



**A STUDY OF CUSTOMER LOYALTY IN FOOD RETAIL MARKET, YANGON**

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## Abstract

**Research Title:** A Study of Customer Loyalty in Food Retail Market, Yangon

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This research aims to customers' behavior in the retail market and to study the perceptions of their loyalty in retail market, Yangon. It was used as the measurement of how well expectations of customers were met by the quality of the service provider in the market. Customer Loyalty was the performance indicator of a business. Hence, customer loyalty was increasing competition among businesses and forcing them to pay attention to satisfying customers' need. Therefore a customer was satisfied if their expectations were met to make the trust. Customers investigate the impact of perceived service quality, trust on customer satisfaction as well as the influence of satisfaction on customer loyalty. Customer satisfaction played an important role in service quality and customer loyalty, which was supported by this research.

To reflect customers' effective and cognitive assessment of their dissatisfy in quality, and their expectation, customers were negatively the trust in the retail market which dissatisfied and disagreement level, a particular quality of information, the treatment of customer in the retail market, Yangon. Thus the results show that there is a positive and significant relationship among

customer service of quality, customer expectation, customer trust, customer satisfaction toward customer loyalty.

The researcher using both qualitative and quantitative research, was collecting sources of this research from books, magazines, journals, government and organization report, and for collecting and analyzing this research data began with the gathering of qualitative data from source form the implementation of the questionnaire to clarify and the previous finding in retail market, Yangon.

**Keyword:** Customer Expectation, Customer Trust, Customer Satisfaction, Customer Loyalty, Food Retail Market, Yangon.



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# CHAPTER I

## 1. Introduction

### 1.1 Background and Significance of the Problem

The Republic of the Union of Myanmar which is a sovereign state in Southeast Asia. Myanmar is the 24<sup>th</sup> most populous country in the world, and the 40<sup>th</sup> largest country by area, with 2012, Myanmar sanctions have been lifted, opening a 56 million population market to world. Opening locations in Myanmar covering both the retail trade, consumer behaviors, personal product users and retailers, making retail the single largest and most comprehensive consumer, retail-focused syndicated study ever carried out in Myanmar. In food retail overview consists of 1,000 retailers across all channels in two largest cities, Yangon and Mandalay but the retailers have 800 in Yangon Location Sample in Myanmar (Matthaes, 2013).

The current population of Myanmar 53.9 million which represents a sizable consumers market in retail sector. The current population of 7 million in Yangon's retail market, was set for major changes with new and modern shopping formats slated, therefore Yangon retail stock grew by 28% year over year on the back of a growing economy and expanding demographics in food retail market at Yangon, Myanmar. The supply stock for the retail market in Myanmar was expected to double the retail space currently in the pipeline as a result of the positive transition economic climate and increasing urban population in Yangon ( Easson, & Taylor 2016).

Myanmar country's retail market was made up to traditional and modern retail food markets. The research aims to determine that customer loyalty was customer expectation, trust, and satisfaction. In Myanmar, the rise and growth of supermarkets in Myanmar, especially in Yangon and Mandalay, was mainly attributed to a growing middle-income consumer segment, expectation, trust and satisfaction into customer loyalty in Food Retail Market in Yangon. Hence, modern retail food stores in Myanmar are dominated by a few players of import directly mainly through agents and carry a large selection of quality of imported products. The main modern supermarkets and hypermarkets and City Mart Supermarket and Ocean Supercenter, which were

owned and operated by City Mark Holding, Orange Supermarket by Creation and Capital Hypermarket by the Capital Diamond Star Group and Sein Gay Har Supermarket in Myanmar. But most of the Supermarket outlets are located in Yangon with a few outlets in Mandalay. Nay Pyi Taw has two Ocean Supermarkets and one Capital Hypermart and their customer base are upper and middle-class locals. A wide range of imported food and beverages are available in these retail stores. But food retail market was focused to write the research in Yangon as the customer loyalty in Yangon.

The most important marketing variable was the service quality sector in marketing. Thus, the customers become loyal to the food retail market. According to Cin, & Chaipoopirutana (2014), have found empirically that service personal values have a positive impact on customer loyalty in the service sector in food retail market. Customer Service is influential when creating customer loyalty however its effect on customer loyalty is not so powerful. Although it is without powerful impact, retailers must improve customer loyalty since customer service is one of the tools that creating customer loyalty. Therefore customer satisfaction is viewed to find the cumulative experience with a certain product or service as satisfaction. It is a single transaction barely leads to long-lasting customer loyalty.

Customers' loyalty that business usually employee to create and maintain the loyalty of customers is not effective. It may benefit customers into a repeat visit in food retail market in Yangon. Hence, they do lead to true customer loyalty. True of customer loyalty was driven by a strong, trusting relationship between the customers to business in food retail market. But the service quality has to customer satisfaction which is one of the important aspects to ensure the attention of the customers. It is to provide the best and the most favorable products at food retail market, Yangon. If a customer's satisfaction is earned, then it is sure that customer loyalty will also come along in the market. Even the regulations for customs clearance are constantly changing and delays remain a constant challenge for food products, especially perishable products like meat, fruits, and vegetables, the services are careful the food products in the market. It is willing to customer loyalty in the market. Every markets' success were depending on the satisfaction of the customers. Whenever a market was the gift of the customer satisfaction about stars, it was customers always come "first" and then the profit in the market.

The market had known to be the key of customer satisfaction in the market, which is for the success of the business. It played a vital role to expand the market value. In general, customers are those people who buy goods and services from food retail market that it was met as their needs and wants. Customer purchase products to meet their expectations in terms of money. Therefore, the market should determine their pricing with the services quality of the product that attracts the customer and maintains the long-term affiliation in food retail market. It is a way of aspect to ensure the attention of the customers which was to provide the best and the most favorable products at the market.

Food retail market, Yangon where has been loosed as expire of the day, healthy, brand and price to know the customers, it expatiated for customers who are to trust and satisfaction and beginning loyalty in food retail market. Therefore the customer loyalty was to find out in the market that customers evaluate for service quality, to identify the level of customers' expectation of service quality for a market desired and to identify the dimension among the four expire of the days, healthy, brand and price that were most important for service of customer loyalty. Those are problem statement and were generated from the consideration that service quality was an important matter to bring more customer, retain the existing ones and create loyalty among customers in food retail market.

Practically, somehow, service provided at food retail market may not be fully implemented and needs some improvements. Also, if food retail market would evaluate its own service, the understanding from the perspective of customers is very important for customer loyalty. From the perspective of customers, the assessment of service quality will not be biased. Customers are based on the service quality in food retail market. Thus in Yangon, it is in the right direction that was the four of the customers' expatiation, satisfaction, and trust to customer loyalty.

Customers' loyalty was the role of market facing the problems in food retail market. Customer wants and assume the service quality for a market, however, if customers were disloyalty with their shopping in food retail market. It was expected to be less productive and supportive of more absenteeism and turnover for the market. Therefore, the statement problems of customer loyalty in Food Retail Market in Yangon is interesting to research as a study.

## **1.2 Research Problem**

In food retail market, customer behavior was dissatisfied to be shopping in Yangon. Thus customer is weak to customer loyalty because customers' expectation was the service quality as good commutation, and commodity price. After that they are trust to service but customer are without receiving a good service quality at service thus customer are runaway in food retail market. In the cause, the major problem which has been suffer for internal and external business development in food retail market. In order to achieve customer loyalty, it is important to recognize and to anticipate customers' needs and to able to satisfy to loyalty.

## **1.3 Research Objectives**

The objectives of this research are to study customer loyalty in food retail market in Yangon, where a vast of food retail market is currently market and Yangon had also appeared the business center of Myanmar. Therefore which is the effective accurate information for customer loyalty. The below are the specific objectives of research;

1. To find out the food retail market that customer expectation for service quality as honesty, respectful to the customer.
2. To identify the level of customer trust for service quality as expire date, healthy, normal price and correct brand in food retail market.
3. To identify the demission customer satisfaction was showed as expire date, quality of food, commodity price that are most important to show service quality of food retail market to the customer.

## **1.4 Research Hypothesis**

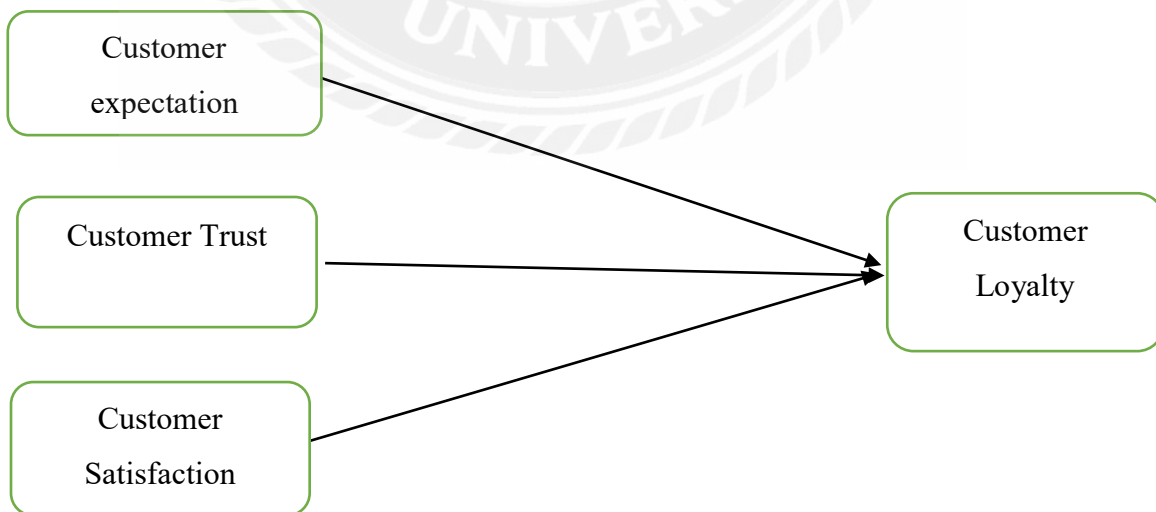
The research hypothesis is based on the expectation disconfirmation theory and three hypothesis for this research are selected as characteristic of food retail market in Yangon, Myanmar.

1. There is a relationship between customer expectation and customer loyalty in food retail market, Yangon.
2. There is a relationship between customer trust and customer loyalty in food retail market, Yangon.
3. There is a relationship between customer satisfaction and customer loyalty in food retail market, Yangon.

### 1.5 Conceptual Framework and Research Model

Conceptual framework and research model is for an independent study of customer loyalty in food retail market, Yangon, Myanmar, and the research models are based in food retail market, customer expectation, trust and satisfaction confirmation or disconfirmation theory, the three independent variables in this research which are composed, such as customer expectation, customer trust and customer satisfaction in food retail market. Hence, there is one dependent variable, which is customer loyalty in food retail market, Yangon relating to service quality of food retail market

**Figure 1: Conceptual Framework**





## 1.6 Variables of Study

### 1. Independent Variable

Independent variable which is including customer expatriation, customer trust and customer satisfaction will be described the following:

**Customer expatriation:** Customer expatriation of food retail market may have relationship with customer loyalty in Yangon.

**Customer trust:** Customer trust of food retail market may have a relationship with customer loyalty in Yangon.

**Customer satisfaction:** Customer satisfaction of food retail market may have a relationship with customer loyalty in Yangon.

### 2. Dependent Variable

It will depend on the independent variable when the results of the independent variable for the customers in food retail market will be mentioned the customer loyalty at version market sectors of the market place with shopping at Yangon, Myanmar.

## 1.7 Significant of Study

This independent study (IS) is selected to be researched by underlying how customer expatriation is a relationship with between customer loyalty and how effectively to customer loyalty in food retail market, how customer trusts are the relationship with between customer loyalty, and how the influence of customer satisfaction into customer loyalty in food retail market Yangon, Myanmar.

This research is identified focusing on customer loyalty in food retail market, Yangon and is not definite of other area or regions of Myanmar. The research will be studied three sectors of customer behavior in food retail market, such as expatriation, trust and satisfaction of customers in food retail market, Yangon, Myanmar. The literature reviews will be explained with the available data of customer in food retail market from various sources, such as books, journals, articles, government/organization report and the relevant legal internet websites relative to food retail

market in Yangon, Myanmar. The research will also be collected by questionnaires directly to customer shopping and customer behavior in food retail market, Yangon, and also will be consist of an academic resource with secondary sources mentioned about due to its limitation of time consumed.

