A study of Marketing Mix Strategy of Xiaomi Mobile Phone in Yangon that Impacts on Making Decision towards Customer Satisfaction

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This is Independent study has been apporved to be partial fulfillment of the requirement for Degree of Master in Business Administration in Marketing Management

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Date......9....../...Nov.../...2019...

Abstract

Research Title: A study of Marketing Mix Strategy of Xiaomi Mobile Phone in Yangon that Impacts on Making Decision towards Customer Satisfaction

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The core of this study is the Marketing Strategy of Xiaomi Mobile Phone in Yangon that affects Customer Making Decision towards satisfaction. Chinese electronics firm Xiaomi's smartphones have been on sale unofficially in Myanmar for over a year, but the company is now gearing up to officially start selling its products as user demand picks up. For a short time, Xiaomi, a china mobile company is rapidly marketed in the Myanmar Technology Market. Xiaomi established by CEO Lei Jun with his seven partners in 2010. In August 2011, the smartphone was first introduced into the market, and then in 2014, it became the top brand in China smartphone market. It becomes as world biggest smartphone company, currency.

The general objective of this study is to explore the Marketing Mix Strategy of Xiaomi Mobile Phone in Yangon that effects on making a decision towards customer satisfaction. The specific objectives are; "To

analyze which marketing strategies are impacts on the customer making a decision towards Xiaomi mobile phone in Yangon Myanmar." "To study how the customers are satisfaction level of Xiaomi mobile phone in Yangon Myanmar." "To determine how the relationship between marketing strategy and customer making decision related to Xiaomi mobile phone in Yangon Myanmar."

Researcher focus on the marketing strategy such as product, price, place and promotion that impacts on customer satisfaction of Myanmar people who use Xiaomi mobile phone due to the limitation of this study. The target population of this research is the customers in Yangon who use Xiaomi mobile phone.

This study was quantitative research using by questionnaires from Xiaomi smartphone user from Yangon. The questionnaires were designed Burmese and English in this research. The sample size was 186. The researcher chooses simple random sampling in the research for conceptually. Customer from Yangon who used Xiaomi mobile users was asked to rate the level of agreements based on a five-point of the Likert rating scale with providing the various statements that impact of making the decision that could be the relationship between products, price, place and promotion and their making decision towards satisfaction to buy Xiaomi mobile.

Pearson correlation analyzed that the R-value of 1 reflects high level of prediction and the R square value of 1 explains the independent variable of the marketing mix of pricing strategy of the variability for the dependent variable. The correlations indicate that if a relationship is significant between the dependent and independent variable and in this case, the R-value of 1 is greater than 0.01 significant area. Therefore, marketing mix strategy making a decision towards customer satisfaction

is the perfect relationship with Xiaomi mobile phone in Yangon Myanmar.

Keywords: Marketing mix strategy, making decision, customer satisfaction, Xiaomi mobile phone, Yangon Myanmar.

Approved by

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AGGASARA

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1. Introduction

This research paper examines marketing strategy of Xiaomi mobile phone in Yangon that impacts on making decision towards customer satisfaction. This Chapter includes research background, statement of problem, objective of the study, research questions, hypothesis of the study, and conceptual framework, variables of the study and definition of terms.

The core of this study is Marketing Strategy of Xiaomi Mobile Phone in Yangon that affects Customer Making Decision towards satisfaction. Mobile phone industries have been seeing a rapid growth, has made enormous jumps since its inception, and particularly in these 5 years that have seen mobile phones getting smarter and more stylish than its early days when the concept of having a smartphone was totally misunderstand by the masses.

Xiaomi is a software company that is founded by 8 co-founders in 2010. Xiaomi's first product is MIUI, which has over 100 million user-bases to the date of this article written (En.miui.com, 2015). Xiaomi's priority is to distribute MIUI globally and their involvement in hardware business in 2011 mainly is to help boost MIUI user-base.

In order to have more consumers to own their hardware, Xiaomi decided to sell their products at near-to-cost (Bhagat, H. 2014). To Xiaomi, setting up a traditional brick and mortar store might increase the cost of the product and in view of this Xiaomi concentrated their businesses online. Due to Xiaomi's product will not be available on the website at all times; Xiaomi needed a way to communicate with its consumers. So the best way for them to communicate with consumers is through the social media. Xiaomi's strategy of concentrating their business through the social media allows their brand to be known in no time (Shih, Lin, & Luarn, 2014; Stone, 2014).

Chinese electronics firm Xiaomi's smartphones have been on sale unofficially in Myanmar for over a year, but the company is now gearing up to officially start selling its products as user demand picks up. Local company Strong Source Co Ltd signed an agreement with Xiaomi to retail the phone at Myanmar authorized distributors. Xiaomi

was the world's fifth-largest smartphone maker in 2015 Xiaomi with 70.8 million units sold, accounting for about five percent of the global smartphone market according to (Roettgers, J. (2015). However, some users griped about the smartphone's inferior processor and low internet speed (Hitesh Bhasin, (January 25, 2019)

"The camera quality is great and resolution as well. However, there is no original headset and internet speed is low. I bought the phone last month and now the processor does not work well. I think that will be a barrier to attract Myanmar users," a Xiaomi Mi 4i user, Ma Yamin, said (MOH MOH KYI, (16 JUN 2016).

The brand will be available in six models in Myanmar including the Mi 5, Red Mi 3, Red Mi Note 3 Pro, Mi 4i, Note 2 and Red Mi 2, which will be distributed in the market with a one-year guarantee, according to Assistant General Manager of Strong Source Ko Thet Zin. Besides that, Mi service center, Mi Corner, Mi Home will be provide in Yangon, Mandalay, and Naypyitaw for Xiaomi official products (MI HOME MYANMAR, 2018).

Xiaomi holds a leading11percentage of penetration in the Smartphone marketing China. The company grossed more than $5 billion in revenues during the first half of 2014.With only 2,600 employees (as of June 2013), it has a market capitalization of over $10 billion. Its top executives have technological backgrounds and experiences from many other high-tech multinational companies in the west.

For a short time, Xiaomi, a china mobile company is rapidly market in the Myanmar Technology Market. Xiaomi established by CEO Lei Jun with his seven partners in 2010. In August 2011, the smart phone was firstly introduce into the market, and then in 2014, it became the top brand in China smartphone market. It becomes as world biggest smartphone company, currency.

Today, companies attempt to live on with the help of customer satisfaction and more sale and profit through market researches and identification of customers' needs in the current world of competition. Therefore, one of the ways of achieving the mentioned objectives is to analyze the concept of marketing mix in any kind of business (Fakhimi Azar, Akbari Vanehabad, & Rasouli, 2011). Any sort of marketing strategy has impact on customer satisfaction and marketing mix elements are a set of controllable marketing

variables in the hands of managers and decision-makers of the company. (Khodadad Hosseini & Rezvani, 2009).

If the relationships between marketing strategy such as product, price, place, promotion and customer satisfaction especially Xiaomi mobile in Yangon Myanmar are determined, the decision-makers of the company will easily decide upon how to employ marketing mix elements to impacts on the highest of making decision (Purna Satit, Rezky and Huam, 2012).

1.2 Objective of the Study

The general objective of this study is to explore Marketing Mix Strategy of Xiaomi Mobile Phone in Yangon that effects on making decision towards customer satisfaction. The specific objectives are as follows..

1. To analyze which marketing strategies are impact on customer making decision towards Xiaomi mobile phone in Yangon Myanmar.

2. To study how the customers are satisfaction level of Xiaomi mobile phone in Yangon Myanmar.

3. To determine how relationship between marketing strategy and customer making decision related to Xiaomi mobile phone in Yangon Myanmar.

1.3 Statement of Problem

Myanmar is in a transforming period of democracy and changing of its IT and network system of 2G,3G to 4G would up a great potential for mobile phone market; so it is the most important to apply marketing strategy and making decision towards customer satisfaction Xiaomi mobile phone. Therefore, this study aims to research the marketing

strategy that impact on Xiaomi mobile phone towards customer making decision in Yangon Myanmar.

This study assumed that marketing strategy of Xiaomi mobile phone will help to be refocus on the variables those impacts on customer making decision and could get the advantage in this various competitive market in Myanmar. So, researcher collect the respondents that is belonging to Xiaomi mobile phone Company in Yangon Myanmar before take researching to the customers of Myanmar people who use Xiaomi mobile phone and their making decision.

Peter Doyle (Doyle, 2000) claims that the marketing mix approach leads to unprofitable decisions because it not ground in financial objectives such as increasing shareholder value. According to Doyle it has never been clear what criteria to use in determining an optimum marketing mix.

Objectives such as providing solutions for customers at low cost have not generated adequate profit margins. Against Kotler's four P's, some claim that they are too strongly oriented towards consumer markets and do not offer an appropriate model for industrial product marketing (Kotler, Philip, Keller, Lane, 2005).

That is why, the statement of questions in this research are as below;

1.   Is there relationship between marketing mix strategy (product, price, place, promotion) that affect making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar?

2.   How impacts the marketing mix strategy of Xiaomi mobile phone towards the customer satisfaction level?

1.4   Scope of the Study

As mention above of the objective of the study, researcher focus on the marketing strategy such as product, price, place and promotion that impacts on customer satisfaction of Myanmar people who use Xiaomi mobile phone due to the limitation this study. The target population of this research is the customers in Yangon who use Xiaomi mobile phone.

