as its quality, special features, packaging, and the problem it solves for your customers. While things like customer service are key, your product or what the customer receives is ultimately what they care about most. Of course, if your buyer isn't happy with what you're selling, they won't come back to you. But if the quality is right and it solves their problem, the product sells itself.



Figure: 2.3 Product Considerations

2.3.2 Price

It is the only revenue-generating element of the mix – all other marketing efforts are expenses. So, it is important to set the right price so that it not only covers costs, but makes a profit! Before setting prices, we need to research what customers are willing to pay and get an idea of market demand for that product/service. Since price is also a strong indicator of market position in front of competitors (low prices = value brand), prices must also be set with competitors in mind.

(Virvilaite, Regina, Violeta Saladiene, Dalius Skindaras, 2009) the declared price is the most important customer determinant satisfaction Customers who evaluate the value of the service they receive mostly think about price. According to (Nakhleh, 2012), price is what is given up to obtain a product/service, how much consumers are willing to pay differ because of their different needs. Therefore, the price concepts are the same services or products may vary from person to person.

(Riaz, Waheed and Tanveer, Asif (n.d), 2011) and (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) cited many studies the quoted price is the amount of money charged for a product or service or its total value consumers exchange the benefits of owning or using the product or service. This is what the client has to pay for the purchase of the product or the price of the product to the customer. The price is considered the most an important factor influencing consumer choice. Price is the only variable that needs to be in the marketing mix are positioned relative to the another three Ps. Pricing is one of the most important elements of the marketing mix, because it is the only combination that generates income for the organization. The remaining 3Ps (product, place, and advertising) are variable costs of the organization.

Manufacturing and designing a product costs money; it costs product distribution and advertising costs.

The price must support these elements of the mix. Pricing is complex and must be reflected the relationship between supply and demand. The price of the product can be too high or too low, which means a loss of sales for the organization. Pricing must take into account fixed and variable costs, competition, company objectives, proposed positioning strategies, target audience and willingness to pay higher prices increase profitability.

However, higher prices can increase short-term profitability, but in the long run it can lead to reduced sales and profits, which explains the contradiction findings Price can replace sales, promotion and product quality. Alternatively, price can be used to reinforce other functions of the marketing mix program. In many cases, the price can provide an incentive for the company's brokers and salespeople to focus on the sales promotion strategy and value token According to (Chung Ki-Han and Shin Jae-Ik, 2008); to (Nakhleh, 2012) and (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) the central role of price in determining the purchase and post-purchase processes is good recognized They believe that the consumer's price perception is considered important when buying due to the conduct and selection of the product or service and the intangible nature of the service, the price changes is an important quality indicator. In the absence or availability of other information, customers usually self-select service providers are highly dependent on price. If you decide to return to the service provider,

Customers usually think whether they have value for money or not. Therefore, it is proven that customers usually buy products based on price rather than other features. Higher price consumers can negatively affect the likelihood of customers buying. Price perception directly affects customer satisfaction, likelihood and likelihood of switching

recommendations to others, so the customer often changes mainly because of the high price, unfair or unfair price misleading pricing practices. Chung and Shin revealed that more than half of customers switched because of the switch poor understanding of the price. Therefore, it is important that the service increases the satisfaction of the customer companies so that they can actively manage the price perception of their customers, e.g. by implementation, offering an attractive price reasonable prices, lower prices without compromising on quality, etc.

Many factors affect the pricing model. Trademarks may:

- Price the product higher than the competition to give the impression of a higher quality offering.
- Price the product like the competition, then focus on features or benefits that other brands lack.
- Pricing a product cheaper than competitors to enter a crowded market or attract value-conscious consumers.
- Plan to raise the price after markup or lower the price to emphasize the value of the updated model.
- Set the base price higher to make a package or offers more attractive.

Think about what you are trying to achieve with your pricing strategy and how pricing works with the rest of your marketing strategy. Some questions to ask yourself when selling products:

- Do you offer more expensive versions for an additional cost?
- Should the costs be covered immediately or can a lower price be calculated and considered as a growth investment?
- Do you offer sales promotions?
- How low can you go without people questioning your quality?
- How high can you go before customers think you're overpriced?
- Do you consider yourself a value brand or a premium brand?

Pricing strategies

Taken from the literature, (Riaz, Waheed and Tanveer, Asif (n.d), 2011) expressed many pricing strategies e.g. discussed below.

Cost based pricing

Cost-based pricing is the simplest pricing strategy. Using this strategy, the price is determined by some increments an increase in the price of the product. This strategy works if the company's prices are not too high in comparison competition Harmful price.

Break-even Pricing

Breakeven pricing is a cost-based pricing strategy. Companies decide the price at which they receive to cover production and distribution costs or to obtain the desired profit. ***Competition-based Pricing***

Competitive pricing is when a company sets prices in line with the competition. Prices are mostly based on competitor prices.

Customer-value based Pricing

In customer value-based pricing, products are priced based on the perceived value of the product. The company must find out what value customers place on the competitor's product and what value they place on the company's product. Measuring perceived value is difficult and if more is charged than perceived value, sales suffer.

2.3.3 Promotion

We have a great product at an attractive price, available in all the right places, but how do customers know this? Advancing our marketing mix means delivering messages to customers, no matter where they are in the buyer's journey to generate awareness, interest, desire or action. We have different means of communication with different advantages. Advertising is good for raising awareness and reaching new audiences, while personal selling with the help of a sales team is good for building customer relationships and closing sales. A challenge? Choosing the best tool for the job and the most effective media to reach our audience based on what we know about them. If your client is a regular Instagram user, you need to talk to them there! This does not only apply to customers. Also communicate with other stakeholders such as shareholders and the general public to improve the image of the company. The same principles apply; Choose the right tools and media for your desired goal.

Promotion. That's how we all are. Whether it's direct marketing, PR, advertising, content marketing or storefronts, we marketers know advertising best. (Goi, Chai Lee, 2011) and (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) cited research that advertising is an essential part of business operations and an integral part of the entire marketing process. Promotion is a sales technique; to be successful in any marketing program, it must be communication (Promo is defined as sales promotion, advertising, personal selling, public relations and direct marketing and

helps inform potential customers about the many possibilities related to products and services. A successful product or service means nothing if the service cannot be useful, clearly communicated to the target market. A communication program is important in marketing strategies because it has three important roles: to provide necessary information and advice, to convince target customers of the benefits of a particular product and to motivate action at certain moments. Promotional

activities include advertising, sales promotion, personal selling and advertising; they Everything can influence the way a consumer thinks, feels, experiences and buys. Marketers should design communications to (1) deliver consistent messages of its products and (2) placed in media likely to be used by consumers in the target market. Promotion is very important because it informs, advises and persuades the target market. This instructs and teaches the customer to act at a certain time and how he can use and receive the product a beneficial result of this. Product notification can be sent by individual sellers, TV, radio, internet, magazines, journalism and all kinds of media. An organization's sales promotion strategy can consist of sales promotion, advertising, sales force, public relations and direct marketing.

The campaign is the part of the marketing mix that the public notices the most. This includes television and print advertising, content marketing, coupons or timed discounts, social media strategies, email marketing, display advertising, digital strategies, marketing communications, search engine, public relations and more. All of these advertising channels combine all marketing into a multi-channel strategy that creates a unified experience for the customer base. For example:

- The customer sees an offer in the store and uses the phone to check prices and read reviews.
- They look at a brand's website that focuses on a unique feature of the product.
- The brand requested reviews for this feature. These reviews appear on high-profile review sites.
- The customer buys the product and you sent a thank you email using marketing automation.

Here's how you can use these channels together.

- Make sure you know all the available channels and use them to reach your target audience.
- Implement personal marketing.
- Segment your advertising efforts based on customer behavior.
- Test the responses of different campaigns and adjust your marketing spend accordingly.
- Remember that advertising is not a one-way street.
- Customers expect you to look after their interests and provide them with solutions when they need them.

(Riaz, Waheed and Tanveer, Asif (n.d), 2011) suggested strategies for the following promotional activities promotion.

Promotional strategies

Advertising

Advertising is the impersonal presentation of goods or services, such as television commercials. Advertising is a powerful tool for building strong relationships with brands.

Personal selling

Personal selling is a form of advertising where a company representative meets with customers sell the product personally. It is useful to understand customer needs in depth and it is more adaptable and detailed.

Sales promotion campaigns / Business promotion

Sales promotion campaigns or Business campaigns mean for example giving incentives to increase sales discounts or samples. There are several reasons for sales promotion. For promotional purposes it is End customers increase short-term sales and help build long-term relationships by promoting business targeting distributors and retailers to buy in large quantities and promote the product more. (Riaz, Waheed and Tanveer, Asif (n.d), 2011) revealed that when a company or product is advertised in a positive manner the company that pays for it, as in documentaries, is called PR communication. This type of advertising is very credible because it is considered news rather than advertising. Standardization of advertising brings consistency to brand presentation.

2.3.4 Place

It is the "place" where customers shop. This can be in a physical store, through an app or through a website. Some organizations have a physical space or online presence to bring their products/services directly to the customer, while others must work with intermediaries or "brokers" who have locations, storage and/or sales expertise to assist in this distribution. Decisions made in this element of the marketing mix concern which intermediaries (if any) are involved in the distribution chain, as well as the logistics involved in getting the product/service to the final consumer, including storage and transportation.