## **1.8 Purpose of Study**

This purpose of this independent study is to examine and be understood customer behavior in food retail market in Yangon, Myanmar. It is the customer loyalty and disloyalty in food retail market, Yangon and how impacts to both users and customers with it. The customer expatriation, customer trust, and customer satisfaction were to develop in food retail market, Yangon, Myanmar which is important for both customers and service of quality in the market in this independent study. Because the food is important to health things for livings absenteeism and work environments. Therefore, this independent study is a valid place for an accurate information or expectation of food retail's users and customers in food retail market, Yangon.

## **1.9 Definitions**

### **1.9.1 Customer expectation:**

According to (Zeithaml, Bitner, & Gremler 2006), customer expectations are “beliefs about a service delivery that serve as a standard against which performance is done”. (Davidow and Uttal 1989) proposed that customer expectation is formed by many uncontrollable factors, which include previous experience with other markets, and their advertising, customer's psychological condition at the time of service delivery, customer background and values and the images of the purchased product. In addition, (Zeithaml 1990) stated that customer service expectation is built on complex considerations, including their own pre-purchase beliefs and other people's opinions. Similarly, Miller also stated that customer's expectation related to different levels of satisfaction. It may be based on previous product experiences, learning from customer behavior.

Customers' expectation is what the customer wishes to receive from the services. The diversity of expectation definitions can be concluded that expectation is uncontrollable factors or market which including past experience, advertising, and customers' perception at the time of

purchase, background, attitude and product's image. Furthermore, the influences of customers' expectation are pre-purchase beliefs, word of mouth communications with customer behavior as individual needs, customers' experiences, and other personal attitudes. Different customers have the different expectation based on the customers' knowledge of the product or service in the market (Nabi 2012).

### **1.9.2 Customer Trust:**

Customer trust can be defined as the willingness to take any risk in any types of relationship, which is based on the positive expectation on has for another for any future actions (Moorman, Zaltman, & Deshpande, 1992). Trust is widely accepted as a major component of human social relationships. In general, trust is a measure of confidence that an entity will behave in an expected manner.

Trust is considered to be a psychological state of the individual, where the trustor risks being vulnerable to the trustee based on positive expectations of the trustee's intentions or behavior. Trust is considered to have three aspects, cognitive, emotive and behavioral (Rousseau. 1998).

### **1.9.3 Customer satisfaction**

Customer satisfaction is an evaluation of the perceived discrepancy between prior expectations and the actual performance of the product as perceiving after its consumption (Tse & Wilton. 1988). Customer satisfaction is a business philosophy which tends to the creation of value for customers, anticipating and managing their expectations, and demonstrating ability and responsibility to satisfy their needs. Qualities of service and customer satisfaction are critical factors for the success of any business (Gronoos, 1990; Parasuramanetal., 1988).

### **1.9.4 Customer Loyalty**

Customer loyalty is a profound commitment to repurchase a favored product or service consistently in the future that makes the buyer choosing the same brand regardless situational

effect and advertising efforts that lead them to choose another brand. Customers are the most important people for any organization. The (Oliver, & Swan 1989) mentioned that there is also the resource upon which the success of the business depends. Building strong customer loyalty and trying to maintain customer loyalty is an even more difficult task for all the industries. (Inamullah 2012) defined that customer loyalty is the willingness of a consumer to purchase the same product and keep the same profitable relationship with a particular market.

### **1.10 Implication of The Study**

This research will be a significance of study about customer loyalty in food retail market, Yangon, Myanmar, where a large amount of community of customer behavior are shopping at various markets but it will be only the food retail market, and the research involving three kinds of independent variable which have an impact on and relate to any change in the dependent variable. Through indicating any correlations between both dependent and independent variable will contribute to the researcher in the assumptions and understanding concerning with customer loyalty in food retail market, Yangon, Myanmar. In another hand, as a new knowledge, to determine customer behavior in food retail market like customer expectation, customer trust, and customer satisfaction.

## CHAPTER II

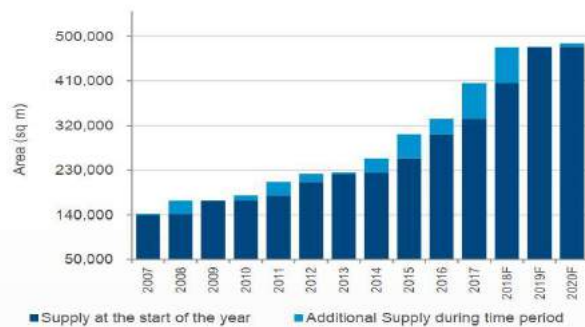
### LITERATURE REVIEW

#### 2. Theory and Literature review

The researcher was describing theory and literature review in this chapter, to be related research dealing with customer loyalty in food retail market, Yangon and relating retail market in Yangon, market. Therefore it will be containing the main of customer expectation, customer trust, and customer satisfaction into customer loyalty in food retail market and also it will contain the customer behavior in the market of retail, Yangon. It was to enjoy the shopping in food retail market, Yangon, how customers have been communicated from the whole process of buying with a representative of a market and it was the further use of product's food which is important for the customer in the market. However, this will be considered with customer behavior of communication in the market. It is worth understanding of customer loyalty, which is customer needs and service quality have different interpretations in this literature in food retail market, Yangon, Myanmar.

Customer behavior in food retail market is a very important role to achieve competitive advantage and maintain into customer loyalty. Customer loyalty depends in the market that is customer attributes, customer relationship with services and trustworthiness. Therefore, the retail market is moving further upwards. In 2017, the retail market in Yangon, new retail stock amounted to 854,600sq in the recording figure 2.1. It is more than double the level of 2016 (Paing. 2017).

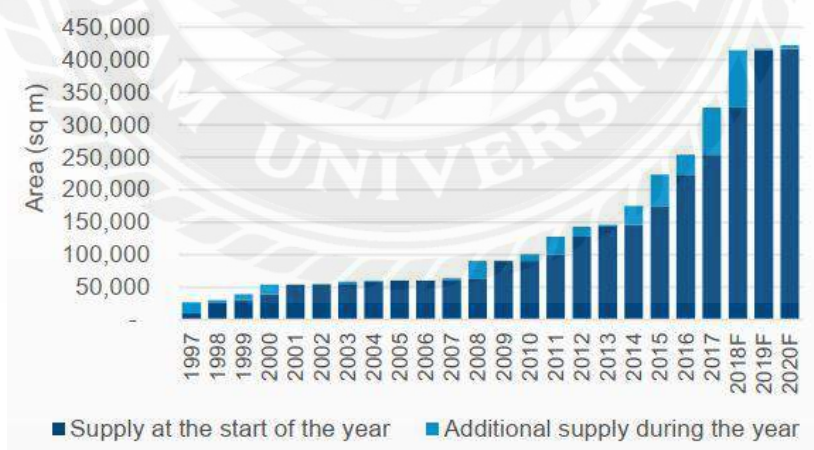
**Figure: 2. Distribution of Yangon Retail Supply Stock**



The recent considerable rising in supply was mainly driven by shopping malls St John City Mall and Junction City where has supporting retail components in the residential building at Point of Yangon. It has seen notable improvements as new developments upped the shopping experience. On the other hand, retail establishments remain was market as an advantage of opportunity.

In 2018, the retail stock was continuing to grow, led by projects integrated into residential, commercial, and mixed-use developments. The considerable rise in 2018, when has the end of the quarter 348,000 sq. in Yangon. It was the Retail Supply Stock in the market. It was the most than double the level of 2017. It is recording in figure 2.1. As of 2018, Yangon's Total retail stock grew by 16,000 of 172,223 sq in area. It was rising in supply that had being been driven by the completion of four new developments, half of which are supporting in retail market of components as Golden City Retail by Golden Land Real Estate Development Co., and Nature Link Co., Ltd., Min Ye Kyaw Swar Tower by Crwn Advance Construction Co., Ltd (Paing & Yi. 2018).

**Figure: 3 Yangon Retail Supply Stock**



There are many ways with the help of which one can measure the customer loyalty but the most important and prominent is that customer is buying market itself and suggesting to others is presence of competitor market so it can be understood that a customer segment is loyal for the particular firm in market for which they giving preference and also suggesting to other.

Food retail market, Yangon, customer loyalty is the key element which decides the sale of a market because continuous use and frequent suggesting of a market can enhance the sale and all this possible if the existences of customer are loyal towards the market product in food retail market. For the population's modest income level as customer loyalty in the development of retail market thus this literature review was the retail experience of customer loyalty in food retail market, Yangon, Myanmar. The customer was not the disloyalty of the retail market, it will be the services quality of market such as honesty, respectful, expire date, healthy, normally price, correct brand, and showing commodity price. There are giving customer expectation, customer trust, and customer satisfaction forward customer loyalty.

## **2.1 Customer Expectation**

Customers' expectation is what the customer wishes to receive from the services in food retail market, Yangon. The diversity of expectation definitions can be concluded that expectation is an uncontrollable market which including past experience, advertising, and customers' perception at the time of purchase, background, attitude and market's image. Hence, customer expectation has received increases in food retail market at service sector. Because, the service is the most important in retail market which is following the service quality entails customer expectations, customer perception, and customer satisfaction such as honesty, respectful in food retail market into the customer.

In food retail market, Yangon, Myanmar, when customers are satisfying in the market with the service performance with customer behavior. There will be a high probability of their repurchase intention in the market (Thai, 2015). Furthermore, the influences of customers' expectation are pre-purchase beliefs, word of mouth communications, individual needs, customer's experiences, and other personal attitudes. Different customers have the different expectation based on the customers' knowledge of a market of service.

Customer expectations are pretrial beliefs about the market that serve as standards or reference point against which market performance is judged. Customer expectations are also defined as beliefs about service delivery that service as standards for the judgment of the actual service delivered to the customer (Nabi. 2012). The significance of the identification of customer

expectations in order to enhance customer satisfaction, customer expectation of service quality are variable over time, not all service quality attributes are subject to customer expectations, therefore excellence in service quality is a key to achieve customer loyalty and customer expectation play a key role in customers' evaluation of service quality. In order to foster customer satisfaction, it is essential to be aware of customer perception of service experience. A deep awareness of customer perception cannot be obtained without identifying customer expectations. It is the full understanding of customer expectations results from a deep knowledge of the key determinants of customer expectations (Thai. 2015).

### **2.1.1. Features of Service and Service Quality**

In food retail market, Yangon, customers hold different types of expectation such as honesty, respectful in customer expectation, who can term the desired service of the customer, wished for requesting of service level of performance. Therefore a service is any performance that one party can offer to another. It is essentially intangible in the market. And it does not result in the ownership of anything. Food retail market may to a physical product in service quality in Yangon. Because the service is often part of a market's total offering in the marketplace.

According to (Thai, 2015), his research was showing service which is that pure tangible is service quality which it is the offering is tangible good in food retail market. Second, it is major service with accompanying minor goods and services quality in the market which means that the offering consists of customer expectation in the market of service which is along the additional service or supporting goods and another is pure service which is that the offering consists primarily of a service in food retail market. Those three factors were supporting to development of customer expectation in service quality as honesty, respectful at food retail market, Yangon.

### **2.1.2 Customer Expectation of Consistency**

Customer expectation of consistency was the key, how market ensures it deliver a consistency customer experience in food retail market, Yangon. Thus it was prospering market that is the key to customer loyalty. Understanding of entire customer behavior was the customer a consistent customer experience was building trust and boost customer loyalty in root retail market,



Yangon where are focusing three key areas to ensure in customer expectation of consistency, Customer Journey Consistency, Emotional Consistency, and Communication Consistency at service quality into customer loyalty.

Firstly, customer journey consistency into customer loyalty as the expectation in food retail market which is might touch sales, seek customer support for service, showed that the team offering a high level of service to the customer in the market. Secondly, emotional consistency defines that trust is one biggest driver of customer loyalty in food retail market. It is where emotional consistency needs in the market to be considered in its customer behavior as the strategy. It was the feeling unsatisfied and satisfied in food retail market at his/her shopping in their market as the requirement of honesty, respectful in service quality. Addition, communication consistency which is that communication is the most important factor in the market, is creating high customer loyalty. When the communication is customer expectation in the market, customer starts really putting into loyalty with action (Kostelic & Ahmad 2016).

## **2.2 Customer Trust**

Customer trust is confidence that customers have in the reliability and competence of service provides as expire date, healthy, normally price and correct brand in food retail market, Yangon. According to (Chinomona & Sandada, 2013) customer trust consists of effective and cognitive trust. Trust customers are confident that service provider is competent and reliable in keeping promises. On the other hand, customers trust is those service providers if they believe that service provides benefits to them as expire date, healthy, normally price and correct brand. In food retail market customer trust influences that development of consumer commitment to the service provider because of the positive experience, they had with the service.