Figure: 1 Conceptual Framework

Independent Variables		Dependent Variable

Marketing Strategies

Product — H1 →

Price — H2 →

Place — H3 →

Promotion — H4 →

Making Decision towards customer Satisfaction
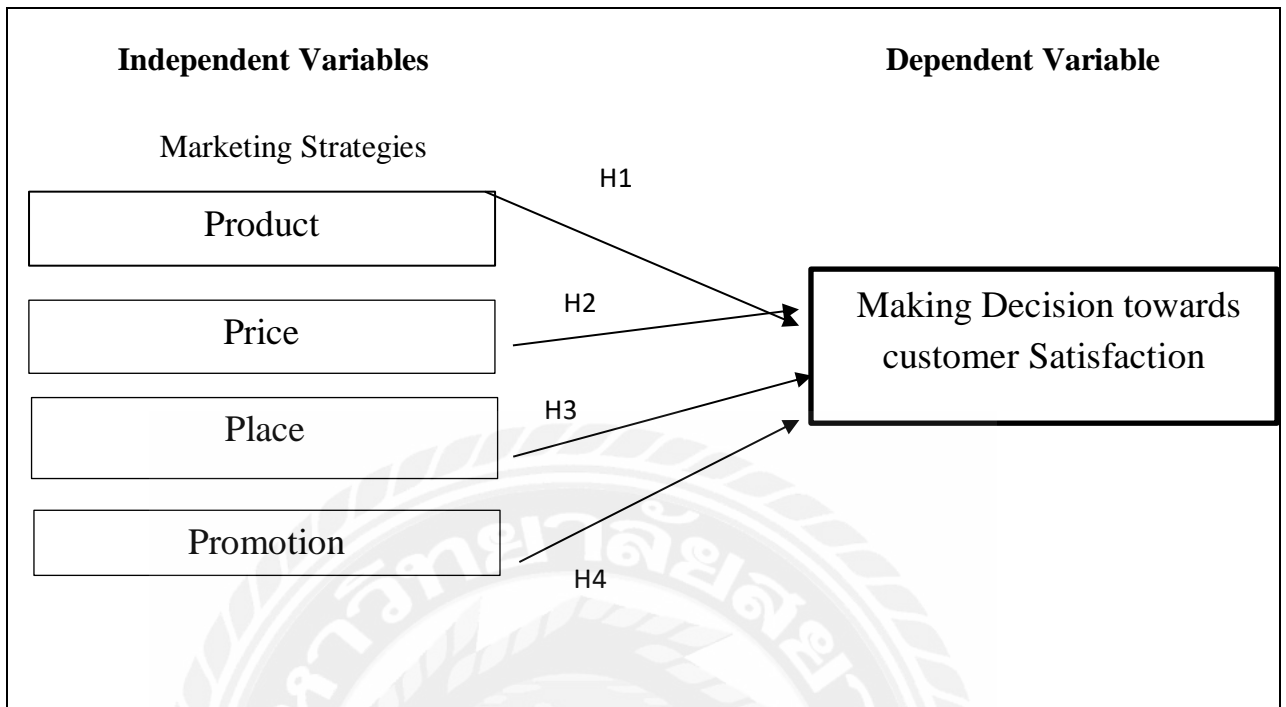
1.5   Hypothesis of the Study

According to conceptual framework, marketing mix strategy that impact on making decision on Xiaomi mobile phone variables towards customer satisfaction through studying the relationships of mentioned structures, background of the study, and the literature. The conceptual framework provided in Figure 1. This framework includes four variables of product quality, price, promotion and customer satisfaction.

H1: There is relationship between marketing mix strategy of product and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

H2: There is relationship between marketing mix strategy of price and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

H3: There is relationship between marketing mix strategy of place and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

H4: There is relationship between marketing mix strategy of promotion and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

1.6 Variables of the Study

In this study marketing mix strategy of product, price, place and promotion are independent variable. On the other hand, making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar is dependent variable.

1.7 Definition of terms

Marketing strategy means a marketing strategy that is well - articulated will enable one to focus on marketing activities to achieve the target market goal. According to Philip Kotler, Marketing Strategy is the marketing logic by which the business unit expects to achieve its marketing objectives.

Product refers what a production or even an individual offers. In marketing mix, product is define as what is offered to market for noticing, buying, or using which may meet a need. Product include a physical object, service, place, organization, or even an idea (Fakhimi Azar et al., 2011). In the current study, the quality of product has been consider as the most important factor in the mobile phone industry.

Price defines that Xiaomi mobile phone is low price and good quality for customers. Price is the value that put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability. A pricing strategy takes into account segments, ability to pay, market conditions, competitor actions, trade margins and input costs, amongst others.

Place strategy plays a fundamental role in the marketing mix of a product or service. Place strategy outlines how and where a company will place its products and services in an attempt to gain market share and consumer purchases. This component of

the 4Ps is sometimes refer to as the distribution strategy and may include stores, both physical and online, and any other means by which the company can reach customers.

Promotion in marketing mix refers to establishing relationships with customers to inform them or affect their attitude or satisfaction. Promotion used to inform people of products and encourage the buyers in target market to buy particular brands. Promotion stimulates attention and sometimes arouses interest.

Decision making defines that the process of identifying and selecting a course of action to buy a specific product." According to Trewartha and Newport, "Decision making involves the selection of a course of action from among two or more possible alternatives in order to arrive at a solution for a given problem.

Customer satisfaction, a business term refers a measure of how products and services supplied by a company meet or surpass customer expectation. It is as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.
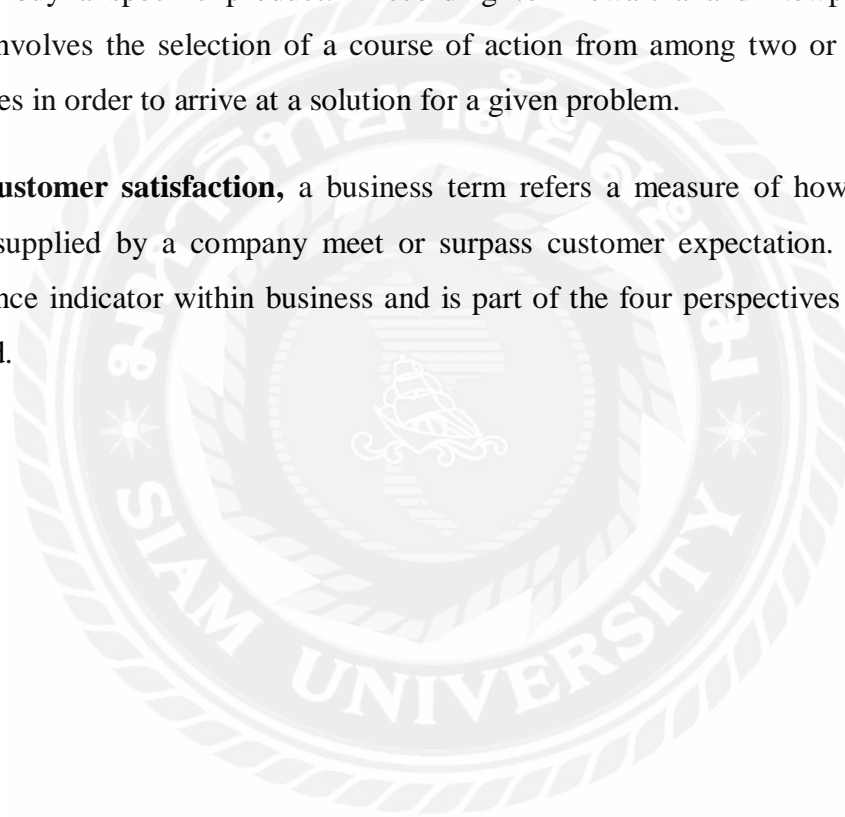
CHAPTER-2

Literature Review

2. Literature Review

Xiaomi is a privately owned Chinese electronics design and manufacturing company. Founded by Lei Jun in 2010, the company has its headquarters in Beijing and comes about the fourth on the list of the top Smartphone makers in the world. Its consumer electronics and computer hardware products are some the fastest moving in China. The rate at which Xiaomi is growing is alarming to Samsung and Apple as the company has almost managed to position itself as the top Smartphone spot in China. Hitesh Bhasin, (January 25, 2019)

In this research in literature review, researcher will describe the theoretical of marketing mix, marketing strategy of Xiaomi mobile phone, marketing mix of Xiaomi mobile phone, good quality product of Xiaomi mobile and low price, pricing strategy of Xiaomi mobile, Place or distribution strategy of Xiaomi mobile, promotion strategy of Xiaomi mobile, making decision of customers, customer satisfaction and measuring customer satisfaction of Xiaomi mobile phone and related research theory.

2.1 Theoretical of the Study

2.1.1 Marketing Mix

The term "marketing mix" became popularized after Neil H. Borden published his 1964 article, The Concept of the Marketing Mix. Borden began using the term in his teaching in the late 1940's after James Culliton had described the marketing manager as a "mixer of ingredients". The ingredients in Borden's marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P's of marketing.

The marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a way that both organizational and consumer

objectives are attained. The elements are the marketing tactics, also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion. The model was developed by Neil Borden who first started using the phrase in 1949. When blending the mix strategy, marketers must consider their target market. They must understand the wants and needs of the market customer then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants.

Marketing refers to searching for the most appropriate market and the sections that the organization can be more effective and useful and fulfill the needs of people. In other words, Marketing and Branding Research 2(2015) marketing is the conscious attempt to allocate resources and establish allocation in the market (Rousta et al., 2004).

The concept of marketing mix was first proposed by Neil Borden in 1949. However, the most common variables in marketing mix (product, price, distribution and promotion) were introduced by Mccarthy and were known as 4Ps (Vazir Zanjani, Motameni, & Mousavi, 2010). Until now, there has been no considerable change in the concept of marketing mix and in many researches, 4P is still the coordination concept that other aspects of marketing are organized around it. The most common definition of marketing mix in target market is to offer the proper product at a reasonable price in the proper place and time. To put it another way, marketing decision variables in different models of marketing mix provide a framework through which the business develop plans for its marketing activities (Khodadad Hosseini & Rezvani, 2009).

Marketing mix indicates the fundamental activities of marketing managers. After selecting a target market, the marketing managers must develop a systematic plan for selling to customers and establishing long-term and loyal relationships. Marketing plan includes decisions on product, price, promotion and distribution. These are the most important parts that marketing managers must allocate company resources to them to achieve the objectives of sale and profitability (Garavand, Nourayi, & Saee Arasi, 2010).