(Riaz, Waheed and Tanveer, Asif (n.d), 2011) wrote that Location refers to the availability of a product to a destination Customers. (Goi, Chai Lee, 2011) argued that location strategy refers to how an organization allocates the product or service they provide to the end user. (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) cited the definition of (Kotler P. & Armstrong G, 2006) who defined it as follows: set interdependent organizations that are concerned with making the product available to consumers. (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) mention that (Hirankitti, P., Mechinda, P., & Manjing, S, 2009) find this place easily accessible, potential customer partners for the service, such as location and delivery. (Riaz, Waheed and Tanveer, Asif (n.d), 2011) suggested that a company can use multiple channels to source its products customers. These channels can be direct or indirect. The choice of channel has a strong influence on sales. (Riaz, Waheed and Tanveer, Asif (n.d), 2011)

According to (Goi, Chai Lee, 2011) and (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012), location strategy needs effective the distribution of a company's products among marketing channels, such as wholesalers or retailers. “The distribution system is the main external resource. The organization must pay attention to location decisions, because production and consumption occur at the same time and at the same time location; a place that provides all information about customers, competition, promotions and marketing mission It usually takes years to build and is not easy to change. This puts its importance in the key internal resources such as manufacturing, research, engineering and sales personnel and facilities. This also represents a commitment to the policies and practices that form the basic structure in which a large number of long-term human relationships are incorporated”. Putting products to end users requires marketing channels consisting of intermediaries such as retailers. At first it is clear that distribution channel is very important when dealing with physical distribution because the channel is the arena where marketing and logistics culminate in consumer transactions. (Riaz, Waheed and Tanveer, Asif (n.d), 2011) formulate branding strategies for a borrowed place that manages information channels. Customers can be company-owned stores, telephone and Internet sales, while indirect sales can be through intermediaries such as distributors or agents. Using an indirect channel, the company must opt out monitor distribution and sales. The company loses control over the prices charged to end users and how the product is displayed.

Where do you sell your product or service? Companies have many outlets and ways. So "place" doesn't just mean a physical location. This can mean selling through a website, catalog, social media, trade shows and of course brick-and-mortar stores. "Place" includes all distribution channels. Most businesses can't or won't set up shop anywhere. First of all, there are several factors to consider. Your target audience has an interest in your distribution channels. The same market research that informed your product and pricing decisions also informs your positioning, which goes beyond physical locations. Here are a few things to note about this place:

- Where do people come to find your product?
- Do they have to keep it?
- Are you getting more sales by marketing directly to your customers from your e-commerce site, or are buyers looking for you on third-party marketplaces?
- Do you want to speak directly to your customers while they shop or do you want a third party to handle customer service issues?

2.3.5 *People*

The company's people are at the forefront of interaction with customers, receiving and processing their inquiries, orders and complaints in person, via chat, social media or a call center. They interact with customers throughout their journey and become the "face" of the customer's organization. Their knowledge of the company's products and services and their use, their ability to obtain relevant information, and their daily approach and attitude must be optimized. People can be inconsistent, but with the right company training, enforcement and motivation, they can also provide an opportunity to differentiate their offering in a crowded market and build valuable relationships with customers.

In the marketing mix, people mean everyone who is directly or indirectly involved in the company's business. This means that anyone involved in product or service sales, design, marketing, team management, customer representation, recruitment and training. It's important to your brand's success and customer satisfaction that everyone representing your business (including chatbots) is polite, professional, knowledgeable and fully trained. Employees must be able to solve customer problems, so the company must offer training, good working environments and everything that ensures employee satisfaction. Remember to maintain a positive

brand image by addressing and resolving customer complaints rather than ignoring them. This will support your recovery and, if handled correctly, help you avoid damaging your brand image in the future. (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012), this factor refers to service workers who produce and to provide a service. It has long been a fact that many services involve personal interaction to customers and site staff, and they strongly influence the customer's perception of the service quality. Staff play a key role in providing service to customers. In addition, customers usually connect service functions for the company they work for. Personnel is also considered a key factor customer-oriented organization and way of separating product, service, channel variables, and a picture. Achieving customer orientation is not possible if there is no collaboration staff. Interaction is important because it affects the customer's perception. In other words, the activities of each personnel usually affect the success of the activities and operations of the organization they achieve more communication, training, skills, learning and advice to show optimal value about the product and the company.

People are everyone who interacts with your customer, even indirectly, so make sure you're recruiting the best talent at every level—not just customer service and sales. Learn how to make sure your people have the right impact on your customers.

- Develop the skills of your marketers to implement your marketing strategy
- Consider company culture and brand personality.
- Hire professionals to design and develop your products or services.
- Focus on customer relationship management, ie. A CRM that creates real relationships and inspires loyalty on a personal level.

2.3.6 *Process*

All businesses want to create a seamless, efficient and customer-friendly journey – and that can't be done without the right processes behind the scenes to make it happen. Understanding the stages of the customer journey from completing an online survey to requesting information and making a purchase helps us think about what processes are necessary for a customer to have a positive experience. When a customer makes a request, how long does he have to wait before he gets a response? How long do they wait between booking and meeting with the sales team? What happens when they place an order? How do we ensure that reviews are created after purchase? How

can we use technology to make our processes more efficient? All these aspects help create a positive customer experience.

It's about how your business operates, how the service is delivered, how the product is packaged, how your customers move through the sales funnel, to checkout, to delivery, to delivery, etc. A process primarily describes a set of activities or key elements involved in delivering a product. product or service to the customer. The more streamlined and personalized your processes are, the happier your customers will be. If you have a quality product, you probably won't hear any complaints. But the puzzle of the process has so many different pieces that you need to consider in your marketing strategy. If you have a complaint, it's probably happening now. Customers are usually disappointed or dissatisfied with late delivery, extra costs, poor communication or lack of support. And they need help, which is best done with the right automated phone system. You can minimize complaints and optimize your process by looking at online reviews. When customers complain, you know it's time to evaluate and reconfigure your process.

Word of mouth, especially in the digital world, has the power to make or break a brand. Every part of the buyer's journey must be smooth and efficient. Of course, you need to design your process in a way that minimizes costs while maximizing profits and value for your customer. Regularly evaluating, tweaking and adjusting your processes will help you structure your business so that you can operate at optimal efficiency. A process is the execution of actions and activities. It adds value to products with low cost and high profit to the customer. Process is more important for service products. (Hirankitti, P., Mechinda, P., & Manjing, S, 2009) stated that the speed of the process and the capabilities of the service providers are clearly visible to the customer. It is also the basis for consumer satisfaction with the purchase.

Therefore, process management ensures continuity of service availability and quality. Technology has a significant impact on the growth of service delivery opportunities (Dabholkar P. & Bagozzi, R., 2002). More and more banks have adopted the latest technological tools to provide their services, which has resulted in lower costs, creating value-added services for customers (Zhu, F.X., Wymer, W. & Chen, I, 2002) and facilitating the work of their employees and ultimately the supply self-service options for customers (Dabholkar and Bagozzi, 2002).

(Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) stated that a process is usually defined as the performance of an activity and a feature that adds value to

products with low cost and high profit to the customer and more important for service than goods. The speed of the process and the professionalism of the service providers they are clearly visible to the customer and this is the basis for his satisfaction with the purchase. Therefore, process management ensures availability and consistency of quality. Before Simultaneous consumption and production of process management, balancing service demand and service supply is very difficult. The design and execution of product elements is important create and deliver the product.

Prioritize processes that coincide with the customer experience. The more precise and streamlined your processes are, the more smoothly your employees can carry them out. When your employees aren't focused on navigation, they're more focused on customers which directly translates into personalized and exceptional customer experiences. Some processes to consider:

- Is the logistics of your main distribution channel cost-effective?
- How is your schedule and delivery logistics?
- Do third party retailers run out of products at critical times?
- Do you have enough staff to cover busy times?
- Are products shipped reliably from your site?

If you get more than one customer complaint about a process, find out what went wrong and figure out how to fix it.

2.3.7 *Physical Evidence*

The physical display gives concrete clues about the quality of the experience that a business offers. This can be particularly useful if the customer has not purchased from the organization before and needs reassurance, or is expected to pay for the service before it is delivered. In the case of a restaurant, physical evidence can include the environment, staff uniforms, menus and online reviews that indicate the expected experience. For the agency, the site itself contains valuable physical evidence - from testimonials to case studies to contracts that companies have signed to represent the services they can expect.

Physical proof means more than just proof of purchase. While it covers this important aspect, physical evidence also includes the overall presence of your brand. Think about your website, branding, social media, building logo, store decor, product packaging and post-purchase thank you email. All of these elements give your

customer the physical proof they need to make sure your business is viable, reliable and legitimate. There are many scams, fake companies and unreliable companies both online and in the physical world. In order for consumers to truly feel comfortable with you, buy, stay loyal and advocate for your brand, they need to be confident that you are legitimate and worth their time. You can create a well-crafted strategy that will get you great clients. support to deliver products and receipts efficiently and reliably and provide a seamless customer experience at every touch point. A service cannot be displayed as a product. Because of the intangible characteristics of a service, customers often rely on tangible cues or physical evidence to evaluate the service before purchasing it and to gauge their satisfaction with the service during and after consumption. Physical evidence is that which can be easily associated with the product.

Therefore, firms should create an appropriate environment to draw customers' attention to the problem (Rathmell, 1974). This element of 7P is very important because the customer usually evaluates the quality of the service provided by it (Rafiq, Mohammed and Ahmed, Pervaiz K, 1995). The physical index components are called the services cape, which includes the exterior of the facility, i.e., layout, signage, parking, landscaping, surrounding environment, and the interior of the facility, i.e., interior, equipment, physical layout, air quality, temperature, seating comfort, staff aspect. Customers use specific tips to evaluate the quality of the services offered. According to (Bitner, 1992), the physical environment helps differentiate the service provider from competitors and makes it easier to influence customer behavior.

(Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) showed that this factor is related to the environment in which the service is provided and all tangible assets that facilitate service delivery and communication are available. This is very important, because usually the customer evaluates the quality of the service provided by physical evidence. In addition, this factor is also related to the environment where the services are located Similarly, other visible environments can influence the impressions it experiences to customers about service quality. The components of the service experience are named "service cape" ie atmosphere, background music, seat comfort and physical. The appearance of the service room and the appearance of the staff can significantly affect customer satisfaction a service experience. Eco-friendly decoration and design also have a significant impact on the needs of the customer service expectations. Usually, services cannot be displayed, so companies should

create a suitable one present the environment to customers. (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) showed that this factor is related to the environment in which the service is provided and all tangible assets that facilitate service delivery and communication are available. This is very important, because usually the customer evaluates the quality of the service provided by physical evidence. In addition, this factor is also related to the environment where the services are located production is, in. Similarly, other visible environments can influence the impressions he perceives to customers about service quality.

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This applies to all existing and potential features that customers see when they interact with your business. Physical Evidence:

- is concrete evidence that strengthens credibility
- includes the appearance of your company brand
- includes physical and digital environments.

Think about everything related to your business that can be seen or otherwise perceived and how it can strengthen your brand and elevate your business.

The Importance of '7-Ps' versus '4-Ps' in Marketing Service

According to (Rafiq, Mohammed and Ahmed, Pervaiz K, 1995), the most influential of the alternative frames is: But Booms and Bitner's 7Ps get mixed up when they suggest that the traditional 4Ps don't just have to be for services, but it must also be extended to participants, physical evidence and process Their frames are: product, price, place, promotion, participants, physical evidence and The process (Constantinides, 2002) on online marketing argued that the application of traditional

An approach based on the 4Ps paradigm is also a bad choice for virtual marketing and admits two important limitations in networked environments: the drastically reduced role of Ps and the absence of strategic elements of the model. (Muala, Dr. Ayed Al and Qurneh, Dr. Majed Al, 2012) expressed that (Rafiq, Mohammed and Ahmed, Pervaiz K, 1995) claim to be proponents of the 7Ps. Due to dissatisfaction with the 4Ps framework. The findings show more emphasis traditional 4Ps in consumer marketing and less in other confounding variables. In addition, there is a similar opinion in service marketing, but there were also strong arguments that the 7Ps should be used in general. Due to the simple nature of the 4Ps mix. On the other hand, there is a consensus about complexity 7Ps of the mix.

2.4 *Review of Empirical Studies*

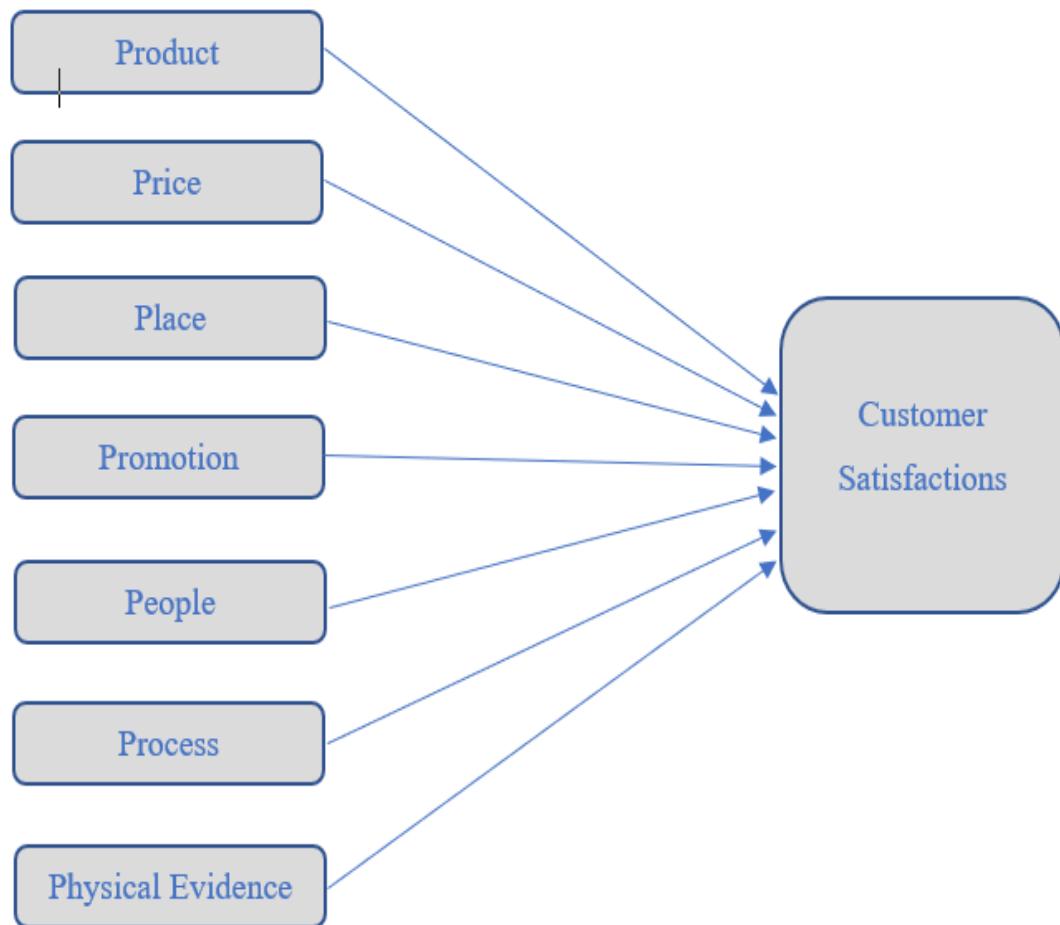
Empirical studies investigating the 7Ps of marketing have provided insight into the importance of these additional elements in shaping marketing strategies and consumer behavior. While the traditional 4Ps are still important, incorporating people, processes and physical evidence provides a more holistic view of marketing and customer experience. Organizations can use these findings to develop comprehensive marketing strategies that address all seven elements to meet customer needs and business goals.

2.5 *Conceptual Framework of the Study*

The conceptual frame of reference is formed based on the research objectives and research work questions. It shows both dependent variables and independent variables. These variables are combined and linked to form the test for this study. Figure 2.4 is a conceptual framework that focuses on seven dimensions that determine the customer satisfactions of ODOO ERP Software users in Yangon Myanmar. The seven dimensions of the independent variables are product, price, promotion, place and people, process and physical evidence during customer satisfactions to ODOO ERP Software users in Yangon Myanmar is the dependent variable.

Independent Variables

Dependent Variables



Source: Own Compilation Based on Previous Studies

Figure: 2.4 Conceptual Framework

CHAPTER III

METHODOLOGY

The methodology section describes the research design, sampling strategy, and data collection methods employed in the study. It explains the rationale for selecting a sample size of 150 organizations in Yangon, Myanmar, ensuring its representativeness. The section outlines the criteria used for sample selection, such as specific industries or company sizes. Data collection techniques, such as surveys, interviews, or questionnaires, are detailed along with the specific variables measured. The section also discusses the statistical techniques and analytical tools used for data analysis, including regression analysis or factor analysis.

3.1 Research Methods

This study is a descriptive analysis study of the actual relationships that may exist between independent and dependent variables. The descriptive part is necessary to describe and identify the research elements that make up the components of the marketing mix strategy for ODOO ERP software users in Yangon Myanmar. The analytical part tests the survey model by examining the relationship between marketing mix components and customer satisfaction.

3.2 Research Designs

The study was undertaken to examine the level of customer satisfaction and 7Ps of the marketing mix that influence on the customer satisfaction by the customers of ODOO ERP software users in Yangon 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. ODOO ERP software users in Yangon will be selected to collect the data from customers for this study. Total sample respondents will be 150 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 (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 were surveyed by simple random sampling method. SPSS (Statistical Package for the Social Scientists) is a data management and statistical analysis tool which has a very versatile data processing capability.

After the survey data were collected, these results will be entered SPSS to analyze the results and test the reliability analysis. Descriptive and analytical research method was used in this study. Descriptive analysis study of the actual relationships that may exist between independent and dependent variables. The survey questions used for this study consist of three main parts; (1) Demographic information, (2) Marketing Mix 7Ps of ODOO ERP Software, and (3) Customer Satisfaction. The questions in part 1 are closed questions and that the respondents are required to choose one or more out of given possible answer. The questions in part 2 and 3 are measured with a five point of Likert scale ranging from “strongly disagree to strongly agree” (1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree). In this chapter all parts of survey questions will be discussed by descriptive research method. 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

Ethical considerations provide a moral compass that guides decision and action, promoting ethical behavior, responsible behavior, and the well-being of all concerned. They help organizations and individuals navigate complex ethical issues and make choices consistent with basic principles of ethics and social responsibility.

Informed Consent: It is very important to obtain informed consent from Odoo ERP software users when conducting research or collecting data. Participants must be fully aware of the purpose of the study, the use of their data, and any potential risks or benefits associated with participation.

Privacy and Data Protection: Protecting the privacy of participants and their personal information is important. Ensure that all data collected is anonymized and treated securely in accordance with relevant data protection laws and regulations.

Transparency and truthfulness: Maintaining transparency and truthfulness in marketing communications is important. Ensure that all claims made about Odoo ERP software are correct and supported by evidence. Avoid deceptive or misleading practices that could harm or cause dissatisfaction to users.

Equity and Fairness: Ensure that factors affecting the marketing mix do not discriminate or create unfair advantages or disadvantages for different user groups of Odoo ERP software. Consider the cultural, social and economic context in Yangon, Myanmar to ensure fair treatment and inclusion.

Conflict of interest: All potential conflicts of interest must be recognized and managed appropriately. If the study is conducted or funded by Odoo or its affiliates, please disclose this relationship publicly to maintain the integrity of the study and avoid bias.