Customer Trust can be defined as the willingness to take any types of relationship, which is based on the positive expectation one has for another for any future actions (Shafiee & Bazargan, 2018). Thus customer trust was involvedg to take a certain degree of risk as customers who will be venerable to the service providers. Therefore to gain customer trust, the retailing industry should be reliable and competent in service provision. The very nature of the online business environment where buyers and sellers are not able to perform face to face interactions makes the trust factor a

core issue (Seetharaman, Niranjana, Saravanan, & Balaji, 2017). From a business perspective, trust is the belief or expectation of a customer that the vendor will keep his words or promises and that no harm will be done against the customer in the future (Geyskens, Steenkamp, Scheer, & Kumar, 1996).

The definition of food retail market trust is the belief that allows customers to willingly become vulnerable to market, based on the expectation that the market will act in the customer's interest and behave in certain honest and reliable ways as promised, irrespective of the ability of the customer to control the service of quality purchase process.

Customer trust is important for the success of the food retail market (Hu, Rabinovich, & Hou, 2015). As risk and uncertainty are always involved in the market purchasing, developing confidence level of customer behavior in market at Yangon which is important because any of them may be subjected to the violation of trust during the transactions (Hidayat, Saifullah, & Ishaq, 2016). Moreover, (Reichheld & Schefter, 2000) argued that the single most important factor for customer choosing a market supplier is trust. It is because in the market business with the absence of face to face contact, people need a lot of reassurance. Therefore, before market business begins to build a relationship their customer, they need to show that customer trust to them.

### **2.3 Customer Satisfaction**

Food retail market in Yangon, which is the most important to customer satisfaction, was used in daily. Satisfaction can be defined as features or characteristics that can full either a need or want of a customer in the better way than competitors in Yangon Supermarket and City Market. Although this satisfaction explained by the different researcher in different ways. If a market provides a product as expire, quality of food and brand according to the requirements of their customers it will lead the satisfaction of those customers. The higher or lower satisfaction of a customer will depends upon the quality of brand characterization which contributes for the future money making a market (Khan, 2012).

Customer satisfaction has been becoming a crucial issue among practitioners, given the intensely competitive business world and the increase in customer awareness. Therefore, in order

to remain competitive and sustainable, marketers need to make sure that they satisfy their customers such as quality of food, commodity price to satisfy the food retail market. It also positively impacts on customer trust. But (Cheng, Chiu, Hu, & Chang 2011) argue that satisfying a customer is even more important than profit making. That research was reasoning that satisfying a customer precedes profit-making, hence as long as customers are satisfied, the business will make a profit. On the other hand, customer satisfaction has become an important measure of the behavior of consumers and a key indicator of business performance (Sandada 2013).

Customer satisfaction occurs when there are confirmation and positive disconfirmation of customer expectation. In the market, it was implying that customers are being satisfied when their expectations are being met and when their expectations are not being met but they still feel good about the performance. Regarding the process, customer satisfaction occurs when customer experience matches or exceeds the expectation. Customer evaluation, therefore, is crucial customer satisfaction. In order to satisfy consumers, retailers need to understand the motivation for shopping because customers gain satisfaction from diverse shopping aspects. Some of the motivations for consumer shopping mentioned are task oriented while others are action oriented and they include shopping to the diver from daily at food retail market (Chinomona & Sandada 2013).

For the retention of the customer is important to satisfied customers. The unsatisfied customer of a market does not take time to switch that brand (Lin & Wu, 2011). Low-quality services can also lead dissatisfaction. Low-quality service is such type of service which does not fulfill the requirements. However, it depends upon that which segments a market is targeting and what are their expectations for the product.

Study of customer satisfaction is the factor which is used to measure that market internal and external customer of performances and assigning funds to each and every active. Service is a key factor for customer satisfaction although this is not the only factor which is responsible (Lin & Wu 2011). (Khan, 2012) discuss in the study that customer satisfaction has positive relationship with loyalty. (Auh and Johnson 2005) discuss in their study that there are strong relations between satisfaction and loyalty. (Bodet 2008) describe that affiliation exists between customer satisfaction and customer loyalty and there is a certain relationship between satisfaction and loyalty. Customer

satisfaction leads customer loyalty. (Vesel and Zabkar 2009) describe in their study that customer satisfaction is an important indicator for the customer loyalty.

### **2.3.1 Measuring Customer Satisfaction**

Measuring customer satisfaction in food retail market, Yangon, Myanmar is a key performance indicator within business and it is often part of the balanced scorecard. The aim of measuring customer satisfaction is to make a prompt decision for the continuous improvement of the business transactions in the market, and new the customer is essential to be measured building on existing relationship, customer satisfaction measurement. It is an effort in the development of the right area's organization or market. To recognize the needs of the customer is to satisfy the customer and to meet the need to the customer, a measurement of customer satisfaction is what matters the market (Hill, Roche & Allen 2007). It was food retail market, Yangon to find out customer expectation for service quality in product for market.

### **2.3.2 Importance of Customer Satisfaction**

In food retail market customer satisfaction is extremely important because it is the way of getting customers feedback in a way that they can use it to manage and improve their market. The customer is in the focus of its activity knowing the customer's needs is a condition for an optimal for the strategy of the market. Customers are subjects that purchase good and service quality to satisfy their need. The market in food retail, Yangon is primarily interested in the customer's behavior. Thus, being familiar with customer's needs is a great importance to the product in the market, and is satisfy certain needs (Ilieska 2013).

On the market, the extent of customer's needs is an essential for its activities, to influence, underscore the importance of customer satisfaction for a business's success and to develop into customer loyalty. Customer satisfaction is a primary aim of a very market. Customer satisfaction ensures the customer want to return and purchase the service. Satisfied customer is more likely to recommend their society which will help to grow the business. A dissatisfied customer decrease revenue, whereas satisfied customer has a positive effect on profitability in the market (Khadka & Maharjan 2017). Thus, in food retail market, Yangon, the service should know the customer's need

and customer expectation in it since this satisfaction influences the customers' future buying and consumer behavior in the market and the service should follow the selective feedback of information at subjective knowledge based on a relationship with customer loyalty in the market.

### **2.3.3 Factors influence Customer Satisfaction**

In food retail market, Yangon about factors influences customer satisfaction is important to derive loyalty. It should be customer behavior at product features. On the other hand, several factors like mentioned Cultural, social, personal, psychological and buyer. Firstly, culture is crucial. It comes to understand the needs, values, perceptions, behaviors and preferences. There are the factors the common behaviors of the culture.

Secondly, social means that human beings live in an environment surrounded by several people who have different buying behavior in market. A buyer's behavior is influenced by many groups such as family, friends, and social which factor influences the buying behavior of an individual to a great extent.

Thirdly, personal factors mean that customer behavior includes personal factors such as gender, age, marital status, occupations, education levels and lifestyle. Customer changes the purchase of goods and service quality in the market. The lifestyle of customer personal factors is another crucial factor affecting customer buying behavior.

Four, psychological factor like motivation, perception, learning, and attitudes. Its beliefs play a crucial role in purchasing a particular product and services. Thus market should try to create a conscious need in the consumer's mind which develops an interest in buying the service.

Finally, the buyer is the most important for the market by keeping in mind that affecting factors can be made favorable and the goal of customer satisfaction can be achieved into customer loyalty. The study of customer buying behavior is a gateway to success in the market. It is showing as result such as brand image, perceive value, price, healthy and quality of service influences customer satisfaction forward customer loyalty in the market (Khadka & Maharjan 2017).

## 2.4 Customer Loyalty

Food retail market for customers' loyalty was the individual's behavior. Customer loyalty is viewed as the strength of the relationship between an individual's relative attitude and re-patronage. Although customer satisfaction is a crucial part of a business, satisfaction alone cannot take a business to a top level. Customer Satisfaction in the market produces a positive financial result, especially in regular purchases. Loyalty building requires the company to focus the value of its product and services and to show that it is interested to fulfill the desire or build a relationship with customers. Loyalty is more profitable.

Due to intense competition in the marketplace, businesses had increased efforts to implement the customer retention strategy in order to maximize the lifetime value of customers. Customer loyalty refers to the commitment by customers to make the marketing efforts to influence switching behavior. According to (Hong and Cho 2011) the benefits of customer loyalty are the loyal customers, are cheap to maintain, are price insensitive, spread the free positive word of mouth, always provide suggestions and they always try new products. Customer loyalty indicates that consumers' psychological attachment to the product as well as attitudinal advocacy towards the business.

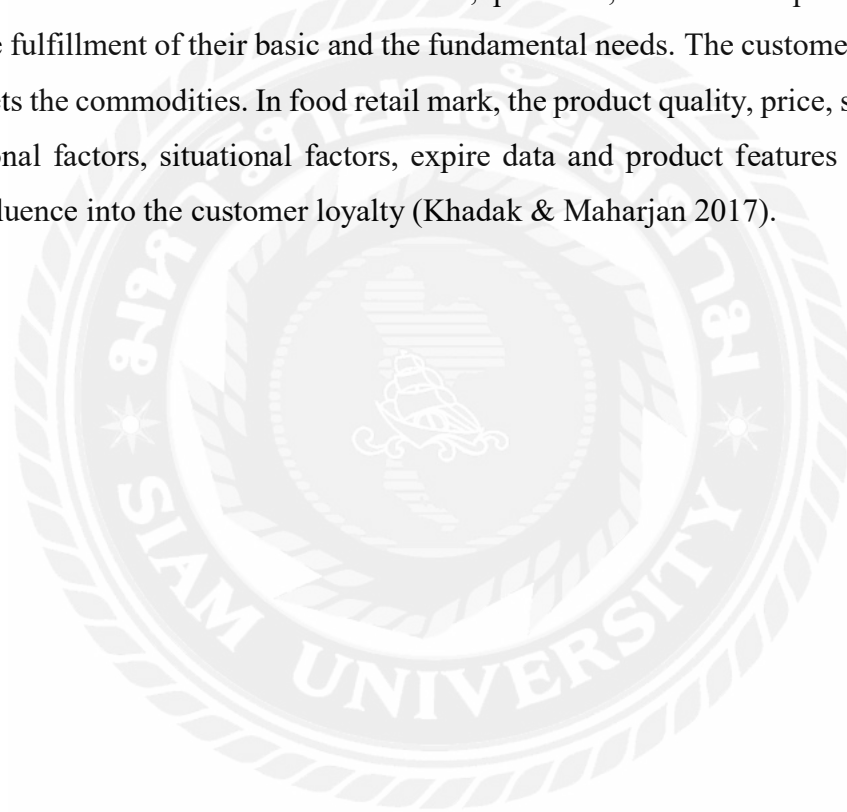
Loyal customers will encourage others to buy from you and think more than twice before changing their mind to buy other services. Customer loyalty is not gained by an accident, they are constructed through the sourcing and design decisions. Designing for customer loyalty requires customer-centered approaches that recognize the want and interest of service receiver. Customer loyalty is built over time across multiple transactions (Khadka & Maharjan, 2017).

Gremler and Brown (1999) divided customer loyalty into three different categories that include behavior loyalty, intentional loyalty and emotional loyalty. Behavior loyalty is repeating purchasing behavior while intentional loyalty is the possible buying intention. Emotional loyalty, however, is achieved when a customer feels that a brand corresponds with their value, ideas and passion.

## 2.5 Related Research

Customer Loyalty was measured to enjoy the purchase from the whole process of buying, as well as from communication. Customer expectation, customer trust and customer satisfaction have influence on customer repurchase intention through customer loyalty. Those have a stronger influence on customer repurchase intention when they first trigger the customer's loyalty (Chinomona & Sandada 2013).

Customer behavior refers to the selection, purchase, and consumption of goods and services for the fulfillment of their basic and the fundamental needs. The customer finds the needs and then budgets the commodities. In food retail mark, the product quality, price, service customer emotion, personal factors, situational factors, expire data and product features are some of the factors that influence into the customer loyalty (Khadak & Maharjan 2017).



## **CHAPTER III**

### **METHODOLOGY**

#### **3. Methodology**

As it is indicated in the title, this chapter includes the research methodology of the dissertation. In more details, in its part the author outlines in the research strategy, the research method, types of research methodology, research design, data collection, sampling design, statement of research method use, method of inquiry, methodology-questionnaire-design, sampling population, research questions, sampling technique, sample size, coding structure and primary and secondary data.