2.2 Marketing Strategies of Xiaomi mobile phone

A "Marketing Strategy" is a business overall game plan for reaching people and turning them into customers of the product or services that the business provides. The "Marketing Strategy" of the company contains the company's: Value proposition, Key marketing message, Information on the target customers, The Marketing Strategy informs the market plan, which is a document that lays out the type and timing of marketing activities.

Xiaomi Inc. is a Beijing-based Internet company which was founded on 6 April, 2010 by Lei Jun. The company began its activities with the development of Android based firmware MIUI. In April 2014, they hired former Google employee Hugo Barra as Xiaomi VP to expand their business to international markets. And, then launched itself in INDIA in July, 2014 with their then flagship Mi3 (via Flipkart). Xiaomi has 8,100 employees and it is currently operating in China, HongKong Taiwan, Singapore, Malaysia, Indonesia, Philippines, and India and Myanmar.

The mission statement and vision of Xiaomi mobile phone is 1. Making Quality Technology accessible to everyone. 2. Engaging Users or Fans helping them develop their new Products. 3. To lay more focus on After-Sales Service. 4. To open 10,000+ Offline Stores by early 2017.

VISION: To make Xiaomi mobile phone Myanmar Company. 1. Creating an Internet Ecosystem through their innovation in technology. 2. To achieve the top spots in Myanmar Smartphone Industry.

Xiaomi does not own any physical stores and sell exclusively from its online store/virtual store. It also relies on social networking for marketing. 2. Incorporate customer's feedback: Xiaomi listen closely to customer feedback, having them test out and incorporate those features in upcoming phones. 3. Tight control over stock: Xiaomi is able to place cheaper batch orders as demand dictates. Xiaomi Limited availability online flash sales ensure that supply never outstrips demand and helps create promote its products. So, Xiaomi mobile is always update and good quality.

Another strategy of Xiaomi mobile phone is going directly to retail to cut out the margins and, in turn, pass on the benefits to the consumers. Xiaomi will sharpen its focus on its own Mi online stores to sell its wares, a strategy which has paid off rich dividends in its home market.

2.3 Good products quality of Xiaomi and low prices

Presenting itself as the good quality phone with the low prices is the good strategy that drives Xiaomi to the top spot in the Smartphone industry. It has more special features than the standard Android phones and has options for customization. The biggest key that drives Xiaomi on becoming successful is the software rather than the hardware.

Product refers to what a production or service unit or even an individual offers. In marketing mix, product is defined as what is offered to market for noticing, buying, or using which may meet a need. Product may include a physical object, service, place, organization, or even an idea (Fakhimi Azar et al., 2011).

Figure: 2 Xiaomi mobile phone products

In the current study, marketing mix strategy of Xiaomi product has been considered as the most important factor in the mobile phone industry. The quality of product plays an important role in customer making decision preferences of shops (Prentice Hall, and D. J. Reibstein., (1985). The consumers often judge the product quality or brand by the perceived quality (Sheau-Fen, Sun-May, & Yu-Ghee, 2012). Perceived brand quality can be identified as the consumer's general subjective judgment on the advantage or superiority of a product which is derived from the evaluation process of its different features (Beristain & Zorrilla, 2011). The chance of success for brands of higher perceived quality is more than brands of lower perceived quality (Sheng, et al., 2012).

Chinese brands were seen as cheap and low quality but Xiaomi changes this thinking by providing high-quality products at affordable prices. It was important to do that as Indian buyers love to save their money. Soon, this Chinese brand established an image of value for money products.

2.4 Pricing strategy of Xiaomi mobile

Xiaomi sells its phones at a price that just covers the cost of the device rather than its cost of production. Xiaomi is focusing more on selling its phones at a low price today, but gaining more in the future from selling contents such as applications, service and accessories.

There is a major difference between price and other marketing mix factors; price is an income-making factor while other marketing mix factors are costly. Price as a marketing tool for Xiaomi mobile is a key factor in selling product to customers. Following this, pricing can be effectively used to indicate the position of a product in proportion to other competitors and this can provide reliable information regarding the different sections of the market. Moreover, price is a quality index and products must be analyzed in terms of the advantages they offer (Khazaei Pool & Baloee Jam Khaneh, 2011).

In consumable markets, price is an external indication of product quality and high-price brands are considered as high-quality brands (Kim & Hyun, 2011). On the other hand, since the quality of a product is a norm and can be easily proved, higher price may have negative effect on making decision to buy products and customer satisfaction; because it may lack the indication of higher quality and it just highlights the more money that must be paid (Cretu & Brodie, 2007).

2.5 Place or distribution of Xiaomi mobile

There are many countries outside China where the Smartphone market is dominated by Apple and Samsung. This is the main obstacle for Xiaomi in expanding its brand internationally. Xiaomi already has a strong base in mainland China, Malaysia, and Singapore. Currently, Xiaomi is expanding its market to Myanmar, India and the Philippines. Xiaomi mostly sells its products online instead of opening physical stores.

Distribution refers to activities that are done to deliver a product or service to customers. Distribution or place are the simplest terms in 4P; however, they play a very important role in it.

In this study, distribution refers to all the shops and authorized resellers of the studied Xiaomi. In consumer marketing, research shows that channel performance contributes to building customer making decision to buy (Prentice Hall, and Reibstein, (2014). Good store-image not only attracts more attention, interests, and contacts from potential consumers, but also it increases consumer satisfaction and positive word-to-mouth. Moreover, distributing through good-image stores signals that a brand has good quality.

Moreover, distribution intensity has a positive effect on aspects of Xiaomi mobile market as high distribution intensity expands the probability of buying decistion wherever and whenever consumers want. Specifically, since the increase in distribution intensity reduces consumer efforts for finding and acquiring Xiaomi, consumers are likely to perceive it more valuable which in turn increases consumer satisfaction and making decision (Kim & Hyun, 2011).

The store-image is reflected in quality and diversity of products, convenience, price, physical environment of shops, and the quality of services. These signals influence the costumers' making decision towards satisfaction as a whole and general assessment (Huang & Sarigöllü, 2012; Kim & Hyun, 2011). The store image can be defined as a particular type of feedback from those in a given market regarding the credibility of the identity claims that the organization makes (Kim & Hyun, 2011).

2.6 Promotion strategy of Xiaomi mobile

Advertisement or promotion in marketing mix refers to establishing relationships with customers to inform them or affect their attitude or behavior. Promotion is used to inform people of products and encourage the buyers in target market to buy particular brands.

Promotion stimulates attention and sometimes arouses interest. Promotion techniques such as prize draw, price stimuli, free samples, etc. have great impact on promoting the customers to shopping through encouraging the customer to test a brand. Promotion is based on communication and includes all the communicative tools that pass on a particular message (Khazaei Pool & Baloee Jam Khaneh, 2011).

Promoting design tools to buy faster is confined to a period of time (Valette-Florence, Guizani, & Merunka, 2011). Promotions lead to developing knowledge of making decision to buy for all the promoted products and brands (Huang & Sarigöllü, 2012; Buil et al., 2013). However, promotions of repeated sales like reduction in price in a short time, discount, repay, and coupon may thwart the attempts of brand because it may be a low-quality signal or an outdated kind. Repeated price promotions may confuse the costumers since they may not understand that why high-quality products are promoted and offered at special price. According to self-perception theory, those customers who choose a product based on price promotions (an external reason) rather than positive attitude towards the product (an internal reason) will change their choice and choose other products whenever the external reason is eliminated (Baldauf et al., 2009; Buil, Chernatony, & Martínez, 2013).

2.7 Theoretical Model of Marketing Mix

The marketing mix framework was particularly useful in the early days of the marketing concept when physical products represented a larger portion of the economy. Today, with marketing more integrated into organizations and with a wider variety of products and markets, some authors have attempted to extend its usefulness by proposing a fifth P, such as packaging, people, process, etc.

Today however, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it.

The goal is to make decisions that center the four P's on the customers in the target market in order to create perceived value and generate a positive response. Theoretical model are as below as independent variable and dependent variable.

Figure: 2.1 Model of Marketing Mix and decision making towards customer satisfaction

Independent Variable   **dependent variable**
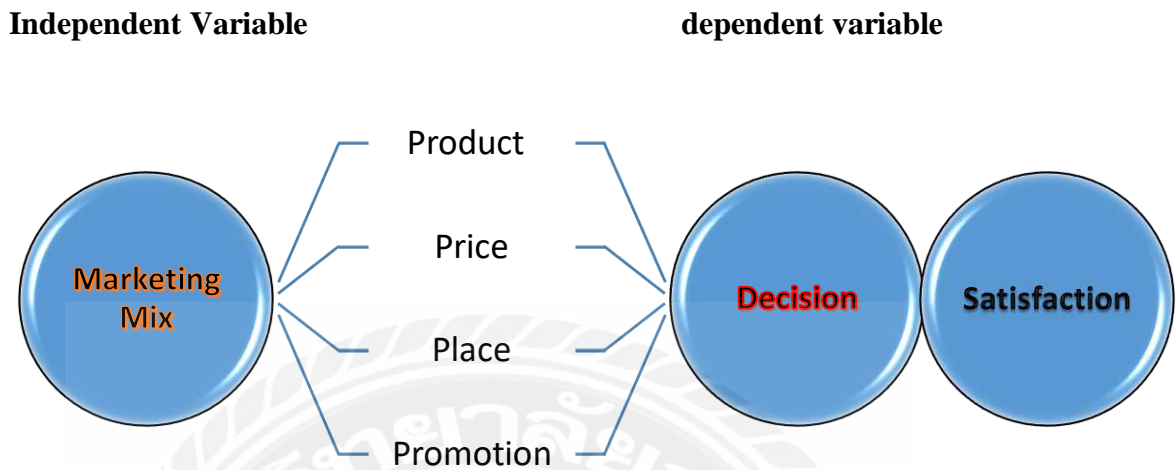
2.7 Independent Variables

The marketing mix in relocation benchmark for summers for retailing management strategy, either price, product, place/distribution and promotion, can be performed using multiple criteria decision model. Making Decision Model attempt to identify all alternatives and to quantify characteristics of these alternatives—attributes—in order to rank them in some consistent manner. Making decision can be divided into those that allow tradeoffs between attribute levels ("compensatory decision rules") and those that do not, and those that explicitly incorporate risk, or uncertainty, and those that do not. Therefore, to make decision, customers are impacted following marketing mix strategies;

2.7.1 Decisions making and customer satisfaction can be impacted by product

The term "product" refers to tangible, physical products as well as services. Although this typically refers to a physical product, it has been expanded to include services offered by a service organization. The specification of the product is one of the variables that a marketer has at his/her control. For example, the product can include certain colors, certain scents, and certain features. Lastly, in the broadest sense when a consumer purchases a product it also

includes the post-sales relationship with the company. The post-sales relationship can include customer service and any warranty or customer satisfaction.