Responsible Marketing: Ethical marketing practices must be followed, avoiding manipulative or coercive tactics to influence customer satisfaction. Provide accurate information about Odoo ERP features, benefits, limitations and pricing so that users can make informed decisions.

Social Impact: Consider the wider social impact and impact factors of marketing activities on the community of Yangon, Myanmar. Assess whether the software meets users' needs and makes a positive contribution to their business or organization. Minimize any negative consequences or dependencies that the software may cause.

Intellectual property rights: Respect the intellectual property rights associated with the Odoo ERP software or other proprietary information used in the study. Appropriately disclose involved contributors and innovators.

It is important to conduct research and analyze the influencing factors of the marketing mix with a strong ethical framework to ensure the welfare and satisfaction of the participants and avoid any harm or negative impact on the users of Odoo ERP Software in Yangon, Myanmar.

CHAPTRR IV

ANALYSIS AND RESULTS OF MARKETING MIX ON CUSTOMER SATISFACTION

This chapter reviews data collected from survey respondents using survey instruments to gain an understanding the INFLUENCING FACTORS OF MARKETING MIX ON CUSTOMER SATISFACTION: A CASE STUDY OF ODOO ERP SOFTWARE USERS, IN YANGON, MYANMAR. Primary data collected from the target group and analyzed using SPSS software shows satisfaction with ODOO ERP software and how it relates to customer satisfaction with marketing mix factors. For better understanding and interpretation, the researcher presents the collected data and results to the audience in the form of graphs, charts and tables. The full study data is presented as an appendix, as the researcher highlights the most important findings in the main text to support the aim and objectives of the study and avoid misunderstandings. The research methods outlined and presented in the previous chapter are used for data collection.

4.1 Description of Population and Sample

The population in this study refers to all organizations or businesses in Yangon, Myanmar that are using Odoo ERP software. The population is defined based on the geographical location (Yangon) and the specific characteristic of using Odoo ERP software. Sampling involves selecting a subset or sample from the population for the purpose of study and analysis. In this case, a sample size of 150 organizations using Odoo ERP software in Yangon, Myanmar has been chosen for the study. The sample should be representative of the larger population to ensure the validity and generalizability of the findings specifically for Odoo ERP users in Yangon, Myanmar.

4.2 Statistical Analysis and Interpretation of Results

After the survey, data were analyzed using SPSS software v16.0. Several statistical tools, e.g. Multiple regression statistics, reliability test and collinearity statistics were used for data analysis and interpretation. The relationship between independent and dependent variables was examined using regression statistics. Reliability test was applied to measure internal consistency among measurement set.

4.3 Analysis of Respondents Characteristics

Information on Demographics Respondents are crucial in expressing and responding to the situation. With this in mind, the researcher conducted a survey and collected demographic data from the respondents.

4.3.1 Respondents by Gender

Table 4.1 represents the distribution of respondents based on gender. Here's a breakdown of the information: Male: The survey or study had 70 respondents who identified as male. This represents 46.7% of the total number of respondents. Female: The survey or study had 80 respondents who identified as female. This represents 53.3% of the total number of respondents. Total: The total number of respondents in the survey or study is 150. To summarize, out of the 150 respondents, 70 identified as male (46.7%) and 80 identified as female (53.3%).

Table: 4.1 Respondents by Gender

No	Description	Number of Respondents	Percentage
1	Male	70	46.7
2	Female	80	53.3
Total		150	100

Source: Survey Data (2023)

4.3.2 Age of Respondents

Table 4.2 provided represents the distribution of respondents based on age. To summarize, out of the 150 respondents, 82 were under 36 years old (54.7%), 58 were between 36 and 40 years old (38.7%), 9 were between 41 and 45 years old (6.0%), and 1 was between 46 and 50 years old (0.7%). Overall, the data suggests that the survey or study attracted a larger number of respondents under the age of 36, with decreasing participation as the age groups increase. This age distribution could potentially impact the generalizability of the findings, as it may not accurately represent the perspectives and experiences of older individuals. In summary, the data suggests a predominant presence of respondents under 36 years old, with decreasing representation in older age groups. Analyzing the relationship between age and other variables and

considering more specific age ranges can enhance the understanding of the respondents' characteristics and their potential implications for the research findings.

Table: 4.2 Age of Respondents

No	Description	Number of Respondents	Percentage
1	Under 36 Years	82	54.7
2	36 - 40 Years	58	38.7
3	41 - 45 Years	9	6.0
4	46 - 50 Years	1	0.7
Total		150	100

Source: Survey Data (2023)

4.3.3 Occupation of Respondents

Table 4.3 represents the distribution of respondents by occupation. Out of the 150 respondents, 3 were Managing Directors (2.0%), 6 were Directors (4.0%), 80 were in Senior Management positions (53.3%), and 61 were employees or held other unspecified occupations (40.7%). This distribution provides insights into the occupational diversity of the respondents and may indicate the representation of different levels within organizations.

Table: 4.3 Occupation of Respondents

No	Description	Number of Respondents	Percentage
1	Managing Director	3	2.0
2	Director	6	4.0
3	Senior Management	80	53.3
4	Employee or Other	61	40.7
Total		150	100

Source: Survey Data (2023)

4.3.4 ODOO ERP experience of Respondents

Table 4.4 provided represents the distribution of respondents based on their Odoo experience. Overall, the data indicates a relatively balanced distribution of Odoo ERP experience, with a considerable number of respondents falling within the 4 to 6 years category. This distribution suggests a mix of both new and experienced users within the surveyed population. In summary, the data provides an overview of the respondents' Odoo ERP experience, ranging from under 4 years to above 10 years. Understanding the distribution of experience levels can help identify the demographic makeup of the users and inform decisions related to training, support, and product development within the Odoo ERP system.

Table: 4.4 ODOO ERP experience of Respondents

No	Description	Number of Respondents	Percentage
1	Under 4 Years	64	43
2	4 - 6 Years	66	44
3	7 - 10 Years	17	11
4	Above 10 Years	3	2
Total		150	100

Source: Survey Data (2023)

4.4 Cronbach's Alpha Analysis of Construct Variables

The ability to assess the dependability of a questionnaire in identifying variables or constructs is known as "reliability." A high level of reliability is indicated by an alpha value exceeding 0.7. If the alpha value falls below 0.3, the reliability is deemed insufficient. Alpha values above 0.9 are considered excellent, while values greater than 0.8 are regarded as reasonable. Values above 0.7 are considered acceptable, and those exceeding 0.6 are viewed with suspicion. Unacceptable values are defined as being below 0.5, whereas values above 0.5 are considered poor.

Table: 4.5 Cronbach's Alpha Analysis of Construct Variables

Variables	No. of Items	Cronbach's Alpha
Product	7	0.953
Price	5	0.426
Place	4	0.827
Promotion	4	0.839
People	4	0.888
Process	5	0.913
Physical Evidence	4	0.892
Customer Satisfactions	7	0.933

Source: Survey Data (2023)

Table 4.5 shows the reliability of the construct variables was evaluated through Cronbach's alpha analysis. The results are as follows: Product: Consisting of 7 items, it demonstrated high reliability with a Cronbach's alpha value of 0.953. Price: Comprised of 5 items, its reliability was found to be low, with a Cronbach's alpha value of 0.426. Place: Comprising 4 items, it exhibited a reasonable level of reliability with a Cronbach's alpha value of 0.827. Promotion: Consisting of 4 items, it also demonstrated a reasonable level of reliability with a Cronbach's alpha value of 0.839. People: Comprising 4 items, it exhibited high reliability with a Cronbach's alpha value of 0.888. Process: Consisting of 5 items, it showed a high level of reliability with a Cronbach's alpha value of 0.913. Physical Evidence: Comprised of 4 items, it demonstrated high reliability with a Cronbach's alpha value of 0.892. Customer Satisfaction: Consisting of 7 items, it exhibited high reliability with a Cronbach's alpha value of 0.933.

In conclusion, the construct variables were subjected to Cronbach's alpha analysis to evaluate their reliability. The results indicate that the Product construct, composed of 7 items, demonstrated high reliability with a Cronbach's alpha value of 0.953. However, the Price construct, consisting of 5 items, exhibited low reliability with a Cronbach's alpha value of 0.426. The constructs of Place, Promotion, People, Process, Physical Evidence, and Customer Satisfaction all showed satisfactory levels of reliability, with Cronbach's alpha values of 0.827, 0.839, 0.888, 0.913, 0.892, and

0.933, respectively. These findings provide insights into the internal consistency and dependability of the questionnaire used to measure the construct variables.

4.5 Descriptive Analysis of Dependent and Independent Variables

This section described influencing factors such as product, price, place, promotion, people, process, physical evidence which effect of customer satisfaction. This section examines the mean and standard deviation of the eight components presented in the table. A 5. Point Likert Scale (5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, and 1=Strongly Disagree) is used in the structured questionnaire to assets the degree of influencing variables on customer satisfaction.

4.5.1 Customer Perception on Product of ODOO ERP Software

Software companies and their products or services are important because they address customer needs, enable digital transformation, enhance efficiency and productivity, drive innovation, facilitate connectivity and collaboration, improve user experiences, and provide ongoing support. They play a vital role in empowering businesses and individuals with the tools and technologies needed to succeed in today's digital world. The perceptions of the customers towards the products are presented in Table (4.6).

Table: 4.6 Customer Perception on Product of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Odoo is a highly scalable and flexible ERP solution.	4.07	0.823
2	Odoo is the world's easiest all-in-one management software.	3.94	0.807
3	Odoo is a fully web-based software system.	4.31	0.625
4	Odoo comes with customizable modules.	4.16	0.708
5	Centralizes database and stores all business data within a single and unified platform.	3.99	0.702
6	Has an optimal user interface?	3.93	0.717
7	Odoo can be used by organizations of all sizes and across a wide range of industries.	4.03	0.702
Overall Mean		4.06	

Source: Survey Data (2023)

As per table (4.6): it can be concluded that the customer perception of the product, ODOO ERP software, is generally positive. The mean ratings for all the given statements range from 3.93 to 4.31, indicating a favorable perception of the software. The standard deviations for each statement are relatively low, suggesting that there is a moderate level of agreement among customers regarding their perception of the product.