It is explaining the overview of the research methodology. It provides comprehensive explanations of research processes at customer loyalty in food retail market, Yangon. It should be comprising the statement of research methodology utilities and research methodology. It is presenting a discussion of the research methodology. It focused on identifying the customer shopping in food retail market, Yangon and be focusing on customer loyalty in the market.

The methodology is the systematic and theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body which should be methods and principles associated with a branch of knowledge. This chapter of the methodology is essential in gathering relevant information by gift effective and reliable representation at customer loyalty in food retail market.

#### **3.1 Types of Research Methodology**

This research is the types of research methodology, it is both of qualitative and quantitative research in methodology. It is the representation of customer behavior in the market as shopping in food retail market. Thus there are two types of research methodology:



### **3.1.1 Qualitative**

This is a qualitative research which made use of a phenomenological approach to gather relevant data. The phenomenological approach concerns itself with understanding and interpreting of the meaning which is participants to give to their everyday lives. Qualitative focus on qualities of human behavior. The aim of such method is not to generalize but to understand and interpret the meanings and intentions that underlie everyday human actions (Hirsch, 2015).

Qualitative research is an essentially exploratory research. It is meaning that this sort of research strategic was including portraying like meeting, reviews, and observation in subtle elements particular circumstance utilizing research instruments. It is utilized to pick up a comprehension of basic reasons, sentiments, and inspirations. It was giving the bits of knowledge into theories for potential qualitative.

Qualitative research is likewise used to reveal drifts in thought and suppositions and plunge further into an issue. Its information is gathering strategies fluctuate utilizing the unstructured and semi-organized method in the market. It should be explaining that its estimate is commonly little and respondents are chosen to satisfy a given quantity into food retail market of customer loyalty.

### **3.1.2 Quantitative**

Quantitative research method has two methods with its relationship. There are dealing with numbers and measurable. Those are in a systematic way of investigation of phenomena and its relationships with them. It is used to answer questions on relationships with measurable variables with the intention to explain, predict and control a phenomenon (Leedy 1993). This research is studied usually ends with confirmation or disconfirmation of the hypothesis testes. It is utilized to evaluate the issue by a method for producing numerical information. That can be changed into usable insights. It is utilized to evaluate states of psychology's processing in human's characterized variables.

Researchers using the quantitative method identify on and a few variables, it is used by them who intend to research work and proceed with data collection related to those variables.

Quantitative methods often deal with system analysis using a scientific approach. The objective of the quantitative method is to develop and customer models based on mathematical approach, theories pertaining to and hypothesis to customer behavior. The measurement is the focus of quantitative method due to its connectivity between empirical observation and mathematical expression of quantitative relationships.

The quantitative method typically begins with data collection based on a hypothesis or theory. It is followed with the application of descriptive or inferential statistics. It should be surveys and observations that are some examples that are widely used in food retail market. It is a qualitative data accumulation strategies. Quantitative data accumulation strategies incorporate different types of studies such as online reviews, paper studies, portable overviews and stand studies, longitudinal investigations and online surveys. This qualitative research is broken down into the following:

- Research design
- Data collection

#### **3.1.2.1 Research Design**

Research design emphasis objectivity in measuring and describing phenomena in at quantitative (McMillan & Schumacher 2010). Research design maximizes objectivity by using numbers, statistics, structure, and control. An important sub-classification of quantitative design is experimental and non-experimental. Qualitative research designs use methods that are distinct from used in quantitative designs. Research must search and explore with a variety of methods until a deep understanding is achieved. Qualitative research designs can be organized which is focus on individual lived experience, as seen in phenomenology, case study grounded theory and some critical studies and a focus on society and culture, as defined by ethnography and some critical studies.

Research is a blueprint for conducting the study that maximizes control over factors that could interfere with the validity of the findings (Burns & Grove 2001). According to (Polit & Hungler 1995) research design guides, the research is planning and implementing the study in a way that is most likely to achieve the intended goal. Hence research design as “the researcher’s

overall for answering the research question or testing the research hypothesis”. According to (Parahoo 1997) describes a research design as “a plan that describes how, when and where data is to be collected and analyzed”.

A research design will be ordinarily incorporating how information is to be gathered, how the instruments will be utilized, what instruments will be utilized, where research to be utilized the collected and analyzed, and the proposed implies for following information gathered. It is the outline of examination characterizes the investigation sort such as engaging, correlational, semi-test, trial, survey, meta-systematic and sub-sort which are looked into the research question, hypotheses, independent and dependent variable, exploratory outline, pertinent and information accumulation strategies. Those are that research of the report in the investigation. The research design is the framework which has been made to look for answers to research questions.

A research design has that descriptive research could be clarified as an announcement of issues as they are at giving the analyst having no power over factor. Descriptive studies could contain the elements of both which are qualitative and quantitative methods with a single research design. Descriptive studies data collection should be facilities without changing the environments in the market. An important distinctive trait of descriptive research compared to alternative types of studies relates to the fact. In addition, (Ethridge 2004), defines that “ descriptive research might be portrayed as an essentially the endeavor to decide, depict or distinguish what is, while expository research endeavors to build up why it is that way or how it became”.

Therefore a research of study focuses on the relationship between customer expectation, trust, and satisfaction into customer loyalty in food retail market, Yangon, Myanmar. For this exploration research approach is descriptive research which is an examination intended to demonstrate the members in an exact way at the market. All the more basically enlightening examination is tied in with depicting individual who participate in the investigation. It is focusing that individual of critical thought. Therefore, the purpose of studies has been chosen to use a qualitative and quantitative research design.

### 3.1.2.2 Data Collection

According to (Parahoo 1997) a research instrument is a tool used to collect data. An instrument is a tool designed to measure knowledge attitude and skills. Data were collected during the focus group discussion. Obtaining data from participants with different experience prevents information bias and increasing credibility regarding the information. Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion.

Data collection's component of research is common to all fields' studies such as marketing customer behavior, business, social sciences, and humanities. The objective for all information accumulation is the catch quality proof. Hence it was permitted at working of a persuading and valid to question in data collection in food retail market, Yangon. Thus there are three kinds of data collection:

- 1) Surveys: The standard of paper-pen, via mail, internet and telephone polls that make foreordained inquiries.
- 2) Interviews: Structured or unstructured one-on-one coordinated discussion with entering people in a shopping group.
- 3) Focus gatherings: Structured or unstructured meetings with few gathering of people's follow-up inquiries and investigation of different points in shopping of customer behavior in food retail market.

## 3.2 Survey Method

Surveys are a method of collecting data via mail, internet and telephone and surveys can be administered in many different ways in both, qualitative and quantitative studies. Surveys method was two main purpose.

- Characteristic of population
- About the nature of relationships with testing hypotheses within a population.

Its survey method can be broadly divided into three categories: surveys, interviews, and focus gathering.

Alternatively, the essence of the survey method can be explained as “Questioning individuals on a topic or topic and then describing their responses (Jackson 2011). Thus, in business survey method of studies in primary data collection is used in order to test concepts, reflect an attitude of people, establish the level of customer satisfaction, conduct segmentation research and a set of other purposes, which is the most popular variations of surveys include questionnaires, interviews and documentation review.

### **3.3 Sampling Design**

#### **3.3.1 Population and Sample**

The defining characteristic of the food retail market, Yangon is the delimiting of the object. A purposive, convenient sampling was used in this study, which involves conscious selection by the researcher of a certain population to include in the study. The accessible population is the total number of the cause that conform to the set criteria and that are accessible to the researcher (Polit & Hungler 1995). Thus research sample for this study comprise was the food retail market, Yangon.

A well-defined population and sample are essential in the process of the sample design. It was that the term population is as the total of the category of the subject that is the focus of attention in particular research object. The population can be assumed that in such as inquiry when all the items are covered on elements of chance is left and obtained the highest accuracy. Sampling design is a subset of the population that is selected for the purpose of study in food retail market. In population and sample of an effective sample must represent the element of the population in the most precise manner (Babbie 2010).

### 3.3.2 Sampling Technique

In sampling technique which has the various types of sampling method, is to select a sample from a population. Sampling could be used to make inference about a population or to make the generalization in relation to existing theory. Therefore, it has been divided into two types, probability, and non-probability sampling.

Firstly, probability sampling has simple random, stratified random, cluster sampling, systematic sampling and multistage sampling in the population. It has the greatest freedom from bias but may represent the most costly in terms of time and energy for a given level of sampling error (Brown 1947). Those are the definition that the simple random of Probability sample means that from the population which has an equal probability of inclusion in the sample. Disadvantages associated, random sampling is following that a complete frame is needed, the standard errors of estimators can be high and in some studies, such as surveys by personal interviews.

Systematic sampling is where everything causes after a random start is selected. Stratified random sampling is where the population is divided into strata and a random sample is taken from the population. Stratified sampling is often used to be a great deal of variation from the population. Its purpose is to ensure that every stratum is adequately represented. Cluster sampling is divided into cluster or groups from the population. Subsequently, a random sample is taken from these clusters, all of which are used in the final sample. Multi-stage sampling is a process of moving from abroad to a narrow sample, using a step by step process.

Secondly, non-probability sampling is often associated with cause study research design and qualitative research. It makes statistical inferences in relation to the wider population. A sample of participants does not need to be representative, or random, but a clear rationale is needed for the inclusion of some cause or individuals rather than other. It was been to the definition under following.

First, quota sampling of non-probability sampling in which participants are chosen on the basis of predetermined characteristics. The total sample will have the same distribution of characteristics as the wider population. Second, snowball sampling is non-random sampling

method, to use sample size from low incidence or rare populations. Third, judgmental sampling is a strategy to be selected deliberately to be obtained from other choices (Maxwell, 1996). Researcher includes cases or participants in the sample that seems to be most appropriate for the study. Finally, Convenience sampling is selecting participants because they are often readily and easily available, convenience sampling is whoever happens in any convenient manner at the time as specified by the researcher (Taherdoost 2016).

### **3.3.3 Sample Size**

This research was determined by the number of informants required to saturate data at sample size. It is one element of research design that investigators need to consider as they play their study. Although it is a conversation in qualitative research, that guides the determination of sufficient. It is different its consideration in quantitative research. Its effect would be different to depend on individual selection for the research. It is supporting the qualitative research design, recommending for its methodology methods. It adequately answers the research question for a qualitative study as the study progresses, themes or explanations stop emerging from the data saturation (Miles & Huberman 1994).

### **3.3.4 Data Analysis**

Data analysis is the systematic organization and synthesis of research data (Polit & Hungler 1995). The tape-recording as interviews were translated and transcribed verbatim and analysis done. It is another important factor to understand three points. Firstly, researchers get insights and information by analyzing raw data. Secondly, it helps to interpret and understand related analysis to researchers. Finally, handle and techniques of data are important to result in constructively researcher's objective.

Qualitative research plan and the purpose of these kinds of data are to maintain the integrity of qualitative data analysis, to prepare and organize the data analysis through transcribe data and matrix sources. Therefore, the qualitative researchers would create the descriptions and themes in term of data approaches through unexpected themes and events (Miles & Huberman, 1994).

Qualitative researchers should illustrate the interpersonal knowledge and skills as listening and questioning to conduct in the field by the interviewer and field supervisor, as well as by analyst, just prior to data analysis. It is that careful editing makes the coding job easier. Coding is defined as the “process of identifying and classifying each answer with a numerical score or other character symbols” (Maxwell 1996). Data analysis requires measuring each question by using tabulation after finishing data preparation. It made the error by respondent as the ratio, is transformed to nominally scaled variables for the purpose of cross-tabulation. It is counting the case and categorized the case into various categories.

### **3.4 Statement of Research Method Use**

A statement of research method used which is applied to customer loyalty in food retail market, Yangon, Myanmar. It describes the theoretical framework of "a conceptual model of the research literature orientation" which has been shown in chapter one. The model was created to require the results of customer loyalty, get the information customer expectation, know customer trust at shopping and customer satisfaction such as service quality, brand, honestly and normally price to give customer in food retail market.

### **3.5 Method of Inquiry**

A researcher should make to be data collection at the sampling of the population, question forms, question contest, response rate and duration of data collection. Quantitative research is employed as the method. It needs to analyze collection the research questions and survey is employed in this research study to via questionnaire to collect the data from shopping food retail market, Yangon. It is about attitudes of customer loyalty in the market that related to customer expectation, customer trust, customer satisfaction with their shopping in its market, Yangon, Myanmar.