2.7.2 Decisions making and customer satisfaction can be impacted by price

The price is the amount paid for a product. In some cases, especially in business-to-business marketing this can also include the total cost of ownership. Total cost of ownership may include costs such as installation and other products required to deliver a complete functional solution. Xiaomi mobile phone is low price and good quality product. So, as an under development country, Myanmar people are suitable price to use it. Quality is more valuable than price. In that reason, most people from Myanmar are making decision to buy Xiaomi and get satisfaction on it.

2.7.3 Decisions making and customer satisfaction can be impacted by Place (Distribution)

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Distribution is about getting the products to the customer. Customers are easy to check to buy the products, price, quality and brand from the distribution channel without going anywhere to make decision towards customer satisfaction.

2.7.4 Decisions making and customer satisfaction can be impacted by Promotion

In the context of the marketing mix, promotion represents the various aspects of marketing communication, that is, the communication of information about the product with the goal of generating a positive customer response. Promotion represents all of the communications that a marketer may insert into the marketplace. This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a

known salesperson. In this case, the service, perceived or real can be defined as a feature of the product. Therefore, customers can make decision whether to buy that products or not and decide their satisfactions.

2.8 Dependent Variable

2.8.1 Customer Satisfaction

Customer satisfaction is a perception (Nam, Ekinci, & Whyatt, (2011) as dependent variable in this paper. It is also a question of degree. Providing quality products and services is all about meeting customer requirements. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard. In this research customer satisfaction is independent variable because their expectation and quality of products, low price, easy to checking place and distribution channel are fulfilling of their needs and wants.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The four key steps for successful marketing are identified as understanding the customer, making value for customer, communicating the value to target market, and making decision for the customer to buy (Torres, & Tribó, (2011).

2.9 Measuring Customer Satisfaction

Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service

to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality, Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model.

Stated by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature.

Revealed by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garbrand, customer satisfaction equals perception of performance divided by expectation of performance.

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. In this paper, researcher use a 4 points Likert scale. The customer is asked to evaluate each statement and in term of their perception to making decision to buy Xiaomi mobile phone of customer satisfaction being measured.

CHAPTER-3

Research Methodology

This chapter is to discuss the methodological approach undertaken to discover marketing mix strategy of Xiaomi mobile phone in Yangon that affects making decision towards customer satisfaction. The research methods must be appropriate to the objectives of the study. This research carried out via exploratory research, which allows familiarizing with the problem or concept to be study, followed by descriptive-causal research to determine which variable might be causing a certain behavior. The final stage will be a conclusive research to provide information that is useful in reaching conclusions or decision-making and customer satisfaction of Xiaomi mobile phone with a valid research instrument.

This chapter will present types of research methodology, population and sample, demographic profile of sample, research instrument and data analysis will be discuss.

3.1 Types of research methodology

3.1.1 Qualitative Research

This type of research methods involves describing in details specific situation using research tools like interviews, surveys, and Observations. Qualitative Research is primarily exploratory research. It used to gain an understanding of underlying reasons, opinions, and motivations. It provides insights into the problem or helps to develop ideas or hypotheses for potential quantitative research (Creswell, 2003).

Qualitative Research also used to uncover trends in thought and opinions, and dive deeper into the problem. Qualitative data collection methods vary using unstructured or semi-structured techniques. Some common methods include focus groups (group discussions), individual interviews, and participation/observations. The sample size is typically small, and respondents are select to fulfill a given quota (Royall, 2000).

Quantitative Research used to quantify the problem by way of generating numerical data or data that can be transform into useable statistics. It used to quantify attitudes, opinions, behaviors, and other defined variables–and generalize results from a larger sample population (Berg, & Lune, 2004).

Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structure than data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations (Richard, 2000).

Quantitative methodology is used in this study for many reasons. This type of research methods requires quantifiable data involving numerical and statistical explanations. Quantitative Research is used to quantify the problem by way of generating numerical data or data that can be transformed into useable statistics. It is used to quantify attitudes, opinions, behaviors, and other defined variables–and generalize results from a larger sample population.

Quantitative Research uses measurable data to formulate facts and uncover patterns in research. Quantitative data collection methods are much more structured than Qualitative data collection methods. Quantitative data collection methods include various forms of surveys – online surveys, paper surveys, mobile surveys and kiosk surveys, face-to-face interviews, telephone interviews, longitudinal studies, website interceptors, online polls, and systematic observations (Creswell, (2003).

3.2 Population and Sample

A sample is the term that refers to the group surveyed anytime the survey is not administered to all members of the population. The process of selecting a smaller group of the people that have the same characteristics and preferences as the total group from which it is drawn called sampling (Richard Valliant, Alan Dorfman, and Richard Royall, 2000).

A famous quote: Cervante stated "By a small sample we may judge the whole piece." In marketing research, the goal is to assess target segments efficiently and effectively by designing and executing representative sample plans. In most cases, the study objects of interest consist of a large universal. The reason, which select the sampling technique over a census, is due to cost saving, time economy, more in-depth information, less total error, greater practicality and greater security (Geneva, 2016).

3.2.1 Simple Random sampling

Researcher choose simple random sampling in the research for conceptually; simple random sampling is the simplest of the probability sampling techniques (Richard Royall, 2000). It requires a complete sampling frame, which may not be available or feasible to construct for large populations. Even if a complete frame is available, more efficient approaches may be possible if other useful information is available about the units in the population.

In statistics, a simple random sample is a group of subjects (a sample) chosen from a larger group (a population). Each subject from the population is chosen randomly and entirely by chance, such that each subject has the same probability of being chosen at any stage during the sampling process. This process and technique is known as Simple Random Sampling, and should not be confused with Random Sampling.

In small populations such sampling is typically done "without replacement", i.e., one deliberately avoids choosing any member of the population more than once. An unbiased random selection of subjects is important so that in the long run, the sample represents the population.

However, this does not guarantee that a particular sample is a perfect representation of the population. Simple random sampling in this study merely allows us to draw externally valid conclusions about the entire population based on the sample. Although simple random

sampling can be conducted with replacement instead, this is less common and would normally be described more fully as simple random sampling with replacement.

Advantages using simple random sampling in this study are that it is free of classification error, and it requires minimum advance knowledge of the population. For it best suits situations where not much information is available about the population and data collection can be efficiently conducted on randomly distributed items. A simple random sample of 186 customer's respondents was obtained from each of the four retail Xiaomi mobile stores; sum up a total of 350 respondents data.

Keeney (1992) has emphasized that the decision making should define objectives before seeking alternatives that permit to attain his objectives. Therefore, researcher manage to expose the relationship between the marketing mix, 4ps with customer making decision lies in each P, it was elucidate clearly link to satisfaction.

3.2.2 Sample Size

Osahon, Kingsley. (2016) formula in this research, researcher used the to calculate the sample size for this study: $n=N/(1+N(e2)$ Where n represents the sample size, Population size is represented capital N and e2 Represent the level of precision ($\pm$ 5%, or at the 95 % confidence level). The sample size, calculates method for this research as: $N = 350/(1+350(0.05^2))$, Therefore n = 186.7. Therefore, the researchers take 186 respondents as sample size for this study.

3.3 Demographic profile of sample

Demography is the quantitative study of populations. Demographic data, in their simplest form, refer to six interacting dimensions: - Births, deaths, migration (and resulting population growth), Age, sex, income, educational level, occupation, spatial distribution and resulting population structure (Bureau Haub, 2009).

Customer from Yangon who used Xiaomi mobile were asked to rate the level of agreements based on a five point of the Likert rating scale with providing the various statements that impact of making decision that could be relationship between products, price, place and promotion and their making decision towards satisfaction to buy Xiaomi mobile.

3.3.1 Demographic Coding Structure

Coding structure is useful in processing the data and analyzing the data and interpreted the data to generate an interpretation to analyze the data to research questions. Zikmund, defined "the process of identifying and classifying each answer with a numerical score or other symbol" and the coding sample are collected as follows;

What is your gender?

1 = Male, and 2 = Female

How old are you?

Age structure (years): (1) less than 20, (2) 21-35, (3) 36-40, (4) 41-50

What is your marital status?

Marital status: 1=Single, 2=Married

What is your occupation?

1=Student, 2= Office, 3= Company, 4=Others

What is your education level?

1 =Ungraduated, 2=Graduated, 3=Post graduated.

What is your month income?

1=Less than 100,000Kyat, 2=100,001-200,000Ks, 3=200,001-300,000Ks, 4=300,001-500,000Ks, 5= Over 500,001Ks.

Targets' approach: 1 means Strongly satisfaction, 2 satisfaction, 3 means moderate, 4 dissatisfaction, and 5 strongly dissatisfaction. Xiaomi mobile phone user were asked that the coding structures that will be used in the questionnaire of this research are as follows:

Product quality of Xiaomi (1) Strongly satisfaction, (2) satisfaction, (3) means moderate, (4) dissatisfaction, and (5) strongly dissatisfaction.

Price of Xiaomi (1) Strongly satisfaction, (2) satisfaction, (3) means moderate, (4) dissatisfaction, and (5) strongly dissatisfaction.

Place or distribution channel of Xiaomi (1) Strongly satisfaction, (2) satisfaction, (3) means moderate, (4) dissatisfaction, and (5) strongly dissatisfaction.