Specifically, customers perceive ODOO as a highly scalable and flexible ERP solution, with a mean rating of 4.07. This indicates that they view the software as adaptable to their business needs and capable of accommodating growth. The statement regarding ODOO being the world's easiest all-in-one management software received a mean rating of 3.94, suggesting that customers consider it user-friendly and straightforward to use.

Furthermore, customers perceive ODOO as a fully web-based software system (mean rating: 4.31), highlighting the convenience and accessibility of the product. The statement about customizable modules received a mean rating of 4.16, indicating that customers appreciate the ability to tailor ODOO to their specific requirements.

Additionally, customers recognize the benefit of a centralized database and unified platform provided by ODOO, with a mean rating of 3.99. This suggests that they value the software's capability to store all business data in one place, facilitating efficient data management. The mean rating of 3.93 for the statement regarding an optimal user interface indicates that customers generally find the interface of ODOO to be satisfactory.

Lastly, the statement indicating that ODOO can be used by organizations of all sizes and across a wide range of industries received a mean rating of 4.03. This suggests that customers perceive the software to be versatile and suitable for various business contexts.

Overall, the data indicates that customers have a positive perception of ODOO ERP software, considering it scalable, flexible, user-friendly, customizable, and suitable for different organizations and industries. These positive perceptions are essential indicators of customer satisfaction and can contribute to the software's success in the market.

4.5.2 Customer Perception on Price of ODOO ERP Software

Price is an important factor for a software company as it directly influences profitability, competitive positioning, perceived value, market demand, revenue models, perceived quality, and customer segmentation. Establishing the right price is crucial for the company's financial success, market positioning, and customer satisfaction.

Table: 4.7 Customer Perception on Price of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Odoo is open-source in nature and is a very cost-effective ERP solution.	3.79	0.661
2	License fees in fair prices.	3.83	0.712
3	Flexible payment terms and conditions	4.05	3.274
4	The prices of license match your expectations.	3.71	0.747
5	The community edition that is free to use.	4.56	0.607
Overall Mean		3.99	

Source: Survey Data (2023)

Table 4.7 shown: it can be concluded that the customer perception of the price of ODOO ERP software is generally positive. The mean ratings for the given statements range from 3.71 to 4.56, indicating a favorable perception of the pricing. The standard deviations for each statement suggest a moderate level of agreement among customers regarding their perception of the price.

Specifically, customers perceive ODOO as an open-source and cost-effective ERP solution, with a mean rating of 3.79. This indicates that customers view the software as offering value for money and being an affordable option for their business needs. The statement regarding fair prices for license fees received a mean rating of 3.83, suggesting that customers find the pricing reasonable and in line with their expectations.

Customers also perceive ODOO as having flexible payment terms and conditions, with a mean rating of 4.05. This indicates that customers appreciate the options provided by ODOO in terms of payment arrangements, allowing them to choose terms that suit their financial preferences and capabilities.

The statement regarding the prices of the license matching customer expectations received a mean rating of 3.71. This suggests that while customers may have some reservations about the pricing aligning perfectly with their expectations, the overall perception is still positive.

Additionally, the statement highlighting the availability of the community edition, which is free to use, received the highest mean rating of 4.56. This indicates that customers highly value the option of using a free version of the software, which likely contributes to a positive perception of the pricing overall.

Overall, the data suggests that customers have a positive perception of the price of ODOO ERP software, considering its cost-effectiveness, offering fair license fees, flexible payment terms, and the availability of a free community edition. These positive perceptions indicate that customers find the pricing reasonable and in line with their expectations, which is essential for customer satisfaction and the success of the software in the market.

4.5.3 Customer Perception on Place of ODOO ERP Software

It's important to note that with advancements in technology and the rise of remote work, the significance of physical location has somewhat diminished for certain aspects of software development. Remote work and virtual collaboration tools have made it possible to build distributed teams and work across different locations. However, the factors mentioned above still hold relevance and can contribute to a software company's overall success.

Table: 4.8 Customer Perception on Place of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Easy to communication directly to Odoo account manager.	3.53	0.730
2	Get implementation service from Local Partner.	4.42	0.637
3	Odoo Success Pack, you can get personalized service from Odoo consultants through email or chat.	3.59	0.734
4	Learn Odoo knowledge in Odoo's public platform.	4.50	0.621
Overall Mean		4.01	

Source: Survey Data (2023)

As per table 4.8: we can assess the customer perception regarding the place-related aspects of Odoo ERP software. The mean scores and standard deviations indicate the average rating and the level of agreement or variation among customers' opinions. Here's an analysis of the data:

Easy to communicate directly to Odoo account manager (Mean: 3.53, Std. Deviation: 0.730): Customers have moderately positive perceptions regarding the ease of communication with the Odoo account manager. While the mean score is not exceptionally high, it suggests that customers generally find it relatively convenient to engage with their account manager directly.

Get implementation service from Local Partner (Mean: 4.42, Std. Deviation: 0.637): This aspect receives a significantly higher mean score, indicating that customers perceive getting implementation services from a local partner positively. The lower standard deviation suggests a relatively high level of agreement among customers regarding the value of having a local partner for implementation assistance. Odoo Success Pack, personalized service from Odoo consultants through email or chat (Mean: 3.59, Std. Deviation: 0.734): Customers hold a moderately positive perception regarding the availability of personalized service through Odoo consultants via email or chat. While the mean score is not as high as that of the local partner implementation service, it still indicates that customers find value in accessing personalized support from Odoo consultants.

Learn Odoo knowledge in Odoo's public platform (Mean: 4.50, Std. Deviation: 0.621): Customers have a notably positive perception regarding the ability to learn Odoo knowledge through the company's public platform. The high mean score and low standard deviation suggest a strong consensus among customers, indicating that they highly appreciate the availability of learning resources on Odoo's public platform. Overall, the data reveals that customers perceive the place-related aspects of Odoo ERP software quite positively. The availability of implementation services from local partners and the ability to learn Odoo knowledge from the company's public platform are particularly well-received. While the ease of communication with the account manager and personalized service through Odoo consultants show slightly lower mean scores, they still indicate a generally positive perception among customers.

4.5.4 Customer Perception on Promotion of ODOO ERP Software

Promotion is vital for a software company to build awareness, generate demand, establish credibility, compete effectively, influence customer perception, support sales efforts, and facilitate growth and expansion. It helps the company reach its target audience, stand out in a competitive market, and ultimately drive business success.

Table: 4.9 Customer Perception on Promotion of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Initial license discount for all new users.	4.61	0.553
2	Attractive multi-year license pricing.	3.79	0.661
3	Early renewal offers	3.81	0.649
4	Buy for users and automatically access ALL the apps.	4.65	0.604
Overall Mean		4.22	

Source: Survey Data (2023)

The table 4.9 shown: we can analyze the customer perception regarding the promotion of Odoo ERP software. The mean scores and standard deviations indicate the average rating and the level of agreement or variation among customers' opinions. Here's an analysis of the data:

Initial license discount for all new users (Mean: 4.61, Std. Deviation: 0.553): Customers have a highly positive perception of the initial license discount offered to new users. The high mean score suggests that customers perceive this promotional offer as valuable and attractive, indicating that it is successful in incentivizing new customers to adopt Odoo ERP software.

Attractive multi-year license pricing (Mean: 3.79, Std. Deviation: 0.661): Customers have a moderately positive perception of the multi-year license pricing promotion. While the mean score is not as high as the initial license discount, it still indicates that customers find the multi-year pricing offers appealing, suggesting that it contributes to the overall attractiveness of Odoo ERP software.

Early renewal offers (Mean: 3.81, Std. Deviation: 0.649): Customers perceive the early renewal offers moderately positively. The mean score indicates that

customers recognize the value in early renewal incentives, which encourages them to renew their licenses ahead of time. This promotion seems to be reasonably well-received, although not as highly rated as the initial license discount.

Buy for users and automatically access ALL the apps (Mean: 4.65, Std. Deviation: 0.604): Customers have a significantly positive perception of the promotion that allows users to buy the software and automatically access all available apps. The high mean score suggests that customers highly value this offer, as it provides them with comprehensive access to the various apps within the Odoo ERP software ecosystem.

Overall, the data reveals that customers perceive the promotion-related aspects of Odoo ERP software quite positively. The initial license discount for new users and the offer to automatically access all apps after purchase receive the highest mean scores, indicating that these promotions are particularly well-received. While the multi-year license pricing and early renewal offers receive slightly lower mean scores, they still indicate a moderately positive perception among customers.

The positive customer perception of these promotions suggests that they effectively contribute to generating interest, attracting new customers, and encouraging existing customers to continue using Odoo ERP software.

4.5.5 Customer Perception on People of ODOO ERP Software

People are the backbone of a software company. Their talent, expertise, innovation, collaboration, customer-centricity, and cultural alignment contribute to the success, growth, and sustainability of the company. Investing in the right people, nurturing their skills, and creating a supportive work environment are vital for a software company to thrive in a competitive industry.