### **3.6 Methodology of Questionnaire – Design**

Questionnaires are very convenient ways of collecting useful comparable data. Therefore research is targeted and approached into survey because questionnaires are used as the surveys for



this research, who are the customer of food retail market in the shopping, Yangon, Myanmar. It would be primary data about their attitudes toward all variables in this study. The research had divided questionnaires into two parts and customer 1-5 like. They loyal and disloyal question with careful statements. It is relative from very negative to very positive toward the attitude object. Thus, draft questionnaire based on the review of the literature, consulting with personal observations and pre-test to ensure the respondents understand the questionnaire and as test o check it is interpreted as intended.

The questionnaires were designed in Myanmar and English version. They will be divided into two parts of this research. The part one will help in exploring demographic and customer loyalty variables and part two will help in exploring customer expectation, trust, and satisfaction into customer loyalty in food retail market, Yangon, Myanmar.

In demographic of customer loyalty variables, questions 1 to 6 is elementary, which are gender, age, marital status, occupations, education level, and monthly income. Questions 7 to 22 were related to customer expectation, customer trust, customer satisfaction and customer loyalty of food retail market.

### **3.7 Sampling Population**

The study of the purpose's research is the target in food retail market in Yangon area. A survey design was providing a quantitative and description of attitudes, opinions, and trends of the population by investigating a sample of the population. It is employing quantitative questionnaires and interviews to gather data from a sample where had been chosen to find the data collocation of analysis into research.

### **3.8 Research Questions**

The researcher makes the research questions which are below to be examined through study:

1. How customer expectation is a relationship between customer loyalty in food retail market, Yangon?
2. How customer trust is a relationship between customer loyalty in food retail market, Yangon?
3. How customer satisfaction is a relationship between customer loyalty in food retail market, Yangon?

### 3.9 Sampling Technique

This research focus who are shopping in food retail market in Yangon during on September 24<sup>th</sup> in 2018. It adopted the cluster sampling technique to select the sample for research. The population is larger and the cluster sampling technique is being most effective economical and feasible. Therefore survey was conducted at shopping of customer behavior in food retail market, Yangon. The survey was administered to interview the customer thus the researcher go back to the location of food retail market, Yangon, and with helping my friends at activists at the market.

### 3.10 Sample Size

The researcher used that (Yamane 1967) provide a simplified formula to calculate sample sizes for this study. The formula was used to calcine the sample sizes, which is the following:

$$n = \frac{N}{1 + N(e)^2}$$

In this research of formula where n is the sample size, Capital N is the population size and e is the level of precision (5% at the 95% confidence level. Thus sample size of calculates method for this research which is:

$$n = \frac{330}{1 + 330(.05)^2}$$

$$=178$$

Therefore, the researcher was taking n=178 respondents as the sample size in this research in food retail market, Yangon, Myanmar.

### 3.11 Coding Structure

In The research, coding structure is useful processing in the data and analyzing data which is generated in analyzing the data to research questions. The research of coding structures was collected that will be used in the questionnaire of this research as followings:

#### Part I

- Gender : 1)Male and 2)Female
- Age : 1)Under 20, 2)21-30, 3)31-40, 4)41-50 and 5)over 50years
- Marital Status : 1) Single, 2)Marriage and 3)Divorce
- Occupations : 1)Factory workers, 2)Self-employees and other
- Monthly Income:1) Under 100,000Kyats, 2)100,000-300,000Kyats, 3)300,000-600,000 and 4)Over 600,000Kyats
- Education Levels: 1)Undergraduate, 2)Graduate and 3)Postgraduate

#### Part II

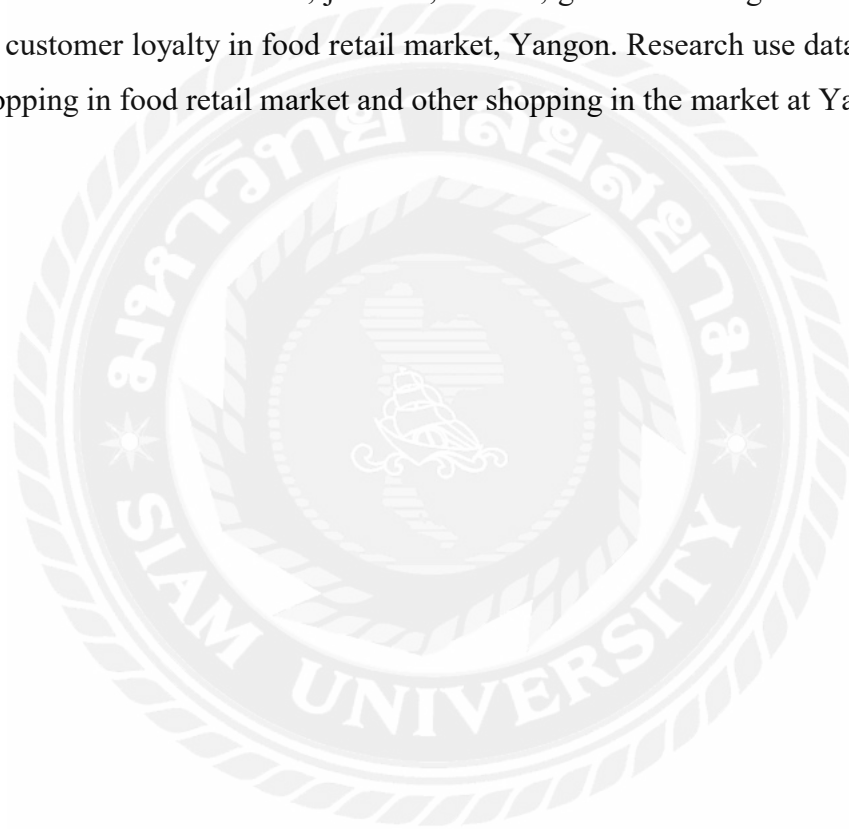
The coding structures will be used in the questionnaire for customer expectation, customer trust, customer satisfaction and customer loyalty in food retail market, those are following:

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

This research of study will employ the SPSS software which is using the benefits of the researcher as it easy to use appropriate data analyze thus this research of study will use SPSS software to collect data.

### 3. 12 Primary and Secondary Data

In this research, both of Primary and Secondary Data course would be used to ask the research question. Questionnaires are customers who are shopping food retail market, Yangon to gather primary data about customer loyalty towards all variables in the research study. Survey is being conducted with them to understand the right target and approach toward research. Questionnaires are used as the survey for this research of study. In this research of Secondary sources were used from various books, journals, articles, government/organization report which was relating to customer loyalty in food retail market, Yangon. Research use data from customer behavior of shopping in food retail market and other shopping in the market at Yangon.



## CHAPTER IV

### FINDINGS

#### 4.1 Research Findings

In chapter this research of an analysis of data and report at results what researcher had found how the response was responded calculating by Statistical Package for Social Sciences (SPSS) software, in line with Part I: Gender, Age, Marital Status, Occupations, Monthly Income and Education Levels, and Part II: Customer expectation, Customer trust, Customer satisfaction and Customer loyalty in food retail market, Yangon, Myanmar. Therefore the research uses SPSS for analysis of data.

Researcher uses descriptive statistics tests to analysis frequency of demographics concerning with customer's shopping in food retail market and the frequency analysis was determined by the distribution of the respondents of customer loyalty. Hence, researcher analyzes the frequency of independent hypotheses such as customer expectation, customer trust and customer of customer's shopping and the dependent variable of customer loyalty. Therefore it uses an analyze SPSS for customer loyalty in food retail market, to collect data independent and dependent.

The researcher describes mean and Std with correlate statistical test. It is important as the deviation on implication the purpose of customer's shopping at customer loyalty dealing with customer expectation, customer trust and customer satisfaction in food retail market, Yangon. Therefore, the researcher mentions to analyze it with frequency, descriptive, one simple T-test to analyze the mean and standard deviation and correlations of bivariate of customer shopping at customer loyalty in food retail market, Yangon.

#### 4.2 Descriptive Analysis

According to SPSS of respondents' demographic background in research analyses data describes in term of gender, age, marital status, occupations, monthly income and education levels and the independent variable of three prostheses, customer expectation, customer trust and

customer satisfaction, and dependent variable of the customer loyalty in food retail market, Yangon in this chapter.

#### 4.2.1 Frequencies

**Table: 1 Frequencies table of the gender respondents**

		<b>Gender</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	69	38.8	38.8	38.8
	Female	109	61.2	61.2	100.0
	Total	178	100.0	100.0	

According to the table 1 of gender, out of 330 questionnaire approached and it has participated like Yamane formula, 178 people participated in this research, in frequency 69 of male respondents, 38.8% respondents and 109 frequency respondents of female 61.2% were female respondents, thus female respondent was more than female answer positively at frequencies of gender respondents.

**Table: 2 Frequencies table of the age respondents**

		<b>Age</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 20	15	8.4	8.4	8.4
	21-30	98	55.1	55.1	63.5
	31-40	37	20.8	20.8	84.3
	41-50	15	8.4	8.4	92.7
	Over 50 years	13	7.3	7.3	100.0
	Total	178	100.0	100.0	

According to table 2 which was revealing that range of age's respondent, who participated research in food retail market, Yangon, Myanmar, could be divided into five categories of frequency at this research. Firstly, under 20 years old range was 15 of frequency respondent and

8.4%. Secondly, age between 21-30 years old, the range was 98 of frequency respondent which is the highest and 55.1%. Thirdly, age between 31-40 years old was 37 of frequency respondent and 20.8%. Four, age between 41-50 years old was 15 of frequency respondent and 8.4%. In addition, age over 50 years old range 13 of frequency respondent and 7.3% in food retail market, Yangon, in research.

**Table: 3 Frequency Table of marital status respondents**

<b>Marital</b>					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Single	48	27.0	27.0	27.0
	Marriage	119	66.9	66.9	93.8
	Divorce	11	6.2	6.2	100.0
	Total	178	100.0	100.0	

According to table 3 describe that frequency of marital status respondents who participated in this research in food retail market as shopping would classify three group of single, marriage and divorce. The first group was single respondents of 48 frequency and 27%. The second group was marriage respondents of 119 frequency and 66.9%, which was the highest in food retail market as shopping. Lest group was divorce respondents of 11 frequency and 6.2% in the survey of food retail market at shopping.

**Table: 4 Frequency Table of Occupations**

<b>Occupations</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Factory Workers	125	70.2	70.2	70.2
Self-employees	32	18.0	18.0	88.2
Other	21	11.8	11.8	100.0
Total	178	100.0	100.0	

According to table 4 show that customers who are shopping in food retail market, Yangon who are doing jobs three points. Customers of respondents, working in the factory, who was

shopping in food retail market Yangon, of were of 125 frequency and 70.2%. Secondly, Customers of respondents, doing as self-employees who are shopping, were of 32 of frequency and 18%. Finally, others customers respondents who were with 21 frequency and 11.8% in this research.

**Table: 5 Frequency table of monthly income respondents**

Income				
	Frequency	Percent	Valid Percent	Cumulative Percent
Under 100,000 Kyats	13	7.3	7.3	7.3
100,000-300,000Kyats	125	70.2	70.2	77.5
Valid 300,000-600,000Kyats	27	15.2	15.2	92.7
Over 600,000Kyats	13	7.3	7.3	100.0
Total	178	100.0	100.0	

Table 5 describes that the monthly income of respondents, which is who are shopping in food retail market, Yangon, Myanmar. In food retail market as shopping, the customer of respondents who had that monthly incomes were under 100,000Kyats with 13 frequency and 7.3%. Second, the customer of respondents who had that monthly incomes were between 100,000-300,000Kyats with 125 frequency and 70.2%. Thirdly, respondents were that customers' monthly incomes were between 300,000-600,000Kyats with 27 frequency and 15.2%. Lastly, the respondents who had monthly income over 600,000Kyats, were 13 frequency and 7.3% in this research' survey.

**Table: 6 Frequency table of Education Level respondents**

Education				
	Frequency	Percent	Valid Percent	Cumulative Percent
Undergraduate	163	91.6	91.6	91.6
Valid Graduate	13	7.3	7.3	98.9
Postgraduate	2	1.1	1.1	100.0
Total	178	100.0	100.0	



According to the table of 6 frequency that shows the education levels of respondents out of 178 total respondents, there were undergraduate respondents of 163 frequency and 91.6%. Next graduate of respondents was 13 frequency and 7.3%. Moreover, there were only 2 respondents and 1.1% held a postgraduate degree, shopping in food retail market, it means the sample was representative of the undergraduate population in this research.