Promotion of Xiaomi (1) Strongly satisfaction, (2) satisfaction, (3) means moderate, (4) dissatisfaction, and (5) strongly dissatisfaction.

Overall satisfaction of using Xiaomi mobile of customers in Yangon.

Are you satisfaction with using with Xiaomi mobile phone?

1 = yes, 2 = No.

This study will employ the SPSS software, as the software benefits the researcher as it easy to use and appropriate in handling data (Gaur, 2006); therefore, the SPSS software will be employed in this study.

3.4 Research Instruments
3.4.1 Research Design

BURNS, & GROVE, (2003) define a research design as "a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings".

Parahoo, (2006) describes a research design as "a plan that describes how, when and where data are to be collected and analyses". Polit et al (2001:167) define a research design as "the researcher's overall for answering the research question or testing the research hypothesis".

This study focuses on marketing mix strategies of Xiaomi mobile phone in Yangon that impacts on making decision towards customer satisfaction. The research approach for the research study is "Descriptive Research". Descriptive research is a study designed to show the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

Descriptive research can be explained as a statement of affairs as they are at present with the researcher having no control over variable. Moreover, "descriptive research may be characterized as simply the attempt to determine, describe or identify what is, while analytical research attempts to establish why it is that way or how it came to be" (Ethridge, 2004, p.24).

Descriptive studies can contain the elements of both, qualitative and quantitative methods within a single research. In descriptive studies data collection is facilitated without changing the environments.

An important distinctive trait of descriptive research compared to alternative types of studies relates to the fact that while descriptive research can employ a number of variables, only one variable is required to conduct a descriptive study.

3.4.2 Design of Questionnaire

Questionnaires are the Xiaomi mobile phone users from Yangon to collect the primary data about their attitudes towards the all variables in this research. Survey are conducted to understand the right target and approach towards the research, questionnaires are used as the surveys for this research.

Close-end questions are used in this field of study, which limited the respondents to answer the question in a specific way by selecting the closest option from the given alternative

choices in the question (Zikmund, 2004). The researcher had divided the questionnaire into three parts and engaged the 1-5-point Likerst.

Zikmund (2004) defined the Likert scale as the respondents indicate their attitudes by checking how toughly they satisfy or dissatisfy with carefully constructed statement that range from very negative to very positive toward the attitudes object. Review of academic literature, text and research articles, and identified the variables that related to the study.

The questionnaires were designed Burmese and English in this research. The questionnaire will be divided into three parts:

The Part one is managed to plan in exploring demographic dealing with marketing mix; and making decision towards customer satisfaction variables; whereas the Part two will explore the impact of 4P such as product, price, place and promotion towards making decision to buy Xiaomi mobile phone. The last part is overall satisfaction of using Xiaomi mobile phone.

Questions 1 to 5 are elementary on demographic and the impact of marketing mix strategy variables, including gender, age, marital status, occupation, income and education level. Questions 6 to 9 were related marketing mix 4Ps. Questions 10 to 11 were related to the most significance of the marketing mix strategy that impact of making decision towards overall satisfaction using Xiaomi mobile in Yangon Myanmar.

3.4.3 Data collection procedure

In every research the data is collected in two ways, the secondary and primary research process. The two methods used by the all researchers for generating the data for the research. The secondary research collects the data from the past researcher and primary research collect the data though the questionnaires. Moreover, this study employs the secondary and primary research to collect the data.

The secondary research is used to collect data from the related books on marketing mix on customer satisfaction, physical environment, ambient conditions, layout, sign, symbols, artifacts, product, price, place and promotion from the past research, case studies, online or offline journal and all are the related data that support the framework of the research. Also the

collected data, aid in making of the framework and questionnaire is formed. The created questionnaire will employ for the generating the primary data for this study.

This study was conducted in Yangon area, the most populous state in Yangon with approximately 5.21 million residents. At the time of the study, four retail stores were chosen as the research sites. The data were collected by means of questionnaire. The age of less than 20 to 50 users of Xiaomi phone were the target of the research during the surveyed period. First appointment was conducted with the personal in-charge in each Xiaomi retail mobile store in Yangon to request cooperation and approval for data collection and survey respond in this research.

3.5 Statistical methods and analysis of Data

Data analysis describes how the collected data is brought to order, structured and appropriate interpretation is derived (Catherine and Rossman, 2006). Using Statistical Package for social Sciences (SPSS) software, data obtained was coded and analyzed using descriptive statistics which include frequency distribution, mean scores percentages and standard deviation.

Descriptive statistics data analysis enabled the researcher to meaningfully describe the data with numerical indices. The data collected from questionnaire was systematically organized to facilitate descriptive analysis in order to obtain Marketing Mix Strategy of Xiaomi Mobile Phone in Yangon that Impacts on Making Decision towards Customer Satisfaction.

Firstly, the researcher collected the information and insights by analyzing raw data. Secondly, it can help researcher to interpret and understand related analysis. Finally, Techniques of analysis data or handle of data are important and can result in constructively researcher's objectives.

Every studies conducted by the researcher are unique of its own kind and data are analysis as per individual researcher need or the studies conducted. However, all the data will be analysis will involve in editing the data and coding of the data. Which will be a combination

of one or more data analysis will be techniques and will have to concern with presenting the results effectively.

Zikmund (2003) defined editing as the "process of making data ready for coding and transfer to data storage". Editing is aimed to ensure the data are completeness, consistency, and reliability. The role of the editing process is to identify omissions, ambiguities, and errors in the responses. It should be conducted in the field by the interviewer and field supervisor, as well as by the analyst, just prior to data analysis. 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 symbol" (Zikmund, 2003). After finishing data preparation, the data analysis firstly requires analyzing and measuring each question by using tabulation. Tabulation simple by counting the case and categorized the case into various categories. Aim at the data cleaning in identifying the omissions, ambiguity and errors made by respondent measured as an interval or ratio; they are transformed to nominally scaled variables for the purpose of cross-tabulation.

CHAPTER-4

4.1 Research Findings

This research paper describes the analysis of data and report the results of researcher has found. The responses were calculating by Statistical Package for Social Sciences (SPSS) software, in line with gender, age, occupation, income, education level and marketing mix strategy of product, price, place and promotion related to Xiaomi mobile phone in Yangon Myanmar.

The researcher uses descriptive statistical tests to analysis frequency of demographics and the frequency analysis determined by distribution of the respondents of target population in Yangon Myanmar. Second, the researcher analyzes the frequency of independent variable hypotheses of 4Ps marketing mix such as product, price, place or distribution, promotion and dependent variable of their respondent's data.

Thirdly, the researcher describes the correlation statistical test to study Mean and Std. Deviation marketing mix strategy of Xiaomi mobile phone towards making decision and customer satisfaction. Finally, the researcher mentions both descriptive statistic and correlation to analyze the Mean and Standard Deviation of how making decision to purchasing Xiaomi mobile phone of customers satisfaction.

4.2 Descriptive Analysis

According to respondents' demographic background, data analysis describes in terms of gender, age, occupation, income, education level, and the independent variable of four hypotheses, and dependent variable of marketing mix strategy of product, price, place or distribution and promotion in Xiaomi mobile phone in Yangon Myanmar.

4.3 Profile of respondents

The respondents' profile is as presented in Table 4.1 - 4.5.

Table 4.1 Profile of respondents statistics

Statistics

	Gender	Age	Occupation	Education Level	What is your monthly income?
N Valid	186	186	186	186	186
Mean	1.31	2.59	2.53	1.90	3.5968
Median	1.00	2.00	2.00	2.00	4.0000
Std. Deviation	.462	1.078	.913	.542	1.22311

According to table 4.1, the profile of respondent statistics of gender, age occupation education and monthly income. Mean and S.D. Gender respondent was Mean 1.31, SD .462, age respondent of statistics Mean 2.59, SD 1.078, occupation Mean 2.53, SD .913, education level Mean 1.90, SD .542 and the statistics of monthly income respondent of Mean 3.6, SD 1.22 out of 186-sample population according to data survey collection in this research.

Table 4.2 Profile of respondents- Gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	129	68.6	69.4	69.4
	female	57	30.3	30.6	100.0
Total		186	100.0	100	

Table 4.2 show that the frequency of gender respondents. In this research, male respondents were 129 frequency or 68.6% while female respondents were 57 frequency or 30.3%. Therefore, male respondents were more than female in this study.

Table 4.3 Profile of respondents- Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20	25	13.3	13.4	13.4
	21-30	71	37.8	38.2	51.6
	31-40	62	33.0	33.3	84.9
	41-50	12	6.4	6.5	91.4
	over-51	16	8.5	8.6	100.0
Total		186	100.0		

Above table 4.3 show that the majority of respondents age between 21 to 30 were 71 frequency or 37.8, second largest group of age between 31 to 40 were 62 frequency or 33%, others the ages of less than 20, between 41 to 50 and over 50 were 25, 12 and 16 frequency or 13%, 12% and 16% respondents respectively.

Table 4.4 Profile of respondents- Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	General worker	19	10.1	10.2	10.2
	Company worker	85	45.2	45.7	55.9
	own business	47	25.0	25.3	81.2
	Others	35	18.6	18.8	100.0
Total		186	100.0	100	

Table 4.4 describes that the respondents of occupation according to survey collection in this research. The most respondents of Frequency Company workers were 85 or 45%,

second respondents of own business were 47 frequency or 25%, general workers were 19 frequency or 10% and others were 35 frequency or 18% respondents in this study.

Table 4.5 Profile of respondents- Education level

Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not graduated	37	19.7	19.9	19.9
	Graduated	130	69.1	69.9	89.8
	post Graduated and over	19	10.1	10.2	100.0
Total		186	100.0	100	

According to profile of frequency table 4.5 of educational level, most respondents of 130 frequency or 69% were graduated and not graduated people were 37 frequency or 19% , on the other hand, post graduated were 19 frequency or 10% according to data collection in this research.