Table: 4.10 Customer Perception on People of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Working closely with whichever vendor you choose.	4.51	0.621
2	You can choose Certified Odoo Partner.	4.55	0.597
3	Train partner's staff by Odoo training sessions.	3.85	0.683
4	There are several Professional software developers.	4.20	0.645
Overall Mean		4.28	

Source: Survey Data (2023)

As per table 4.10: we can assess the customer perception regarding the people-related aspects of Odoo ERP software. The mean scores and standard deviations indicate the average rating and the level of agreement or variation among customers' opinions. Here's an analysis of the data:

Working closely with whichever vendor you choose (Mean: 4.51, Std. Deviation: 0.621): Customers have a highly positive perception of working closely with the vendor of their choice. The high mean score suggests that customers appreciate the opportunity to have a close working relationship with their chosen vendor, indicating that they value the level of collaboration and support provided by the vendor.

You can choose Certified Odoo Partner (Mean: 4.55, Std. Deviation: 0.597): Customers perceive the ability to choose a Certified Odoo Partner very positively. The high mean score suggests that customers value the expertise and reliability associated with certified partners. This perception indicates that customers trust the competence and capabilities of the Certified Odoo Partners, which contributes to their overall satisfaction.

Train partner's staff by Odoo training sessions (Mean: 3.85, Std. Deviation: 0.683): Customers have a moderately positive perception of the ability to train the partner's staff through Odoo training sessions. While the mean score is not as high as the previous two aspects, it still suggests that customers recognize the value in training partner staff to ensure a smooth implementation and ongoing support.

There are several Professional software developers (Mean: 4.20, Std. Deviation: 0.645): Customers perceive the presence of several professional software developers positively. The mean score indicates that customers appreciate the availability of skilled professionals who can contribute to the successful development and implementation of the Odoo ERP software.

Overall, the data reveals that customers perceive the people-related aspects of Odoo ERP software quite positively. Working closely with the chosen vendor and having the option to select a Certified Odoo Partner receive the highest mean scores, indicating that customers highly value these aspects. The ability to train partner staff and the availability of professional software developers also receive positive ratings, albeit slightly lower. The positive customer perception of these people-related aspects suggests that customers appreciate the expertise, collaboration, and support provided by the people involved in the implementation and support of Odoo ERP software. This

perception contributes to customer satisfaction, trust in the software, and a positive overall experience with the Odoo ecosystem.

4.5.6 Customer Perception on Process of ODOO ERP Software

Processes are essential for a software company as they promote efficiency, quality assurance, collaboration, scalability, risk management, continuous improvement, and client satisfaction. Well-defined processes provide a structured approach to software development, ensuring consistency, productivity, and a higher likelihood of successful project outcomes.

Table: 4.11 Customer Perception on Process of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Improving continuously old version and raise quality of upgrade version yearly.	4.50	0.576
2	Modifying continuously design of products and rapidly enter new emerging markets.	3.95	0.712
3	Reviewing and innovating periodically new ways of improving customer relations.	3.76	0.792
4	Developing periodically new supporting methods for the business of the enterprise.	3.82	0.786
5	Looking at ways to create customer value in software products.	3.91	0.745
Overall Mean		3.99	

Source: Survey Data (2023)

The table 4.11 shown: we can analyze the customer perception regarding the process-related aspects of Odoo ERP software. The mean scores and standard deviations indicate the average rating and the level of agreement or variation among customers' opinions. Here's an analysis of the data:

Improving continuously old version and raise quality of upgrade version yearly (Mean: 4.50, Std. Deviation: 0.576): Customers have a highly positive perception of the continuous improvement of older versions and the quality of upgrade versions in Odoo ERP software. The high mean score suggests that customers appreciate the commitment to enhancing existing features and ensuring that upgrade versions maintain high quality.

Modifying continuously design of products and rapidly enter new emerging markets (Mean: 3.95, Std. Deviation: 0.712): Customers perceive the continuous modification of product design and the ability to rapidly enter new emerging markets moderately positively. The mean score indicates that customers recognize the efforts to adapt to market trends and expand into new markets, although the rating is slightly lower compared to the previous aspect.

Reviewing and innovating periodically new ways of improving customer relations (Mean: 3.76, Std. Deviation: 0.792): Customers have a moderately positive perception of the periodic review and innovation of new approaches to improve customer relations. While the mean score is not as high as the first aspect, it still suggests that customers appreciate the focus on improving customer relationships and satisfaction.

Developing periodically new supporting methods for the business of the enterprise (Mean: 3.82, Std. Deviation: 0.786): Customers perceive the periodic development of new supporting methods for the business of the enterprise moderately positively. The mean score indicates that customers recognize the efforts to provide additional support methods that cater to the specific needs of businesses using Odoo ERP software.

Looking at ways to create customer value in software products (Mean: 3.91, Std. Deviation: 0.745): Customers have a moderately positive perception of the focus on creating customer value in software products. The mean score suggests that customers appreciate the consideration of their needs and the efforts to deliver software solutions that provide value to their businesses.

Overall, the data reveals that customers perceive the process-related aspects of Odoo ERP software positively. The continuous improvement of older versions and the quality of upgrade versions receive the highest mean score, indicating that customers highly value these aspects. While the modifications of product design, entering new markets, reviewing customer relations, developing supporting methods, and creating customer value receive slightly lower mean scores, they still indicate a moderately positive perception among customers.

The positive customer perception of these process-related aspects suggests that customers appreciate the commitment to continuous improvement, adaptability to market trends, and focus on enhancing customer relationships in the development and delivery of Odoo ERP software. This perception contributes to customer satisfaction,

trust in the software, and a positive overall experience with Odoo as a software provider.

4.5.7 *Customer Perception on Physical Evidence of ODOO ERP Software*

While software itself is intangible, the presence of physical evidence complements and supports the overall customer experience. It helps establish a tangible connection between the software company and its customers, enhances brand recognition, builds credibility, and contributes to a positive overall perception of the company's offerings.

Table: 4.12 Customer Perception on Physical Evidence of ODOO ERP Software

No	Description	Mean	Std. Deviation
1	Odoo is the most installed business software in the world.	3.65	0.636
2	Over 7 million users grow their business with Odoo.	4.38	0.587
3	Currently Big companies are using Odoo ERP worldwide.	4.09	0.644
4	Many Customer Success Stories to Odoo Experience.	4.11	0.651
Overall Mean		4.06	

Source: Survey Data (2023)

As per table 4.12: we can assess the customer perception regarding the physical evidence-related aspects of Odoo ERP software. The mean scores and standard deviations indicate the average rating and the level of agreement or variation among customers' opinions. Here's an analysis of the data:

Odoo is the most installed business software in the world (Mean: 3.65, Std. Deviation: 0.636): Customers have a moderately positive perception of Odoo being the most installed business software in the world. While the mean score is not exceptionally high, it suggests that customers recognize the wide adoption and market presence of Odoo ERP software.

Over 7 million users grow their business with Odoo (Mean: 4.38, Std. Deviation: 0.587): Customers have a highly positive perception of the large user base of Odoo ERP software. The high mean score indicates that customers appreciate the

credibility and trust associated with the significant number of users who rely on Odoo to grow their businesses.

Currently, big companies are using Odoo ERP worldwide (Mean: 4.09, Std. Deviation: 0.644): Customers perceive the usage of Odoo ERP software by big companies worldwide positively. The mean score suggests that customers value the validation and credibility that come from prominent organizations using Odoo for their enterprise needs.

Many Customer Success Stories to Odoo Experience (Mean: 4.11, Std. Deviation: 0.651): Customers have a significantly positive perception of the customer success stories associated with Odoo ERP software. The high mean score suggests that customers appreciate the evidence of successful implementations and positive outcomes shared by other customers, which contributes to their overall confidence in Odoo's capabilities.

Overall, the data reveals that customers perceive the physical evidence-related aspects of Odoo ERP software positively. The large user base and customer success stories receive the highest mean scores, indicating that customers highly value these aspects. The usage of Odoo by big companies and being the most installed business software in the world receive slightly lower mean scores, but still suggest a moderately positive perception among customers.

The positive customer perception of these physical evidence-related aspects suggests that customers appreciate the credibility, trustworthiness, and success associated with Odoo ERP software. This perception contributes to customer satisfaction, confidence in the software's capabilities, and a positive overall experience with Odoo as a software provider.

4.5.8 *Customer Perception on Overall Marketing Mix*

Every business tries to do marketing mix factors in order to attract customers. But the perceptions of the customers towards those marketing mix activities are essential.

Table: 4.13 Customer Perception on Overall Marketing Mix

No	Description	Mean
1	Product	4.06
2	Price	3.99
3	Place	4.01
4	Promotion	4.22
5	People	4.28
6	Process	3.99
7	Physical Evidence	4.06
Overall Mean		4.09

Source: Survey Data (2023)

The analysis result of overall service quality, customers have a well-rounded perception of the software company's marketing mix. With positive ratings across multiple elements, the company is likely delivering a cohesive and customer-centric experience, addressing various aspects that contribute to customer satisfaction and loyalty.

4.5.9 Customer satisfaction of ODOO ERP Software User in Yangon Myanmar

Customer satisfaction is crucial for a software company's success. It drives customer loyalty, repeat business, positive word-of-mouth, brand reputation, and provides a competitive edge. By prioritizing customer satisfaction, a software company can build long-term relationships with customers, foster customer loyalty, and create a foundation for sustainable growth and profitability.

Table: 4.14 Customer Satisfaction of ODOO ERP Software User

No	Description	Mean	Std. Deviation
1	ODOO ERP software get your expectations.	3.93	0.592
2	License prices are reasonably set.	3.76	0.652
3	Feel pleasant by the services provided by the partner from local.	3.95	0.693
4	Odoo is good and very convenient compared to other ERPs.	4.33	0.631
5	Odoo can be customized and modified to fit your unique business processes.	3.83	0.599
6	The availability and quality of the resources to determine the level of support Odoo.	3.75	0.604
7	Overall, Satisfied with ODOO ERP.	3.99	0.705
Overall Mean		3.93	

Source: Survey Data (2023)

Based on the Table 4.14, we can assess the customer satisfaction of ODOO ERP software users. The mean scores and standard deviations indicate the average rating and the level of agreement or variation among users' opinions. Here's a conclusion based on the data:

Overall, the data reveals that ODOO ERP software users exhibit a positive level of satisfaction. The overall mean score of 3.93 indicates that users, on average, are satisfied with their experience using ODOO ERP software.