**Table: 7 Frequency table of Food retail market's services in Yangon is honesty**

**Food retail market's services in Yangon is honesty**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	1.1	1.1	1.1
Disagree	3	1.7	1.7	2.8
Neutral	97	54.5	54.5	57.3
Agree	69	38.8	38.8	96.1
Strongly Agree	7	3.9	3.9	100.0
Total	178	100.0	100.0	

According to the table of frequency 7, customers shopping in food retail market, Yangon, Myanmar, who had their expectation into their loyalty as honesty in its services, and which had divided to the group as respondents in this research from SPSS. The first group of responding in services is honesty of neutral of 97 frequency and 54.5% of respondents and agree with 69 frequency and 38.8% which means customer shopping in food retail market's services in Yangon that is honesty. On the other hand, customers behavior with shopping in research were strongly disagree of 2 frequency and 1.1%, disagree of 3 frequency and 1.7% and Strongly agree of 7 frequency and 3.9%, which means that neutral and agree respondents were larger then agree at the population in this research dealing with services' honestly. Therefore, in this research, the customer expectation of services in food retail market, which is relationship customer loyalty because the customer behavior in the market, they are agree in the market. Research shows that the 97 frequency of neutral and 69 frequency with agree thus are including 166 frequency and 93.3%.

**Table: 8 Frequency table of food retail market in Yangon is respectful of customers**

**Food retail market in Yangon is respectful of customers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	2.2	2.2	2.2
Disagree	6	3.4	3.4	5.6
Neutral	79	44.4	44.4	50.0
Agree	77	43.3	43.3	93.3
Strongly Agree	12	6.7	6.7	100.0
Total	178	100.0	100.0	

According to table 8 of frequency is that customers are shopping in food retail market, Yangon, the services are to be respectful of customers thus customers agree to satisfaction and loyalty in it. Firstly, most of the customers were positively shown with neutral of 79 frequency and 44.4% respondents, secondly agree in service which is that customers agree of 77 frequency or 43.3% respondents for respectful to customers. Thirdly, there were strongly agree of 12 frequency and 6.7% respondents. Four, disagree are following of 6 frequency and 3.4% respondents. Finally, the strongly disagree were 4 frequency and 2.2% respondents. In research, the frequency of neutral and agree respondents were customers' loyalty in food retail market.

**Table 9: Frequency table of food retail market in Yangon is accurate in services**

**Food retail market in Yangon is accurate in services.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	1.1	1.1	1.1
Disagree	1	.6	.6	1.7
Neutral	88	49.4	49.4	51.1
Agree	68	38.2	38.2	89.3
Strongly Agree	19	10.7	10.7	100.0
Total	178	100.0	100.0	

According to table 9 of frequency in this research's result from SPSS. It is that food retail market in Yangon is accurate in services as prices and good quality to give the customer like services quality. Therefore its frequency and percent show that accurate in services. Therefore, customers were showing their behavior with strongly agree of 19 frequency and 10.7% and agree of 68 frequency and 38.2%, which are agreed and strongly agree of respondents in food retail market in Yangon, in service. And then neutral was positively shown of 88 frequency and 49.4% respondents. Finally, strongly disagree were following of 2 frequency and 1.1% respondents and disagree was the 1 frequency and .6% in this result of accurate in service of customers loyalty in the market.

**Table 10: Frequency table of Food retail market in Yangon is polite to the customers**

**Food retail market in Yangon is polite to the customers.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.7	1.7	1.7
Disagree	5	2.8	2.8	4.5
Neutral	96	53.9	53.9	58.4
Agree	43	24.2	24.2	82.6
Strongly Agree	31	17.4	17.4	100.0
Total	178	100.0	100.0	

The table of frequency which is 10 frequency table was shown that customers were commutated as polite to them. It is dealing with relationship customer loyalty in food retail market in Yangon. There are two parts of polite to the customers in the market. Firstly, which is following neutral, agree and strongly agree with frequency of customers' behaviors. Customers' behaviors were followed with neutral of 96 frequency and 53.9% respondents, agree of 43 frequency and 24.2% respondents, and strongly agree of 31 frequency and 17.4% respondents in food retail market, Yangon, Myanmar. Secondly, there are two of points in polite to the customer. There were strongly disagree and disagree in food retail market, strongly disagree which were 3 of frequency and 1.7% respondents and disagree were 5 of frequency and 2.8% respondents. The survey was

customers who strongly agreed 31, agree 43 and neutral 96, therefore, customers agree including 170 of frequency and 95.5% respondents in this survey at food retail market.

**Table 11: Frequency table of Food is healthy in retail market, Yangon.**

**Food is healthy in retail market, Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.7	1.7	1.7
Disagree	13	7.3	7.3	9.0
Neutral	85	47.8	47.8	56.7
Valid Agree	68	38.2	38.2	94.9
Strongly Agree	9	5.1	5.1	100.0
Total	178	100.0	100.0	

According to table 11 of frequency shows that food is healthy in the retail market, Yangon for agreement of customers who were shopping at the food is good quality and healthy. Customers behaviors were positively shown with strongly agree level 9 of frequency and 5.1% respondents. Agrees were 68 of frequency and 38.2% respondents in food which is healthy in retail. Customers were the agreement of neutral 85 of frequency and 47.8% respondents.

For disagree and strongly disagree of frequency and percent which were explained in the table. Food is healthy in retail market, Yangon that customer disagree which were 13 of frequency and 7.3% respondents, and customers were strongly disagree with 3 of frequency and 1.7% respondents. Therefore this research were customer loyalty with their current healthy food to use in daily.

**Table 12: Frequency table of Pricing is available in food retail market, Yangon.**

**Pricing is available in food retail market, Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.6	.6	.6
Disagree	5	2.8	2.8	3.4
Neutral	87	48.9	48.9	52.2
Agree	64	36.0	36.0	88.2
Strongly Agree	21	11.8	11.8	100.0
Total	178	100.0	100.0	

According to Table 12: Frequency table of frequency shows that pricing is available in food retail market, Yangon. Therefore the shop which is available pricing to the customer, is to be customer's loyalty in food retail market at the shop. In food retail market, pricing is motivating by the desire to customer loyalty. Customer loyalty was positively shown that with neutral level 87 of frequency and 48.9%, agree level 64 of frequency and 36.0% and strongly agree 21 of frequency and 11.8% respondents for pricing available. After that disagree were with 5 of frequency and 2.8% respondents. Only Customer was with strongly disagree 1 of frequency and .6% respondents for pricing which is available in food retail market, Yangon. Hence, in this research, there were found with 172 of frequency and 96.7% respondents coming to customer loyalty of agreement in the market.

**Table 13: Frequency table of Brand is really true in food retail market, Yangon.**

**Brand is really true in food retail market, Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	2.8	2.8	2.8
Disagree	12	6.7	6.7	9.6
Neutral	98	55.1	55.1	64.6
Agree	52	29.2	29.2	93.8
Strongly Agree	11	6.2	6.2	100.0
Total	178	100.0	100.0	

According to table 13 of frequency shows that brand is really true in food retail market for customers. They are shopping environment in the market of food retail. Customer loyalty shows the agreement of their using of the brand. Customers were positively displayed with five ways of respondents.

The firstly, customers were shown with strongly disagree 5 of frequency and 2.8% respondents, secondly, customers were positively displayed with disagree 12 of frequency and 6.7% respondents. Thirdly, neutral were 98 of frequency and 55.1% respondents. Four, agree were with 52 of frequency and 29.2% respondents, and in addition, strongly agree were with 11 of frequency and 6.2% respondents in this research. There was the agreement of customer loyalty to shop in food retail market, Yangon. This research was finding with 161 of frequency and 90.5% respondents which is supporting to customers loyalty in food brand at the market.

**Table 14: Frequency table of Food retail market, Yangon informed to customer is trustful.**

<b>Food retail market, Yangon informed to customer is trustful</b>					
	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Strongly Disagree	7	3.9	3.9	3.9
	Disagree	14	7.9	7.9	11.8
	Neutral	107	60.1	60.1	71.9
	Agree	39	21.9	21.9	93.8
	Strongly Agree	11	6.2	6.2	100.0
	Total	178	100.0	100.0	

The table 14 of frequency demonstrated that customer trustful in food retail market, Yangon and customers get information from the market about the quality of food, therefore, there were positively displayed with neutral level 107 of frequency and 60.1% respondents. Agree were 39 of frequency and 21.9% respondents, and strongly agree were following 11 of frequency and 6.1% respondents.

Food retail market, Yangon informed to the customer is trustful which were in this research survive that was disagree and strongly disagree shown with disagree level 14 of frequency and 7.9% respondents. Hence, strongly disagree were 7 of frequency and 3.9% respondents in customers' trustful in food retail market, Yangon, Myanmar.

**Table 15: Frequency table of Quality of food retail market in Yangon is.**

**The quality of food retail market in Yangon is.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.7	1.7	1.7
Disagree	8	4.5	4.5	6.2
Neutral	89	50.0	50.0	56.2
Agree	63	35.4	35.4	91.6
Strongly Agree	15	8.4	8.4	100.0
Total	178	100.0	100.0	

According to table 15 of frequency verified that the quality of food retail market in Yangon is for customer shopping. Most of them was positively displayed with neutral, agree and strongly agree with this research. One was demonstrated with neutral level 89 of frequency and 50.0% respondents. Next, agree were with 63 of frequency and 35.4% respondents. On the other hand, strong agree were 15 of frequency and 8.4% respondents.

Finally of table's frequency were strongly disagree and disagree in food retail market, Yangon. Thus which were shown with strongly disagree 3 of frequency and 1.7% respondents and then disagree were following quality of food with 8 of frequency and 4.5% respondent in food retail market, Yangon. Myanmar.

**Table 16: Frequency table of Commodity price in food retail market, Yangon is acceptable.**

**Commodity Price in food retail market, Yangon is acceptable.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	1.1	1.1	1.1
Disagree	8	4.5	4.5	5.6
Neutral	84	47.2	47.2	52.8
Agree	66	37.1	37.1	89.9
Strongly Agree	18	10.1	10.1	100.0
Total	178	100.0	100.0	

The table 16 of frequency described that commodity price in food retail market, Yangon is acceptable for customer shopping. Most of them were positively displayed with neutral level 84 of frequency and 47.2% respondents, the level of agreement was 66 of frequency and 37.1% respondents. And then the level of strongly agree was 18 of frequency and 10.1% respondents.

On the other hand, customers were behavior disagree and strongly disagree in commodity price in food retail market, Yangon. They were acceptable their motivation at market, therefore, both of them were with strongly disagree 2 of frequency and 1.1% respondents. In commodity price customer disagree was shown with disagree 8 of frequency and 4.5% respondents in food retail market, Yangon. Thus, in this research which are following customer behavior agree for service in the market with 168 of frequency and 94.4% respondents in customer loyalty as their satisfaction in the market.

**Table 17: Frequency table of Dealing with customer is good in retail market, Yangon.**

**Dealing with customer is good in retail market, Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.7	1.7	1.7
Disagree	7	3.9	3.9	5.6
Neutral	90	50.6	50.6	56.2
Agree	63	35.4	35.4	91.6
Strongly Agree	15	8.4	8.4	100.0
Total	178	100.0	100.0	

The table of defined that dealing with customer is good in retail market, Yangon, Myanmar, which is good service for customer commutation in the market. Even food retail markets are small not to be the supermarket, those markets of services' dealing with customer are good. Most of them displayed with neutral levels 90 of frequency and 50.6% respondents. Next, agree level was with 63 of frequency and 35.4% respondents and then strongly agree was shown with 15 of frequency and 8.4% respondents. In addition, disagree and strongly disagree level varied a few of 7 of frequency and 3.9% respondents, and 3 of frequency and 1.7% respondents. Therefore neutral, agree and strongly agree level were mostly presented with dealing with customer good in the market of shopping.



**Table 18: Frequency table of the staff does not waste the time of customer.**

**The staff does not waste the time of customer.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	1.1	1.1	1.1
Disagree	6	3.4	3.4	4.5
Neutral	84	47.2	47.2	51.7
Agree	66	37.1	37.1	88.8
Strongly Agree	20	11.2	11.2	100.0
Total	178	100.0	100.0	

According to table 18 of frequency which had been displayed that the staff does not waste the time of the customer in food retail market with their services of the marketer to customer shopping. Most of them displayed with neutral, agree and strongly agree, with neutral levels of 84 of frequency and 47.2% respondents.