Table 4.6 Profile of respondents- Monthly income

What is your monthly income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100,000Kyat,	11	5.9	5.9	5.9
	100, 001-200,000K	24	12.8	12.9	18.8
	200,001-300,000K,	53	28.2	28.5	47.3
	300,001 - 500,000K,	39	20.7	21.0	68.3
	Over 500,001K.	59	31.4	31.7	100.0
Total		186	100.0	100	

Profile respondents of monthly income in table 4.6 show that the most respondents of income over 500,001were 59 frequency or 31%. Income level between 200,001-300,000 MMK were 53 frequency or 28%, between 300,001 - 500,000K income of respondents were

39 frequency or 20%, the rest of respondents Less than 100,000K and 100, 001-200,000K were 11 frequency or 5% and 24 frequency or 12% respectively. Therefore, over 500,001of income were most respondents in this research.

Table 4.7 Statistics of decision making and satisfaction level Xiaomi phone

Statistics

	Kinds of mobile products	satisfaction level of product	satisfaction level of price	satisfaction level of place/ distribution	satisfaction level promotion	the price and quality	making decision to buy	Evaluate purchase decision
N Valid	186	186	186	186	186	186	186	186
Mean	2.3065	1.9946	1.8763	1.7258	1.7204	1.4194	3.4247	6.5215
Median	1.0000	2.0000	1.0000	1.0000	1.0000	1.0000	3.0000	6.5000
Std. Deviation	1.60999	.93864	1.08093	.92712	.94572	.75441	1.53067	3.80356
Minimum	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Maximum	5.00	5.00	5.00	5.00	5.00	4.00	6.00	12.00

According to table 4.7, Statistics of decision-making and satisfaction level Xiaomi phone explained the Mean, Median and Std. Deviation, Minimum and Maximum. Out of 186 questionnaires, the statistics shows that Kinds of using mobile phone products in Yangon Myanmar was Mean 2.3065, Median 1.0000, SD 1.61, Minimum 1.00 and Maximum 5.00, satisfaction level of Xiaomi mobile product in Yangon Myanmar was Mean 1.9946, Median 2.0000, SD .93864, Minimum 1.00 and Maximum 5.00. The Satisfaction level of Xiaomi mobile price was Mean 1.8763, Median 1.8763, SD 1.08093, Minimum 1.00 and Maximum 5.00, The Satisfaction level of Xiaomi mobile place or distribution was Mean 1.7258, Median 1.0000, SD .92712, Minimum 1.00 and Maximum 5.00. Making the decision to buy was Mean 3.4247, Median 3.0000, SD 1.53067, Minimum 1.00 and Maximum 6.00 and

Evaluate purchase decision was Mean 6.5215, Median 6.5000, SD 3.80356, Minimum 1.00 and Maximum 12.00.

Table 4.8 Kinds of Mobile products in Myanmar

Which mobile phone product do you use in Myanmar?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Xiaomi	100	53.2	53.8	53.8
	I phone	16	8.5	8.6	62.4
Valid	Samsung	16	8.5	8.6	71.0
	Huawei	21	11.2	11.3	82.3
	Others	33	17.6	17.7	100.0
Total		186	100.0	100	

In Myanmar, there are many kinds of mobile products. According to data collection of in this research, as shown table 4.8 Xiaomi mobile phone product is the most respondents using 100 frequency or 53.2%, i-phone users were 16 frequency or 8.5%, Samsung users were 16 frequency or 8.5%, Huawei users were 21 frequency or 11.2% and other users were 33 frequency or 17.6% in this research.

Table 4.9 Frequency respondents of satisfaction level in Xiaomi mobile product

What is your satisfaction level of using Xiaomi mobile phone product in Myanmar?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly satisfied,	55	29.3	29.6	29.6
	satisfied,	96	51.1	51.6	81.2
Valid	Moderate	24	12.8	12.9	94.1
	Dissatisfied	3	1.6	1.6	95.7
	Strongly dissatisfied.	8	4.3	4.3	100.0
Total		186	100.0	100	

Table 4.9 Frequency respondents in Xiaomi mobile product have shown the satisfaction level. The majority of respondents in Xiaomi mobile phone, which was satisfied, was 96 frequency or 51.1%, strongly satisfied respondents were 55 frequency or 29.3%, moderate respondents were 24 frequency or 12.8%, while strongly dissatisfied respondents were 8 frequency or 4.3% and dissatisfied respondents were 3 frequency or 1.6% according to survey data collection in this study. This means satisfaction level of Xiaomi mobile product in Yangon Myanmar is highest respondents.

Table 4.10 Satisfaction level in price of Xiaomi mobile phone

What is your satisfaction level of price in Xiaomi mobile phone in Myanmar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied,	100	53.2	53.8	53.8
	satisfied,	25	13.3	13.4	67.2
	Moderate	50	26.6	26.9	94.1
	Dissatisfied	6	3.2	3.2	97.3
	Strongly dissatisfied.	5	2.7	2.7	100.0
Total		186	100.0	100	

According to table 4.10, satisfaction level in price of Xiaomi mobile shows that strongly satisfied respondents were the majority of 100 frequency or 53.2%. Moderate respondents were second largest group of 50 frequency or 26.6%, while satisfied respondents were 25 frequency or 13.3%. The rest of respondents which were dissatisfied and strongly dissatisfied 6, 5 frequency or 3.2% , 2.7% respectively in this research.

Table 4.11 Satisfaction level of place or distribution on Xiaomi mobile

What is your satisfaction level of place or distribution on Xiaomi mobile phone in Myanmar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied	97	51.6	52.2	52.2
	Satisfied	56	29.8	30.1	82.3
	Moderate	22	11.7	11.8	94.1
	Dissatisfied	9	4.8	4.8	98.9
	Strongly Dissatisfied	2	1.1	1.1	100.0
Total		186	100.0	100	

According to table 4.11, satisfaction level of place or distraction o Xiaomi mobile shows that strongly satisfied respondents were the majority of 97 frequency or 51.6%. Satisfied respondents were 56 frequency or 29.8%. Moderate respondents were 22 frequency or 11.7%, while the rest of respondents which were dissatisfied and strongly dissatisfied 9 and 2 frequency or 4.8% and 1.1% respectively in this research.

Table 4.12 Satisfaction level of promotion on Xiaomi mobile

What is your satisfaction level of promotion in Xiaomi mobile phone in Myanmar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied,	97	51.6	52.2	52.2
	satisfied,	60	31.9	32.3	84.4
	moderate	16	8.5	8.6	93.0
	Dissatisfied	10	5.3	5.4	98.4
	Strongly Dissatisfied	3	1.6	1.6	100.0
Total		186	100.0	100	

Table 4.12 describes that the satisfaction level of promotion on Xiaomi mobile in Yangon Myanmar. In this survey, strongly satisfied of promotion respondents were the majority of 97 frequency or 51.6%. Satisfied respondents were 60 frequency or 31%. Moderate respondents were 16 frequency or 8.5%, while the rest of respondents which were dissatisfied and strongly dissatisfied 10 and 3 frequency or 5.3% and 1.6% respectively in this research.

Table 4.13 the respondents of price and quality of Xiaomi mobile

How do you think the price and quality of Xiaomi mobile phone in Myanmar?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cheap and good quality	135	71.8	72.6	72.6
	Cheap and bad quality	27	14.4	14.5	87.1
	Expensive and good quality	21	11.2	11.3	98.4
	Expensive and bad quality	3	1.6	1.6	100.0
Total		186	100.0	100	

The respondents of price and quality of Xiaomi mobile in Yangon Myanmar shows in table 4.13. In this survey, the question was "How do you think the price and quality of Xiaomi mobile phone in Myanmar?" dealing with four criteria; Cheap and good quality respondents were 135 frequency or 71.8% which were the most satisfaction using Xiaomi mobile product. Second larger respondents were Cheap and bad quality which were 27 frequency or 14.4%. Other respondents were Expensive and good quality and Expensive and bad quality; 21 frequency or 11.2% and 3 frequency or 1.6% negatively that were small amount of percentage out of 186 questionnaires.

Table 4.14 Making decision to buy Xiaomi mobile

You make the decision to buy a Xiaomi Smartphone based on....?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good previous experience	16	8.5	8.6	8.6
	Friends Recommendations	47	25.0	25.3	33.9
	Internet Reviews	34	18.1	18.3	52.2
	Social Media	50	26.6	26.9	79.0
	Printed Ads	9	4.8	4.8	83.9
	TV	30	16.0	16.1	100.0
Total		186	100.0	100	

Table 4.14 mentions that making decision to buy Xiaomi mobile product in Yangon Myanmar. Customers from Xiaomi mobile products in Yangon were making decision; Social media information respondents were the most frequency of 50 or 26.6%. Friends Recommendations respondents were 47 frequency or 25%, internet reviews respondents were 34 or 18.1%, good previous experience respondents were 16 frequency or 8.5% and TV information respondents were 30 frequency or 16% and Printed Ads respondents were 9 frequency or 4.8% out of 186 sample size in this research according to data collection.