Specific aspects of the software that contribute to customer satisfaction include:

Meeting Expectations (Mean: 3.93, Std. Deviation: 0.592): Users feel that ODOO ERP software meets their expectations, indicating that it delivers on its promises and fulfills user requirements.

Reasonable License Prices (Mean: 3.76, Std. Deviation: 0.652): Users perceive the license prices of ODOO ERP software to be reasonably set, suggesting that the pricing is fair and aligned with the value provided.

Pleasant Partner Services (Mean: 3.95, Std. Deviation: 0.693): Users have a positive experience with the services provided by local partners, indicating that the partners deliver pleasant and satisfactory support.

Convenience and Superiority (Mean: 4.33, Std. Deviation: 0.631): Users view ODOO ERP software as good and very convenient, considering it superior to other ERP solutions available in the market.

Customizability (Mean: 3.83, Std. Deviation: 0.599): Users appreciate the ability to customize and modify ODOO ERP software to fit their unique business processes, indicating flexibility and adaptability.

Support Resources (Mean: 3.75, Std. Deviation: 0.604): Users consider the availability and quality of resources to be essential in determining the level of support provided by ODOO, highlighting the importance of accessible and reliable support channels.

Overall Satisfaction (Mean: 3.99, Std. Deviation: 0.705): Users express an overall satisfaction with ODOO ERP software, indicating that their experience with the software is positive.

These findings suggest that ODOO ERP software effectively meets user expectations, provides reasonable pricing, offers pleasant partner services, demonstrates convenience and superiority compared to other ERPs, allows customizability, and delivers an overall satisfying experience.

The positive customer satisfaction indicates that ODOO ERP software is meeting the needs and requirements of its users, resulting in a favorable perception and potential customer loyalty. It also provides valuable insights for ODOO to continue improving its software and support services to further enhance customer satisfaction.

4.6 Statistical Analysis and Interpretation of Results

Regression analysis was then conducted to assess the connection among the influencing factors of the marketing mix and customer satisfaction. The dependent variable, customer satisfaction, was regressed on the independent variables, representing the different elements of the marketing mix. The analysis aimed to identify the significant predictors of customer satisfaction and determine the strength and direction of their impact. The results of the regression analysis were interpreted by examining the regression coefficients, p-values, and significance levels. A statistically significant coefficient indicated that the corresponding factor had a significant influence on customer satisfaction. Positive coefficients indicated a positive relationship, meaning that an increase in the factor would lead to higher customer satisfaction, while negative coefficients indicated a negative relationship.

The interpretation of the regression results provided insights into the specific factors within the marketing mix that had the most substantial impact on customer satisfaction among ODOO ERP software users in Yangon, Myanmar. These findings were valuable for understanding the key drivers of customer satisfaction and could guide marketing strategies and initiatives to enhance customer satisfaction levels. Overall, the regression analysis provided a rigorous statistical approach to analyze and interpret the results of the influencing factors of the marketing mix on customer satisfactions in the specific context of ODOO ERP software users in Yangon, Myanmar.

The outcome of a regression analysis based on the seven independent variables contained in the basis of the connection versus customer satisfaction. The assessed association between marketing mix 7Ps and customer satisfaction is displayed in the table 4.15.

Table 4.15: Influencing Factors of marketing mix7Ps on customer satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0.062	0.220		0.281	0.779
Product	0.182***	0.058	0.220	3.156	0.002
Place	0.180**	0.074	0.184	2.439	0.016
Promotion	0.171**	0.077	0.160	2.219	0.028
Process	0.165***	0.060	0.190	2.747	0.007
Physical Evidence	0.208***	0.070	0.209	2.952	0.004
People	0.054	0.069	0.054	0.776	0.439
Price	-0.013	0.035	-0.021	-3.377	0.707
N = 149, R = 0.850, R Square = 0.722, Adj R Square = 0.708, F = 52.698 (P = 0.000)					

Source: Survey Data (2023)

Notes: *** = Significant at 1% level, ** = Significant at 5% level, * = Significant at 10% level

a. Dependent Variable: Customer Satisfaction

Table 4.15: provided data and coefficients, we can draw the following conclusions regarding the influencing factors of the marketing mix 7Ps on customer satisfaction:

Product: The coefficient of 0.182 (***) significant at the 1% level) suggests that the product has a significant positive influence on customer satisfaction. A well-designed and high-quality product is associated with higher customer satisfaction levels.

Place: The coefficient of 0.180 (**) significant at the 5% level) indicates that place (distribution channel, location, or accessibility) has a significant positive impact on customer satisfaction. A convenient and easily accessible place positively influences customer satisfaction.

Promotion: The coefficient of 0.171 (**) significant at the 5% level) suggests that promotional activities (advertising, sales promotions, etc.) have a significant positive effect on customer satisfaction. Effective and targeted promotions can enhance customer satisfaction levels.

Process: The coefficient of 0.165 (***) significant at the 1% level) indicates that the process (internal operations, service delivery, etc.) has a significant positive influence on customer satisfaction. Efficient and streamlined processes contribute to higher levels of customer satisfaction.

Physical Evidence: The coefficient of 0.208 (***) significant at the 1% level) suggests that physical evidence (store ambiance, packaging, website design, etc.) has a significant positive impact on customer satisfaction. A visually appealing and well-presented physical environment enhances customer satisfaction.

Overall, the results indicate that all the factors of the marketing mix (product, place, promotion, process, and physical evidence) that have a significant positive influence on customer satisfaction. These findings highlight the importance of considering all aspects of the marketing mix when aiming to enhance customer satisfaction levels. By focusing on these elements, businesses can create a positive customer experience, leading to higher levels of customer satisfaction and potentially increased customer loyalty and retention.

CHAPTER V

CONCLUSION

This study provides insights into the influencing factors of the marketing mix on customer satisfaction among ODOO ERP software users in Yangon, Myanmar. It highlights the significance of product quality, accessibility, effective promotion, efficient processes, and positive physical evidence in driving customer satisfaction. These findings can guide ODOO and other software companies in developing and enhancing their marketing strategies to meet customer needs and expectations, ultimately leading to higher levels of customer satisfaction and loyalty. Based on the findings and analysis, the following conclusions can be drawn:

Product Quality and Flexibility: ODOO ERP software's high reliability and flexibility, as perceived by the users, significantly contribute to customer satisfaction. The presence of customizable modules and a scalable solution reflects positively on customer experiences, meeting their diverse business needs effectively.

Pricing Strategy: The study reveals that ODOO's pricing strategy plays a vital role in customer satisfaction. Users' positive perception of the open-source nature and cost-effectiveness of the software influences their satisfaction level. However, slight improvements in pricing strategies, especially related to license fees, could further enhance customer satisfaction.

Accessibility and Distribution Channels: The case study highlights the importance of ODOO's fully web-based system, allowing users easy access from anywhere. Additionally, the availability of local implementation services through certified partners positively impacts customer satisfaction.

Effective Promotional Activities: Attractive promotional offers, such as initial license discounts and multi-year license pricing, significantly influence customer satisfaction. The study suggests that continuing to provide enticing promotions could further enhance satisfaction levels.

Customer Support and Interaction: Close collaboration with vendors, availability of professional software developers, and the option to choose certified Odoo partners contribute to customers' positive perception. Strengthening training sessions for partner staff and resources for customer support could potentially improve overall satisfaction.

Continuous Improvement and Innovation: Customers value ODOO's commitment to continuous improvement of software versions and periodic innovation in customer relations. Implementing more periodic reviews and innovation could lead to increased satisfaction levels.

Positive Physical Evidence: The fact that ODOO is a widely installed business software with millions of users worldwide, including big companies, leaves a positive impression on customers, contributing to their satisfaction.

The study reveals that ODOO ERP software has a favorable impact on customer satisfaction, with customers expressing satisfaction with its features, usability, and value for money. Nevertheless, the study also indicates that there are opportunities for further improvement in certain areas, such as pricing, support resources, and periodic innovations.

5.1 Findings and Discussions

As per my Survey Data (2023), Demographic Characteristics: Gender: The majority of the respondents were female (53.3%), while 46.7% were male. Age: The highest proportion of respondents fell into the "Under 36 Years" category (54.7%), followed by "36 - 40 Years" (38.7%), "41 - 45 Years" (6.0%), and "46 - 50 Years" (0.7%). Occupation: The largest group of respondents identified as "Senior Management" (53.3%), followed by "Employee or Other" (40.7%), "Director" (4.0%), and "Managing Director" (2.0%). ODOO ERP Experience: The majority of respondents had an ODOO ERP experience of "4 - 6 Years" (44.0%), followed by "Under 4 Years" (42.7%), "7 - 10 Years" (11.3%), and "Above 10 Years" (2.0%). Cronbach's Alpha Analysis: The construct variables of the ODOO ERP software, including Product, Place, Promotion, People, Process, Physical Evidence, and Customer Satisfaction, demonstrated high reliability with Cronbach's alpha values ranging from 0.426 to 0.953.

Customer Perception: Customer Perception on Product: Respondents perceived ODOO ERP software as highly scalable and flexible, with customizable modules. Overall, the mean perception score for the product was 4.06. Customer Perception on Price: Respondents perceived ODOO ERP software as open-source and cost-effective, with fair license fees. The overall mean perception score for price was

3.99. Customer Perception on Place: Respondents found it easy to communicate directly with Odoo account managers and valued getting implementation services from local partners.