On the one hand, the level of agree and strongly agree were with 66 of frequency and 37.1% respondents, and 20 of frequency and 11.2% respondents for this survey. Next, strongly disagree and disagree were in food retail market that had shown with 2 of frequency and 1.1% respondents, and disagree was with 6 of frequency and 3.4% respondents in food retail market, Yangon. These services were satisfaction and loyalty in customer shopping in the market.

**Table 19: Frequency table of normally food retail market is buying in Yangon.**

**Normally Food retail market is buying in Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	1.1	1.1	1.1
Disagree	5	2.8	2.8	3.9
Neutral	109	61.2	61.2	65.2
Agree	44	24.7	24.7	89.9
Strongly Agree	18	10.1	10.1	100.0
Total	178	100.0	100.0	

The table 19 of frequency described that customers were buying agree normally in food retail market, Yangon. If customers were loyalty in the market, they are buying normally, means that customers have the choice of where to shop, but customers were the satisfaction to shopping in food retail market, they were buying normally, which is to support customer loyalty in this research. Shopping of them was shown with neutral level 109 of frequency and 61.2% respondents.

On the other hand, agree and strongly agree were positively shown with agree level 44 of frequency and 24.7% respondents, strongly agree with 18 of frequency and 10.1% respondents for customers normally buying in food retail market. In addition, strongly disagree and disagree were shown with 2 of frequency and 1.1% respondents, and then disagree were shown with 5 of frequency and 2.8% respondents in food retail market for customer normally buying in the market, Yangon.

**Table 20: Frequency table of food retailer gives lower cost of price in Yangon.**

**The food retailer gives Lower cost of price in Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.7	1.7	1.7
Disagree	10	5.6	5.6	7.3
Neutral	85	47.8	47.8	55.1
Agree	64	36.0	36.0	91.0
Strongly Agree	16	9.0	9.0	100.0
Total	178	100.0	100.0	

According to table 20 of frequency in food retail market, Yangon displayed customer's satisfaction in price that means retailer gives the lower cost of price to the customer in food retail market. Therefore the table of neutral were with 85 of frequency and 47.8% respondents. Next, Agree was with 64 of frequency and 36.0% respondents. In addition, strongly agree to shows with 16 of frequency and 9.0% respondents in food retail market which were customers' satisfaction of agreement. On the other hand, disagree and strongly disagree had shown dramatically in food retail market, Yangon. Therefore, disagree show with 10 of frequency and 5.6% respondents. Finally, strongly disagree were with 3 of frequency and 1.7% respondents which customer satisfaction of frequency table shows that lower price to customers of agreement at market service.

**Table 21: Frequency table of Good commutation to customer in Yangon.****Food retailer market is good commutation to customer in Yangon.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.6	.6	.6
Disagree	3	1.7	1.7	2.2
Neutral	85	47.8	47.8	50.0
Agree	69	38.8	38.8	88.8
Strongly Agree	20	11.2	11.2	100.0
Total	178	100.0	100.0	

According to table 21 of frequency were shown that food retailer is good commutation to the customer in Yangon. Hence, food retailer had commutated customer at shopping in stores as financial service and retail-specific functions with commutation. Therefore most of them displayed with neutral, agree and strongly agree that neutral level was with 85 of frequency and 47.8% respondents. Next, agree was with 69 of frequency and 38.8% respondents, finally, strongly agree was with 20 of frequency and 11.2% respondents. Research shows that disagree and strongly disagree with a few in food retail market. Disagree was with 3 of frequency and 1.7% respondents. Finally, strongly disagree was with 1 of frequency and .6% respondent in food retail market.

**Table 22: Frequency table of Food retailer serves positively toward customer****Food retailer serves positively toward customer.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	5.1	5.1	5.1
Disagree	15	8.4	8.4	13.5
Neutral	110	61.8	61.8	75.3
Agree	31	17.4	17.4	92.7
Strongly Agree	13	7.3	7.3	100.0
Total	178	100.0	100.0	

According to table 22 of frequency shows that food retailer serves positively toward the customer in food retail market, Yangon. When customers are shopping stores, customers' service gives toward customer because customers are shopping normally stores after than service get from customers about loyalty to shop normally. Customers of them displayed with neutral level 110 of frequency and 61.8% respondents, and agree level 31 of frequency and 17.4% respondents. Besides strongly agree was with 13 of frequency and 7.3% respondents in customers' agreement. Finally, the table shows that strongly disagree and disagree were with 9 of frequency and 5.1% respondents in food retail market. Hence, disagree was with 15 of frequency and 8.4% respondents in food retail market. Therefore, this research showed that neutral levels respond with serves positively toward customers.

**Table: 23 Descriptive Statistics & Correlations of Customer Expectation**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Food retail market's services in Yangon is honesty.	3.4270	.65333	178
Food retail market in Yangon is respectful to customers.	3.4888	.76829	178
Food retail market in Yangon is accurate in services.	3.5674	.73527	178
Food retail market in Yangon is polite to the customers.	3.5281	.87126	178

Referring to the table of descriptive statistics shows that it is the sample size of 178 population, customers' expectation, and four points. Firstly, food retail market's services in Yangon that was 3.4270(x) and .65333(SD). Secondly, Food retail market in Yangon is respectful that was 3.4888(x) and .76829(SD). Thirdly, food retail market in Yangon is accurate in services that were 3.5674(x) and .73527(SD). Finally, food retail market in Yangon is polite to the customers that were 3.5281(x) and .87126(SD) respondents perceptively.

### Correlations

		Food retail market's services in Yangon is honesty.	Food retail market in Yangon is respectful to customers.	Food retail market in Yangon is accurate in services.	Food retail market in Yangon is polite to the customers.
Food retail market's services in Yangon is honesty.	Pearson Correlation	1	.876**	.881**	.902**
	Sig. (1-tailed)		.000	.000	.000
	N	178	178	178	178
Food retail market in Yangon is respectful to customers.	Pearson Correlation	.876**	1	.906**	.853**
	Sig. (1-tailed)	.000		.000	.000
	N	178	178	178	178
Food retail market in Yangon is accurate in services.	Pearson Correlation	.881**	.906**	1	.879**
	Sig. (1-tailed)	.000	.000		.000
	N	178	178	178	178
Food retail market in Yangon is polite to the customers.	Pearson Correlation	.902**	.853**	.879**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	178	178	178	178

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The Pearson's correlation analysis revealed that customer shopping in food retail market was concerning with customer expectation. Therefore those are following that food retail market's services in Yangon is honesty that was ( $r=1$ ,  $p<.000$ ). Food retail market in Yangon is respectful to customers that were ( $r=.876^{**}$ ,  $p<.000$ ). Food retail market in Yangon is accurate in services that were ( $r=.881^{**}$ ,  $p<.000$ ). Food retail market in Yangon is polite to the customers that were ( $r=.902^{**}$ ,  $p<.000$ ). Those were positively correlated with customer loyalty food retail market, Yangon at signification at the 0.01 level of 1-tailed. It means customer loyalty with services honesty, respectful to customers, accurate in services and polite to the customer in food retail market, Yangon.

**Table 24: Descriptive Statistics & Correlations of Customer Trust**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Food is healthy in retail market, Yangon.	3.3764	.76572	178
Pricing is available in food retail market, Yangon.	3.5562	.75890	178
Brand is really true in food retail market, Yangon.	3.2921	.79834	178
Food retail market, Yangon informed to customer is trustful	3.1854	.81954	178

Table 24 of customer trust in food retail market of descriptive statistics were total sample size 178 of the population. For customer trust group, firstly, food is healthy in retail market, Yangon that was 3.3764(x) and .76572(SD). Secondly, pricing is available in food retail market, Yangon that was 3.5562(x) and .75890(SD). Thirdly, brand is really true in food retail market, Yangon that was 3.2921(x) and .79834(SD). Finally, food retail market, Yangon informed to customer is trustful that was 3.1854(x) and .81954(SD) respondents perceptively in descriptive statistics at food retail market, Yangon, Myanmar.

<b>Correlations</b>					
		Food is healthy in retail market, Yangon.	Pricing is available in food retail market, Yangon.	Brand is really true in food retail market, Yangon.	Food retail market, Yangon informed to customer is trustful
Food is healthy in retail market, Yangon.	Pearson Correlation	1	.872**	.919**	.860**
	Sig. (1-tailed)		.000	.000	.000
	N	178	178	178	178
Pricing is available in food retail market, Yangon.	Pearson Correlation	.872**	1	.840**	.805**
	Sig. (1-tailed)	.000		.000	.000
	N	178	178	178	178

Brand is really true in food retail market, Yangon.	Pearson Correlation	.919**	.840**	1	.927**
	Sig. (1-tailed)	.000	.000		.000
	N	178	178	178	178
Food retail market, Yangon informed to customer is trustful	Pearson Correlation	.860**	.805**	.927**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	178	178	178	178

\*\* . Correlation is significant at the 0.01 level (1-tailed).

According to table of the Pearson's correlation analysis revealed that food retail market of customer loyalty concerning with customer trust group. Thus those are following customer trust in food retail market. One, food is health in retail market, Yangon that was ( $r=1$ ,  $p<.000$ ). Next, pricing is available in food retail market, Yangon that was ( $r=.872^{**}$ ,  $p<.000$ ). On the other hand, brand is really true in food retail market, Yangon that was ( $r=.919^{**}$ ,  $p<.000$ ). In addition, Food retail market, Yangon informed to customer in trustful that was ( $r=.860^{**}$ ,  $p<.000$ ). Those were positively correlate with customer loyalty of food retail market, Yangon, Myanmar. It means that customer trust group were healthy, Pricing available, really brand and its informed to customer trustful in food retail market that correlation is significant at the 0.01 lever of 1-tailde in this research.

**Table 25: Descriptive Statistics & Correlation of Customer Satisfaction**

Descriptive Statistics			
	Mean	Std. Deviation	N
The quality of food retail market in Yangon is.	3.4438	.78091	178
Commodity Price in food retail market, Yangon is acceptable.	3.5056	.78292	178
Dealing with customer is good in retail market, Yangon.	3.4494	.77403	178
The staff does not waste the time of customer.	3.5393	.78195	178

Table 25 of customer satisfaction in food retail market of descriptive statistics were total sample size of 178 population. Customer satisfaction group was four parts. One, the quality of food retail market in Yangon is that was 3.4438(x) and .78091(SD). Next, commodity price in food retail market, Yangon is acceptable that was 3.5056(x) and .78292(SD). On the other hand, dealing with customer is good in retail market, Yangon that was 3.4494(x) and .77403(SD). In addition, the staff does not waste the time of customer that was 3.5393(x) and .78195(SD) respondents perceptively of descriptive statistics.

### Correlations

		The quality of food retail market in Yangon is.	Commodity Price in food retail market, Yangon is acceptable.	Dealing with customer is good in retail market, Yangon.	The staff does not waste the time of customer.
The quality of food retail market in Yangon is.	Pearson Correlation	1	.952**	.995**	.929**
	Sig. (1-tailed)		.000	.000	.000
	N	178	178	178	178
Commodity Price in food retail market, Yangon is acceptable.	Pearson Correlation	.952**	1	.956**	.973**
	Sig. (1-tailed)	.000		.000	.000
	N	178	178	178	178
Dealing with customer is good in retail market, Yangon.	Pearson Correlation	.995**	.956**	1	.932**
	Sig. (1-tailed)	.000	.000		.000
	N	178	178	178	178
The staff does not waste the time of customer.	Pearson Correlation	.929**	.973**	.932**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	178	178	178	178

\*\* . Correlation is significant at the 0.01 level (1-tailed).



According to the Pearson's correlation analysis revealed that customer loyalty in food retail market, Yangon concerning with customer satisfaction. Thus research measures customer satisfaction in food retail market about products, price, quality, customer service. Customer satisfaction occurs when the value and customer service provide through a retailing experience meet, which was known that the quality of food retail market in Yangon is that was ( $r=1$ ,  $p<.000$ ).

Next, commodity price in food retail market, Yangon is acceptable that was ( $r=.952^{**}$ ,  $p<.000$ ). On the other hand, dealing with customer is good in retail market, Yangon that was ( $r=.995^{**}$ ,  $p<.000$ ).

Finally, the staff does not waste the time of customer that was ( $r=.929^{**}$ ,  $p<.000$ ). They were positively correlated with customer loyalty in food retail market, Yangon. Customers were significantly as correlation at the 0.01 level of 1 tailed.

It means that customer satisfaction was as quality of food, commodity prices acceptable, dealing a good with customer and without waste the time of customers. They are significantly relationship between customer loyalty and food retail market. Hence, retailers need to spend more time learning who their customers are. Customer satisfaction research measure just stores connecting in this research.