Table 4.15 Evaluation the effects of purchasing decision of Xiaomi products

Descriptive

You make the decision to buy a Xiaomi Smartphone based on...?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Mini mum	Maxi mum
					Lower Bound	Upper Bound		
Quality	25	2.1200	.43970	.08794	1.9385	2.3015	2.00	4.00
Brand Image	12	2.2500	.45227	.13056	1.9626	2.5374	2.00	3.00
Camera.	15	3.0000	.00000	.00000	3.0000	3.0000	3.00	3.00
Battery Durability	16	3.3750	.50000	.12500	3.1086	3.6414	3.00	4.00
Availability of different colors	14	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
Availability of different sizes	11	4.0000	.00000	.00000	4.0000	4.0000	4.00	4.00
Ease Of use	13	4.2308	.43853	.12163	3.9658	4.4958	4.00	5.00
Guarantee and after sales maintenance service	6	4.8333	.40825	.16667	4.4049	5.2618	4.00	5.00
In-store promotion and Discounts	28	5.9286	.37796	.07143	5.7820	6.0751	4.00	6.00
Outlet Design & Cleanliness	8	3.3750	2.19984	.77776	1.5359	5.2141	1.00	6.00
Availability of real samples and mock-ups in store	8	2.3750	.51755	.18298	1.9423	2.8077	2.00	3.00
Cheap Price and good quality	30	2.0667	1.31131	.23941	1.5770	2.5563	1.00	5.00
Total	186	3.4247	1.53067	.11223	3.2033	3.6462	1.00	6.00

Evaluate the following according to their importance that may effect on your purchase decision

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	25	13.3	13.4	13.4
	Brand Image	12	6.4	6.5	19.9
	Camera.	15	8.0	8.1	28.0
	Battery Durability	16	8.5	8.6	36.6
	Availability of different colors	14	7.4	7.5	44.1
	Availability of different sizes	11	5.9	5.9	50.0
	Ease Of use	13	6.9	7.0	57.0
	Guarantee and after sales maintenance service	6	3.2	3.2	60.2
	In-store promotion and Discounts	28	14.9	15.1	75.3
	Outlet Design & Cleanliness	8	4.3	4.3	79.6
	Availability of real samples and mock-ups in store	8	4.3	4.3	83.9
	Cheap Price and good quality	30	16.0	16.1	100.0
Total		186	100.0	100	

Table 4.15 shows that evaluation the effects of purchasing decision of Xiaomi products. According to survey data, Xiaomi mobile product users were evaluated by cheap price and good quality, which was the most respondents of 30 frequency or 16%. Second respondents were promotion and discount which was 28 frequency or 14.9% and the third largest of Xiaomi products were quality which was 25 frequency or 13.3%. Moreover, Xiaomi mobile product users were evaluated by cheap price and good quality, which was the most respondents of 30 frequency or 16%.

Table 4.16 Descriptive statistics and correlation of satisfactions

Descriptive Statistics

	Mean	Std. Deviation	N
What is your satisfaction level of price in Xiaomi mobile phone in Myanmar?	1.8763	1.08093	186
What is your satisfaction level of place or distribution in Xiaomi mobile phone in Myanmar?	1.7258	.92712	186
What is your satisfaction level of using Xiaomi mobile phone product in Myanmar?	1.9946	.93864	186
What is your satisfaction level of promotion in Xiaomi mobile phone in Myanmar?	1.7204	.94572	186

Correlations

		What is your satisfaction level of price in Xiaomi mobile phone in Myanmar?	What is your satisfaction level of place or disctibution in Xiaomi mobile phone in Myanmar?	What is your satisfaction level of using Xiaomi mobile phone product in Myanmar?	What is your satisfaction level of promotion in Xiaomi mobile phone in Myanmar?
What is your satisfaction level of price in Xiaomi mobile phone in Myanmar?	Pearson Correlation	1	.878**	.426**	.875**
	Sig. (2-tailed)		.000	.000	.000
	N	186	186	186	186
What is your satisfaction level of place or disctibution in Xiaomi mobile phone in Myanmar?	Pearson Correlation	.878**	1	.464**	.966**
	Sig. (2-tailed)	.000		.000	.000
	N	186	186	186	186
What is your satisfaction level of using Xiaomi mobile phone product in Myanmar?	Pearson Correlation	.426**	.464**	1	.461**
	Sig. (2-tailed)	.000	.000		.000
	N	186	186	186	186
What is your satisfaction level of promotion in Xiaomi mobile phone in Myanmar?	Pearson Correlation	.875**	.966**	.461**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	186	186	186	186

**. Correlation is significant at the 0.01 level (2-tailed).

4.4 Data Analysis

According to table 4.16, descriptive statistics shows that satisfaction level of price in Xiaomi mobile phone in Myanmar Mean (x) 1.8763 and S.D 1.08093. The satisfaction level of place or distribution in Xiaomi mobile phone in Myanmar was (X) 1.7258 and SD .92712. The satisfaction level of using Xiaomi mobile phone product in Myanmar was (X) 1.9946

and SD .93864. The satisfaction level of promotion in Xiaomi mobile phone in Myanmar was (X) 1.7204 and SD .94572 out of 186 sample size in this research.

Descriptive Statistics

	Mean	Std. Deviation	N

This study analyzed that marketing mix strategy of Xiaomi mobile phone in Yangon that impacts on making decision towards customer satisfaction statistics and correlation were total sample size of 168 population.

The Pearson's correlation analysis revealed that satisfaction level of marketing mix strategy of price ($r = 1$, $p < .001$). It means P value is greater than significance level.

The satisfaction level of place or distribution in Xiaomi mobile phone in Myanmar ($r = .878^{**}$, $p < .001$). It also means P value is greater than confidence level. After that the satisfaction level of marketing mix strategy of product Xiaomi mobile was

($r = .426^{**}$, $p < .001$) which means greater than significant level. The satisfaction level of marketing mix strategy of promotion in Xiaomi mobile was ($r = .878^{**}$, $p < .001$) that means P value is greater than the significance area. Therefore, marketing mix strategy is strongly relationship with customer satisfaction on Xiaomi mobile in Yangon Myanmar.

Table 4.17 Descriptive statistics and correlation of making decision

Table 4.17 describes that descriptive statistics and correlation of making decision to purchase of Xiaomi mobile phone was (X) 3.4247 and SD 1.53067. Evaluate effect on your purchase decision was (X) 6.5215 and SD 3.80356 out of 186-sample size according to survey data calculated by SPSS in this research.

making decision to buy a Xiaomi Smartphone	3.4247	1.53067	186
Evaluate effect on your purchase decision	6.5215	3.80356	186

4.5 Hypothesis testing

4.5.1 Marketing mix strategy of product and making decision towards customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.605^a	.366	.358	.51146

a. Predictors: (Constant), product

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.723	1	35.723	14.811	.000^b
	Residual	443.809	184	2.412		
	Total	479.532	185			

a. Dependent Variable: Product of Xiaomi mobile phone in Myanmar.
b. Predictors: (Constant), satisfaction level of using Xiaomi mobile phone product in Myanmar.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.373	.268		5.121	.000
	What is your satisfaction level of using Xiaomi mobile phone product in Myanmar?	.468	.122	.273	3.848	.000

a. Dependent Variable: satisfaction level of price in Xiaomi mobile phone in Myanmar?

b. Predictors: (Constant), the price and quality of Xiaomi mobile phone in Myanmar.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.620	.169		9.596	.000
	How do you think the price and quality of Xiaomi mobile phone in Myanmar	.183	.105	.128	1.747	.082

a. Dependent Variable: satisfaction level of price in Xiaomi mobile phone in Myanmar

Hypothesis two is relationship between marketing mix strategy of price and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar. The R value of 0.627 reflect high level of prediction and the R square value of 0.393 explains independent variable of price contains 39.3% of the variability for dependent variable.

The Anova table indicate if relationship is significant between dependent and independent variable and in this case, the F value of 3.053 and sig value below 0.005 shows there is a significant relationship.

The coefficient table shows that price is significant to making decision and customer satisfaction as sig value indicate 0.000 and B value of 1.620 shows there is a strong positive relationship between marketing mix strategy of price and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

4.5.3 Marketing mix strategy of place or distribution and making decision towards customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.311[a]	.096	.091	.88461

a. Predictors: (Constant), Place or distribution of Xiaomi mobile phone in Myanmar

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.283	1	15.283	19.531	.000[b]
	Residual	143.203	183	.783		
	Total	158.486	184			

a. Dependent Variable: satisfaction level of place or distribution in Xiaomi mobile phone in Myanmar?
b. Predictors: (Constant),the Place and distribution of Xiaomi mobile phone in Myanmar.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.188	.139		8.554	.000
	) How do you think the price and quality of Xiaomin mobile phone in Myanamr?	.381	.086	.311	4.419	.000

a. Dependent Variable: satisfaction level of place or distribution in Xiaomi mobile phone in Myanmar.

Hypothesis three is relationship between marketing mix strategy of place and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

The correlation analyze that if R-value is .311 which reflect high level of prediction and the R square value of .096 explains independent variable of price contains 96% of the variability for dependent variable. The Anova table indicate if relationship is significant between dependent and independent variable and in this case, the F value of 19.531 and sig value below 0.005 shows there is a significant relationship.

The coefficient table shows that place or distribution is significant to making decision towards customer satisfaction as sig value indicate 0.000 and B value of 1.188 shows there is a strong positive relationship between marketing mix strategy of price and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar.

4.5.4 Marketing mix strategy of promotion and making decision towards customer satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962[a]	.925	.924	.28693

a. Predictors: (Constant), satisfaction level of promotion in Xiaomi mobile phone in Myanmar.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	128.443	1	128.443	1560.121	.000[b]
	Residual	10.456	127	.082		
	Total	138.899	128			

a. Dependent Variable: promotion in Xiaomi mobile phone in Myanmar.

b. Predictors: (Constant), satisfaction level of promotion in Xiaomi mobile phone in Myanmar?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.119	.050		2.363	.020
	What is your satisfaction level of promotion in Xiaomi mobile phone in Myanmar?	.939	.024	.962	39.498	.000

a. Dependent Variable: satisfaction level of promotion in Xiaomi mobile phone in Myanmar.

Hypothesis four is relationship between marketing mix strategy of promotion and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar. In this case, if R-value is .311 which reflect high level of prediction. R square value of .925 explains independent variable of promotion contains 92% of the variability for dependent variable.

The Anova table indicate if relationship is significant between dependent and independent variable and in this case, the F value of 156.121and sig value below 0.005 shows there is a significant relationship.

The coefficient table shows that promotion is significant to making decision towards customer satisfaction as sig value indicate 0.000 and B value of .119 shows there is a positively relationship between marketing mix strategy of promotion and making decision towards customer satisfaction of Xiaomi mobile phone in Yangon Myanmar. Therefore, the last hypothesis is confirmed these statement and objective of study in this research.

CHAPTER-5

5. Conclusion and recommendation

5.1 Conclusion

This research paper examined   marketing strategy of Xiaomi mobile phone in Yangon that affects making decision towards customer satisfaction. According to objective of study, marketing mix strategy is very effective towards making decision and customer satisfaction as analysis in chapter four.