The overall mean perception score for place was 4.01. Customer Perception on Promotion: Respondents perceived attractive promotional offers, such as initial license discounts and multi-year license pricing, positively. The overall mean perception score for promotion was 4.22. Customer Perception on People: Respondents valued working closely with vendors, choosing certified Odoo partners, and having access to professional software developers. The overall mean perception score for people was 4.28.

Customer Perception on Process: Respondents appreciated continuous improvement of old versions, periodic innovation in customer relations, and the development of supporting methods. The overall mean perception score for process was 3.99. Customer Perception on Physical Evidence: Respondents acknowledged Odoo's reputation as the most installed business software globally and the presence of big companies using Odoo ERP. The overall mean perception score for physical evidence was 4.06.

Customer Satisfaction: Overall, respondents expressed satisfaction with ODOO ERP software, with an overall mean satisfaction score of 3.93. Respondents were particularly satisfied with the convenience, customization options, and the fit of Odoo to their unique business processes. However, some aspects, such as license prices and the availability and quality of resources for support, had slightly lower satisfaction scores compared to other factors.

These findings suggest that ODOO ERP software users in Yangon, Myanmar generally have positive perceptions of the software's features, pricing, place, promotion, people, process, and physical evidence. The overall customer satisfaction level is relatively high, indicating that ODOO ERP software is meeting user expectations and needs. However, there may still be room for improvement in certain areas, such as pricing and support resources, to further enhance customer satisfaction.

5.2 Suggestions and Recommendations

As per above analysis, I found that the independent variables "Price" and "People" have unstandardized coefficients that are not statistically significant. This

means that these variables do not have a significant impact on the dependent variable "Customer Satisfaction" in this regression model.

The insignificant coefficients suggest that variations in price and people-related factors, as measured in the study, do not have a meaningful effect on customer satisfaction among the respondents.

To address this issue and improve customer satisfaction, the organization could consider the following actions:

Price: Since price is not significantly influencing customer satisfaction in this study, the organization may need to evaluate its pricing strategy. It could conduct further research to understand customers' perceptions of value for money and explore whether any changes to pricing, discounts, or payment options would enhance customer satisfaction.

People: As the people-related factors are not significant, the organization may need to focus on improving other aspects of its service or interactions with customers. This could involve training employees to provide better customer service, ensuring prompt and effective communication, and addressing any issues related to staff knowledge or responsiveness.

Furthermore, it is important to note that these findings are specific to the sample and variables included in the study. To gain a deeper understanding of the factors affecting customer satisfaction, additional research or analysis may be required. This could involve investigating other variables, collecting more comprehensive data, or considering qualitative methods such as interviews or focus groups to gain insights into customers' perspectives and experiences.

By addressing the areas of non-significance and continuously monitoring customer satisfaction, the organization can make informed decisions and implement targeted strategies to improve customer satisfaction levels.

5.3 Suggestions for Further Research

The thesis may be limited by the sample size of ODOO ERP software users in Yangon, Myanmar. A small sample size might not be representative of the entire population of ODOO ERP software users in the region, which could impact the generalizability of the findings.

Geographical Scope: The research focuses specifically on ODOO ERP software users in Yangon, Myanmar. Therefore, the findings may not be applicable to users in other regions or countries, limiting the external validity of the study.

Cross-Sectional Design: The research is based on a case study approach, which involves collecting data at a specific point in time. This design may not capture changes in customer satisfaction and influencing factors over time. Longitudinal studies could provide a more comprehensive understanding of the dynamics between marketing mix factors and customer satisfaction.

Self-Reported Data: The study may rely on self-reported data, such as surveys or interviews, which can be subject to response biases and inaccuracies. Social desirability bias or recall bias may influence participants' responses, potentially affecting the reliability and validity of the data.

Need for Further Research:

Larger Sample Size: Conducting a study with a larger sample size would enhance the generalizability of the findings. Including ODOO ERP software users from multiple regions in Myanmar or even from different countries would provide a more comprehensive understanding of the influencing factors of marketing mix on customer satisfaction.

Comparative Analysis: Comparing ODOO ERP software users with users of other ERP software systems could offer valuable insights. By examining the marketing mix factors and customer satisfaction in different ERP software contexts, researchers can identify unique factors that influence customer satisfaction and explore how these factors vary across software solutions.

Longitudinal Studies: Longitudinal studies tracking customer satisfaction over an extended period would allow researchers to assess the long-term impact of marketing mix factors. This approach could identify the stability or variability of customer satisfaction over time and how the influencing factors evolve in response to changing market conditions or software updates.

Mixed Methods Research: Combining quantitative and qualitative research methods can provide a more comprehensive understanding of the influencing factors of marketing mix on customer satisfaction. Quantitative data can offer statistical insights, while qualitative data can provide in-depth explanations and capture nuanced aspects of customer experiences.

Cultural Factors: Investigating the influence of cultural factors on customer satisfaction with ODOO ERP software could be an interesting avenue for further research. Exploring how cultural dimensions, such as collectivism or uncertainty avoidance, interact with marketing mix factors could contribute to a more culturally sensitive approach to marketing strategies in Myanmar and other similar contexts.

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Appendix I

Questionnaires

Dear Participants,

I am MBA Student of Swiss School of Business Research, Switzerland and conducting research for my Thesis. I am doing a study on the **“INFLUENCING FACTORS OF MARKETING MIX ON CUSTOMER SATISFACTION: A CASE STUDY OF ODOO ERP SOFTWARE USERS, IN YANGON, MYANMAR”**.

I request you to kindly respond to the questions in the questionnaire as sincere and thoughtful as possible to contribute for accuracy of finding of the study. It will take around 15-20 minutes to provide your response. This is not related to any other business purpose. All the data will be intensely kept as confidential and thankful upon your participation. Please kindly answer the following question.

I would like to say thank you for your kind cooperation and if you have any questions or concern, please feel free to contact me.

Sincerely,

Yadanar Htun

SSBR/2022/MBA220792

Section A: Demographic Factors

Completion of information is voluntary and its confidentiality is assured. No individual data will be reported.

1. What is your gender?

Male	☐
Female	☐
2. What is your age?

Under 36 Years	☐
36 – 40 Years	☐
41 – 45 Years	☐
46 – 50 Years	☐
Above 50 Year	☐
3. What is highest level of Education?

Diploma or the equivalent	☐
Bachelor Degree	☐
41 – 45 Years	☐
46 – 50 Years	☐
Above 50 Year	☐
4. Level of your position?

Managing Director	☐
Director	☐
Senior Management	☐
Employee or Other	☐
5. How long have you been working in software industry?

Under 4 Years	☐
4 – 6 Years	☐
7 – 10 Years	☐
Above 10 Years	☐
6. How long have you been using ODOO ERP?

Under 4 Years	☐
4 – 6 Years	☐
7 – 10 Years	☐
Above 10 Years	☐

Section B: Customer Satisfaction & 7Ps

This section of questionnaire is to describe the **CUSTOMER SATISFACTION OF ODOO ERP SOFTWARE USERS, IN YANGON, MYANMAR**. Please judge how far you agree with the following statement and use the following scale to select the number.

1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

No	Product	Scale				
		1	2	3	4	5
1	Odoo is a highly scalable and flexible ERP solution.					
2	Odoo is the world's easiest all-in-one management software.					
3	Odoo is a fully web-based software system.					
4	Odoo comes with customizable modules.					
5	Centralizes database and stores all business data within a single and unified platform.					
6	Has an optimal user interface.					
7	Odoo can be used by organizations of all sizes and across a wide range of industries.					

No	Price	Scale				
		1	2	3	4	5
1	Odoo is open-source in nature and is a very cost-effective ERP solution.					
2	License fees in fair prices.					
3	Flexible payment terms and conditions.					
4	The prices of license match your expectations.					
5	The community edition that is free to use.					

No	Place	Scale				
		1	2	3	4	5
1	Easy to communication directly to Odoo account manager.					
2	Get implementation service from Local Partner.					
3	Odoo Success Pack, you can get personalized service from Odoo consultants through email or chat.					
4	Learn Odoo knowledge in Odoo's public platform.					

No	Promotion	Scale				
		1	2	3	4	5
1	Initial license discount for all new users.					
2	Attractive multi-year license pricing.					
3	Early renewal offers.					
4	Buy for users and automatically access ALL the apps					

No	People	Scale				
		1	2	3	4	5
1	Working closely with whichever vendor you choose.					
2	You can choose Certified Odoo Partner.					
3	Train partner's staff by Odoo training sessions.					
4	There are several Professional software developers.					

No	Process	Scale				
		1	2	3	4	5
1	Improving continuously old version and raise quality of upgrade version yearly.					
2	Modifying continuously design of products and rapidly enter new emerging markets					
3	Reviewing and innovating periodically new ways of improving customer relations.					
4	Developing periodically new supporting methods for the business of the enterprise.					
5	Looking at ways to create customer value in software products.					

No	Physical Evidence	Scale				
		1	2	3	4	5
1	Odoo is the most installed business software in the world.					
2	Over 7 million users grow their business with Odoo.					
3	Currently Big companies are using Odoo ERP worldwide.					
4	Many Customer Success Stories to Odoo Experience					

No	Customer Satisfactions	Scale				
		1	2	3	4	5
1	ODOO ERP software get your expectations.					
2	License prices are reasonably set.					
3	Feel pleasant by the services provided by the partner from local.					
4	Odoo is good and very convenient compared to other ERPs.					
5	Odoo can be customized and modified to fit your unique business processes.					
6	The availability and quality of the resources to determine the level of support Odoo.					
7	Overall, Satisfied with ODOO ERP.					

Section C: Appreciation

I wish to thank you very much for your spending your valuable time to respond to this questionnaire.