**Table 26: Descriptive statistic & Correlations of customer loyalty**

<b>Descriptive Statistics</b>			
	Mean	Std. Deviation	N
Normally Food retail market is buying in Yangon.	3.3989	.75420	178
The food retailer gives Lower cost of price in Yangon.	3.4494	.80270	178
Food retailer market is good commutation to customer in Yangon.	3.5843	.73352	178
Food retailer serves positively toward customer.	3.1348	.85952	178

According to table 26 of descriptive statistic in customer loyalty was total sample size of 178 population. The customer loyalty group- normally food retail market is buying in Yangon that

was 3.3989(x) and .75420(SD). The food retailer gives lower cost of price in Yangon that was 3.4494(x) and .80270(SD). Food retailer market in good commutation to customer in Yangon that was 3.5843(x) and .73352(SD) and then food retailer serves positively toward customer that was 3.1348(x) and .85952(SD) respondents perceptively in this research.

### Correlations

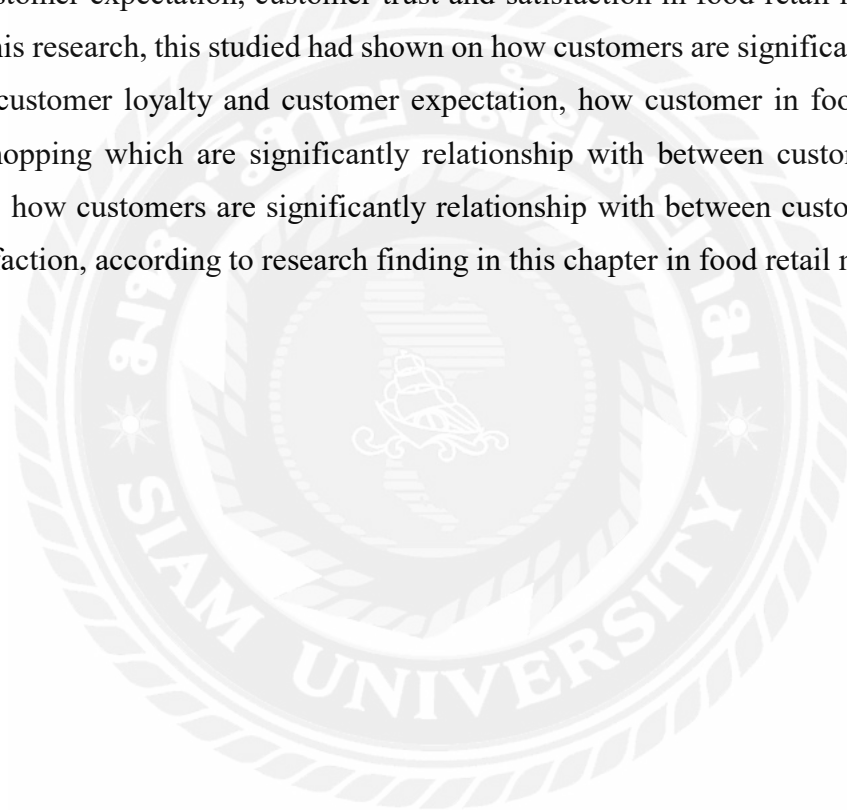
		Normally Food retail market is buying in Yangon.	The food retailer gives Lower cost of price in Yangon.	Food retailer market is good commutation to customer in Yangon.	Food retailer serves positively toward customer.
Normally Food retail market is buying in Yangon.	Pearson Correlation	1	.878**	.863**	.840**
	Sig. (1-tailed)		.000	.000	.000
	N	178	178	178	178
The food retailer gives Lower cost of price in Yangon.	Pearson Correlation	.878**	1	.904**	.845**
	Sig. (1-tailed)	.000		.000	.000
	N	178	178	178	178
Food retailer market is good commutation to customer in Yangon.	Pearson Correlation	.863**	.904**	1	.770**
	Sig. (1-tailed)	.000	.000		.000
	N	178	178	178	178
Food retailer serves positively toward customer.	Pearson Correlation	.840**	.845**	.770**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	178	178	178	178

\*\* . Correlation is significant at the 0.01 level (1-tailed).

According to table correlation of customer loyalty in Person's analysis revealed that customer in food retail market are concerning with customer loyalty group. Normally food retail market is buying in Yangon that was ( $r=1$ ,  $p<.000$ ), next the food retailer gives lower cost of price in Yangon that was ( $r=.878^{**}$ ,  $p<.000$ ), on the other hand food retailer market is good

commutation to customer in Yangon that was ( $r=.863^{**}$ ,  $p<.000$ ), finally food retailer serves positively toward customer that was ( $r=.840^{**}$ ,  $p<.000$ ) which were positively correlated with customer loyalty in food retail market at statistical significance level of 0.01 in 1-tailed. It means that customer loyalty of normally buying, lower cost of price, a good commutation to customer and serves positively toward customer were significantly relationship with between customer loyalty in food retail market, Yangon.

This main objective of this research is to study whether relationship between customer loyalty and customer expectation, customer trust and satisfaction in food retail market, Yangon. So regarding this research, this studied had shown on how customers are significantly relationship with between customer loyalty and customer expectation, how customer in food retail market, Yangon are shopping which are significantly relationship with between customer loyalty and customer trust, how customers are significantly relationship with between customer loyalty and customer satisfaction, according to research finding in this chapter in food retail market.



## CHAPTER V

### Conclusion and Recommendation

#### 5.1. Conclusion

In this chapter, there are two part, conclusion and recommendation, the researcher will conclude the customer loyalty of food retail market, Yangon, from the analysis of chapter four and objectives of studies will also be presented. Next, the recommendations will be described the experience of study about the customer loyalty concerning with the result of the survey. In addition, the research of limitations and discussion will be advocated for the future.

This research's objectives is to study the customer loyalty in food retail market, Yangon where customers are shopping currently and Yangon is also a hub of customer shopping at Myanmar, being steadfast for an accurate information of the research of customer loyalty in food retail market, Yangon. From the study of customer loyalty in customers' shopping in the market, it had been described the objective of the research study that the relationship between customer expectation, customer trust, customer satisfaction and customer loyalty in food retail market needs dealing with customers' shopping the stores of the market.

##### 5.1.1 Theoretical viewpoint

According to a theoretical perspective, this research describes a concept of customer loyalty theory to examine the contribution in customers' shopping of food retail market concerning with their shopping in customer services of quality in the market. Hence, customer behavior in the market to their expectation, trust, and satisfaction to achieve maintain into customer loyalty, was at Yangon.

The expectation of the researcher is that customers' shopping expectation, trust, and satisfaction of food retail markets' customers who are directly relationship with their loyalty into the market. Besides, the customer in shopping at the market have had the insufficiency supporting customers' rights to prevent the challenges facing for them, mainly to be a procedure of the quality

of food, commodity price, brand and serves positively toward customers. As aspect as the researcher before, the survey had shown a result of the same responding in this research at chapter three with positive average levels of the agreement at Yangon, Myanmar.

### **5.1.2 Methodological viewpoint**

In methodological viewpoint at this research which had used both qualitative and quantitative method. Hence, the primary data of this research was collected from customers' shopping to stores of food retail market Yangon, Myanmar using the questionnaires. The secondary' sources of this research were collected from various books, journals, articles, government/organization report and the relevance of legal internet websites.

For this research, the researcher had collected the data from customers are shopping in food retail market, Yangon, Myanmar during September 24<sup>th</sup> in 2018 to October 5<sup>th</sup> in 2018. The questionnaire has consisted to the relevant information of customer loyalty in food retail market concerning with their demographic characteristics, customer expectation, customer trust, customer satisfaction, and customer loyalty. The total of the population was 330 in this research but the research of formula as the sample size was 178 population of customers' shopping that was surveyed in food retail market, Yangon, Myanmar.

### **5.1.3 Summary of Findings**

This research, the total 178 population of respondents in the survey relative to the demographic characteristics of customers' shopping in food retail market, Yangon were collected. In general, 38.8% of male respondents, 61.2% of female respondents and tend to be 20-30 years old 55.1% respondents, 66.9% marriage respondents, 70.2% factory worker respondents, 70.2% 100,000-300,000Kyats respondents, 91.6% undergraduate respondents were majorly presented in this research. And then, frequencies of respondents were shown as customer expectation, customer trust, customer satisfaction and customer loyalty in food retail market.

According to descriptive statistics analysis of conferring to objectives in this research, was represented and tested, like descriptive statistical analysis and correlations which were performed

for hypothesis testing. The research was supporting customer loyalty in food retail thus researcher shows descriptive statistics of customer loyalty in customer shopping. Therefore the expectation, trust and satisfaction of customers in shopping at food retail market, Yangon affects the quality, which can be divided into four aspects: the quality of information, quality of service, product quality, and deliver quality. Expectation, trust and satisfaction cause customer loyalty Therefore research shows the descriptive statistics to customer loyalty in food retail market with normally buying 3.3989(x) and .75420(SD), gift lower cost of price 3.4494(x) and .80270(SD), good commutation to customer 3.5843(x) and .73352(SD) and serves positively toward customer 3.1348(x) and .85952(SD) respondents. Those were explained at chapter four as customer expectation, customer trust and customer satisfaction in food retail market, Yangon. They were significant relationship with between customer loyalties in food retail market, Yangon.

## **5.2 Recommendations**

In this research, the recommendations were described as the perspective of researcher concerning with the research of demographic characteristics and the three hypotheses of an independent variable and the objectives of the research. Moreover, the recommendations of a dependent variable of customer loyalty in food retail market, Yangon, Myanmar was explained that the research found that service of quality had a positive relationship with customer loyalty.

According to the results of hypotheses one of three, the research found that customer of services' quality has a positive relationship with customer expectation and customer loyalty. Although food retail market has been respectful and polite to the customer which was the kinds of customers' need to experience.

According to the results of hypotheses two of three, the research found that customer of service improvement is among the shore, which influences customer with trust. It was shown that available, brand, informed to the customer. To loyalty in food retail market of stores need to be discovered and added to the present model. Moreover, a large number of variables may influence service quality. The proposed model should also be examined in geographical areas to extend and compare the result of this study. Trust has been shown to influence customer loyalty which in turn increase in food retail market. It is that future studies investigate customer trust.

In addition, the results of hypotheses, the research found that customer service had a positive relationship with both customer satisfaction and customer loyalty. The customer is a series of activities designed to enhance the level of customer satisfaction in food retail market, Yangon, Myanmar. The services must understand the importance of customer as its future of growth is concerned. The market should make an effort to attract, maintain customer satisfaction toward customer loyalty. Food retail market is recommended to keep its customers satisfied in order to increase profitability. Thus, they strive to maintain and improve service quality. Service quality needs to make sure that customer information, especially information.



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## APPENDIX

### Customer Loyalty Part I

Please choose and complete your identity in the following categories:

#### 1.1 Sex

Male

Female

#### 1.2 Age

Under 20

21-30

31-40

41-50

Over 50 years

#### 1.3 Marital Status

Single

Marriage

Divorce

#### 1.4 Occupations

Factory Workers

Self-employees

Other

#### 1.5 Monthly Income

Under 100,000 Kyats

100,000-300,000Kyats

300,000-600,000Kyats

Over 600,000Kyats

#### 1.6 Education Levels

Undergraduate

Graduate

Postgraduate

## Customer Loyalty Part II

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

Customer Loyalty Part II		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	<b>Customer Expectation</b>					
1.1	Food retail market's services in Yangon is honesty.					
1.2	Food retail market in Yangon is respectful to customers.					
1.3	Food retail market in Yangon is accurate in services.					
1.4	Food retail market in Yangon is polite to the customers.					
2.	<b>Customer Trust</b>					
2.1	Food is healthy in retail market, Yangon.					
2.2	Pricing is available in food retail market, Yangon.					
2.3	Brand is really true in food retail market, Yangon.					

	2.4	Food retail market, Yangon informed to customer is trustful					
3. Customer Satisfaction							
	3.1	The quality of food retail market in Yangon is.					
	3.2	Commodity Price in food retail market, Yangon is acceptable.					
	3.3	Dealing with customer is good in retail market, Yangon.					
	3.4	The staff does not waste the time of customer.					
4 Customer Loyalty							
	4.1	Normally Food retail market is buying in Yangon.					
	4.2	The food retailer gives Lower cost of price in Yangon.					
	4.3	Food retailer market is good commutation to customer in Yangon.					
	4.4	Food retailer serves positively toward customer.					

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