In demographic of this research, the majority of respondent's age of between 21 to 30 were the most respondents of 37.8%. In occupation, the most respondents were the Company workers of 45%. In education level, the majority of most graduated respondents were   69%. In income level, the most respondents of income over 500,001were 31%. In marketing mix strategy, the customer from Yangon, using Xiaomi mobile phone product was the most respondents 53.2%, which satisfied, was 51.1%. Moreover, the satisfaction level in price of Xiaomi mobile shows that strongly satisfied respondents were the majority of 53.2% and satisfaction level of place or distraction o Xiaomi mobile that strongly satisfied respondents were the majority of 51.6%. In this survey, strongly satisfied of promotion respondents were the majority of 97 frequency or 51.6%. Therefore, marketing mix strategy of Xiaomi mobile phone effectively influence of making decision and customer satisfaction.

Xiaomi has a unique business model and a very interesting method, which is disrupting the Smartphone and technology world. It has been successful at incorporating a crowd sourcing strategy into its product development process. At the same time, Xiaomi mobile phone has dispensed with marketing mix methods, which was fully engaged in utilizing marketing for customer satisfaction. Customers from Xiaomi mobile products were making decision; Social media information were the most respondents of 26.6%. Moreover, Xiaomi mobile product users evaluated by cheap price and good quality, which was the most respondents or 16%.

In just 6 years after its founding and 2 years of setting up in Myanmar it had already become the world's third largest Smartphone maker and is the world's most valuable technology start-up company has just been valued at US $46 billion.

5.2 Recommendation

In today's competitive world, organizations need to use marketing techniques and marketing expert researches to continue their existence. However, the topper forming companies in different industries attempt to keep their customers and build customer satisfaction; hence, companies and sellers must follow various management strategies to improve marketing strategy.

One of the important and leading factors in keeping customer and increasing sale is marketing mix. Therefore, in this study, by considering the variables of making decision towards customer satisfaction as mediating variables in mobile phone industry, the impact of marketing mix elements on customer satisfaction has investigated. The model of the research includes four hypotheses. All the hypotheses analyzed through SPSS software.

In general, it can concluded that marketing mix is of great importance in determining the position of company in target market and attracting customers. Therefore, every element of marketing mix must be compatible with one another and with the various needs of target markets of Xiaomi mobile. Managers must directly plan and do marketing activities like distribution, promotion, and personal selling to stimulate purchase behavior.

In the first stage, managers must use the entire potential of distribution to inform customers and improve their awareness of satisfaction and market performance; therefore, increasing distribution is essential. In the second stage, managers must use price promotion to raise awareness of satisfaction and stimulate customers. Particularly, price promotion encourages Xiaomi brand switching and provides customers incentives to test those smartphone.

In sum up, active companies in this field must apply advertisements to inform people of products because advertisements encourage buyers in target market to buy particular of product brands. Moreover, the most important factor in selecting a product is the customer's recognition of that product. Distributors must learn about the product they distribute; so that when necessary they can sell their product or defend it against similar products relying on their knowledge. It is worth mentioning that the present study is not free from limitations. Since this

research has been merely conducted towards the mobile phone industry in Yangon, to generalize the model and research, it must be tested in other industries like service industry; because customer satisfaction varies according to the industry and culture of the market.

5.3 Limitations and Scope for Future Research

This study has also some limitations and they must be acknowledged. The major limitations of the study are that respondents' bias cannot be judged and small sample size. The result of present study cannot be generalized to Myanmar as it has covered only Yangon City. The present paper is entirely emphasize on only Xiaomi products. Similar study can also be undertaken for other youth centric consumer and durable products.
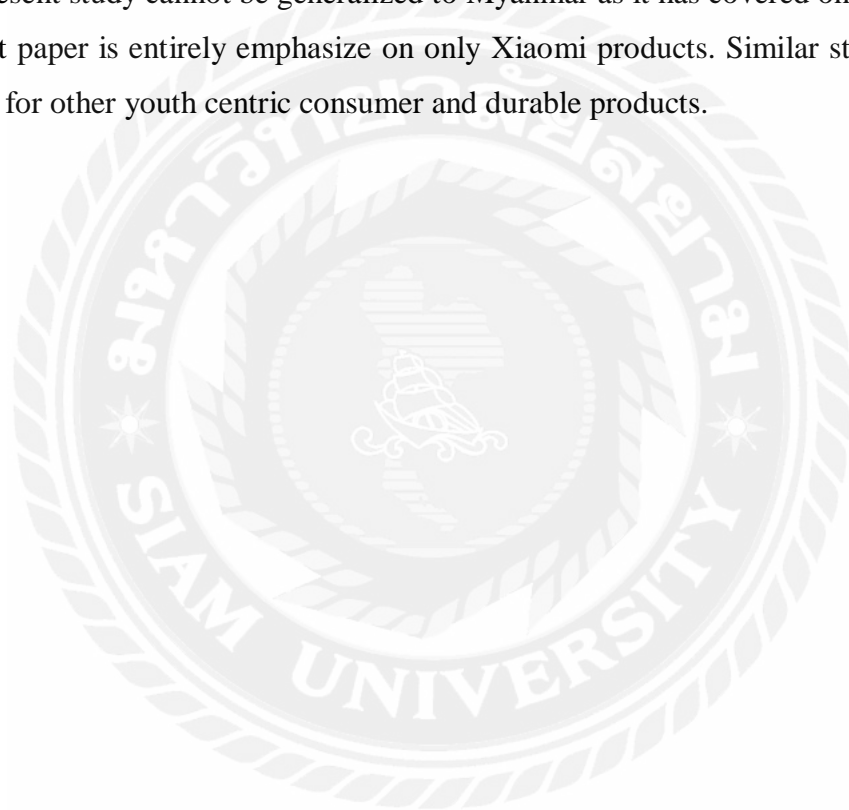
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APPENDIX

QUESIONARE

Part 1. General Information

Q1) What is your gender?

☐ Male   ☐ Female

Q2) How old are you?

☐   **1. Less than 20**   ☐   **2.** 21-30 years old

☐   **3**. 31-40 years old   ☐   **4.** 41-50 years old

☐   **5.** 50 over year

Q3) what is your occupation?

☐ General worker

☐ Company workers

☐ Own Business

☐ Others

Q4) What is your Educational level

☐ **1.** Ungraduated   ☐ **2.** Graduated   **3.** P☐ graduated

Q5) What is your montly income?

☐   **1**. Less than 100,000Kyat,   **2.** 1☐, 001-200,000Ks

☐   **3.** 200,001-300,000Ks,   ☐ **4.** 300,001 - 500,000Ks,

☐   **5**. Over 500,001Ks.

Part: 2 Marketing mix; 4Ps

Product

Q6) Which mobile phone product do you use in Myanmar?

 (1) Xiaomi

(2) I phone

(3) Samsung

(4) Huawei

(5) Others

Q7) What is your satisfaction level of using Xiaomi mobile phone product in Myanmar?

(1) Strongly satisfied,

(2) Satisfied,

(3) Moderate

(4) Dissatisfied

(5) Strongly dissatisfied.

Price

Q8) How do you think the price and quality of Xiaomin mobile phone in Myanamr?

(1)   Cheap and good quality

(2)   Cheap and bad quality

(3)   Expensive and good quality

(4)   Expensive and bad quality

Q9) What is your satisfaction level of price in Xiaomi mobile phone in Myanmar?

(1) Strongly satisfied,

(2) Satisfied,

(3) Moderate

(4) Dissatisfied

(5) Strongly dissatisfied.

Place or distribution

Q 10) What is your satisfaction level of place or disctibution in Xiaomi mobile phone in Myanmar?

(1) Strongly satisfied,

(2) Satisfied,

(3) Moderate

(4) Dissatisfied

(5) Strongly dissatisfied.

Promotion

Q 11) What is your satisfaction level of promotion in Xiaomi mobile phone in Myanmar?

(1) Strongly satisfied,

(2) Satisfied,

 (3) Moderate

(4) Dissatisfied

 (5) Strongly dissatisfied.

Q11) You make the decision to buy a Xiaomi Smartphone based on....?

- ☐ Good previous experience
- ☐ Friends Recommendations
- ☐ Internet Reviews
- ☐ Social Media
- ☐ Printed Ads
- ☐ TV

Q12) Evaluate the following according to their importance that may affect on your purchase decision

	Not Important	Neutral	Important
Quality	○ Quality Not Important	○ Quality Neutral	○ Quality Important
Brand Image	○ Brand Image Not Important	○ Brand Image Neutral	○ Brand Image Important
Camera.	○ Camera. Not Important	○ Camera. Neutral	○ Camera. Important
Battery Durability	○ Battery Durability Not Important	○ Battery Durability Neutral	○ Battery Durability Important
Availability of different colors	○ Availability of different colors Not Important	○ Availability of different colors Neutral	○ Availability of different colors Important
Availability of different sizes	○ Availability of different sizes Not	○ Availability of different sizes Neutral	○ Availability of different sizes Important

	Not Important	Neutral	Important
	Important		
Ease Of use	○ Ease Of use Not Important	○ Ease Of use Neutral	○ Ease Of use Important
Guarantee and after sales maintenance service	○ Guarantee and after sales maintenance service Not Important	○ Guarantee and after sales maintenance service Neutral	○ Guarantee and after sales maintenance service Important
In-store promotion and Discounts	○ In-store promotion and Discounts Not Important	○ In-store promotion and Discounts Neutral	○ In-store promotion and Discounts Important
Outlet Design & Cleanliness	○ Outlet Design & Cleanliness Not Important	○ Outlet Design & Cleanliness Neutral	○ Outlet Design & Cleanliness Important
Availability of real samples and mock-ups in store	○ Availability of real samples and mock-ups in store Not Important	○ Availability of real samples and mock-ups in store Neutral	● Availability of real samples and mock-ups in store Important
Cheap Price and good quality	Important	Neutral	Not important