

## THE EFFECTS OF RETAIL MARKETING MIX ON CUSTOMER RETENTION OF SEIN DAUNG SUPERMARKET

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### ABSTRACT

*The purpose of this study is to contribute to the literature of retail marketing mix (6Ps) practiced by supermarket in Nay Pyi Taw, Myanmar. Retail marketing mix are important contributor to customer satisfaction and retention based on perception of customers. The specific objectives of this study are to identify retail marketing mix of Sein Daung Supermarket and to analyze the effects of retail marketing mix on customer satisfaction towards Sein Daung Supermarket and to analyze the relationship between customer satisfaction and customer retention. To achieve these objectives, 6Ps of retail marketing mix (product offerings, place, price, promotion and events, people and presentation) were analyzed. According to the multiple regression analysis, product offerings, price and presentation have significant and positive effects on customer satisfaction. Among them, presentation has the most significant and positive relationship. Place, promotion and events and people have no significant effects on customer satisfaction. By the linear regression analysis, there is a significant and positive relationship between customer satisfaction and customer retention.*

*Keywords:* retail marketing mix, supermarket, customer satisfaction, customer retention

### INTRODUCTION

The current market place has become more competitive as customers continually expect retailers to match or exceed their expectations (Wongand Sohal, 2003). With a rising degree of homogeneity between merchandise offerings, supermarkets are increasingly turning to the delivery of effective customer services to render a competitive advantage (Ellram et al, 1999). Maintaining customer satisfaction is crucial for such retailers as they transact in a highly competitive world (Fonseca, 2009). Among these intermediaries, retailing is the sales of goods and services from businesses to end user (called a customer) for their personal, family and household use. The retailers extended their marketing efforts to customers with the use of marketing mix elements. However, different retail formats apply different elements of marketing mix because of the difference in customer and competitive conditions for various retailers (Greenley and Shipley, 1992). Retail sector is one of the fastest growing sectors in Myanmar. During this recent year, the number of retailers such as supermarkets, hypermarkets, superstores, marts, and minimarts have been emerging in Myanmar. Similarly, the development of retail business in Myanmar, the presence of modern retail businesses are commonly as a key in the everyday lives of the people. Supermarket is a retail store which has very large and huge selling space and traditionally aimed to meet consumers' total needs for routinely purchased food and nonfood items. Sein Daung Supermarket is well known in Nay Pyi Taw because of the availability of many products that the customers want. To increase customer satisfaction and retention, the supermarket should carefully review the retail marketing mix with better management. The reason of this study is to know which factors of retail marketing mix make barriers for customers to visit Sein Daung Supermarket and to build high customer satisfaction and retention. Therefore, this study focuses on the effects of retail marketing mix on customer retention of Sein Daung Supermarket in Nay Pyi Taw. The objectives of the study are

1. To identify the retail marketing mix of **Sein** Daung Supermarket
2. To analyze the effects of retail marketing mix on customer satisfaction of Sein Daung Supermarket
3. To analyze the relationship between customer satisfaction and customer retention of Sein Daung Supermarket

### SCOPE AND METHODS OF THE STUDY

This study emphasized on retail marketing mix (6Ps) on customer satisfaction of Sein Daung Supermarket. Primary data were collected with structured questionnaire which includes general questions about customer profile, retail marketing mix, customer satisfaction and customer retention. Population in this research was all customers whose had ever shopped at Sein Daung Supermarket in Nay Pyi Taw. Sampling technique used in this research was non-probability sampling where all population don't have same opportunity to become respondents and sampling was based on researcher consideration. In this research 300 respondents were used for collecting data. The use of these 300 questionnaires with technical reason because the proper sample for this research 30 to 500 people (Sugiono, 2008). Respondents were selected by convenience sampling method. Secondary data were gathered from relevant textbooks, previous research papers, Internet websites and other sources. Descriptive analysis was used to describe the profile of the respondents. Multiple regression analysis was used to explore the effects of retail marketing mix on customer satisfaction of Sein Daung Supermarket in Nay Pyi Taw.

### LITERATURE REVIEW

In the situation of changing customer expectations, technological discontinuities, and increasing environmental uncertainties business managers have a big challenge of making the right strategic choice and setting their strategic priorities in order to allocate their resources to different functions in an efficient manner for business success (Burnett, 2008). The marketing tools that a retail organization uses to pursue its marketing objectives are termed as the retail marketing mix (Pradhan, 2009). The retail mix is loosely based on the marketing mix but has been expanded and modified in line with the unique needs of the retail context. On the

other hand, supermarket shoppers demand simple layouts to enhance the speed and efficiency of grocery shopping. However, little studies have been conducted using the 6Ps retail marketing mix factors and most have not used 6Ps retail marketing mix in understanding customer satisfaction in supermarkets. The main research problem is that company does not know how its customers evaluate its service, as no customer satisfaction survey has been conducted before. Therefore, the research problem is to find out how customers see Sein Daung Supermarket and the service provides it.

## **6PS OF RETAIL MARKETING**

Vedamani (2012) states elements of retail marketing mix that include product offerings, place, price, promotion and events, people and presentation.

### **PRODUCT OFFERINGS**

The product decision involves what goods or services should be offered to different groups of customers. The primary product-related decisions facing the retailer are the product assortment, the type of customer service, and the availability of support services. These decisions depend on careful analysis of the market, demand, competition as well as the retailer's skills and expertise. When determining the number of product lines to carry, the retailer must consider the store type, store's physical storage capacity, the perishability of items, expected turnover rates for each line and the customer's needs and expectations.

### **PLACE**

Place refers to the seller must be able to figure out where their target customers usually shop for the product (Kotler & Keller, 2009). Having the right location is important in terms of convenience to the customer but it is most important to the retailer because a mistake in the location decision is almost impossible to correct. Manufacturers are concerned with how to distribute and deliver product to customers, and service providers are concerned with the location of service points and customer accessibility.

### **PRICE**

Decisions regarding pricing is critical as business needs adequate margin to survive in the long run Gilbert (2003). According to Pradhan (2004) price is an integral part of the retail marketing mix and an important variable in decision making in the current marketplace where customers are very much price sensitive and hence price is a major strategic weapon for many retailers. Growing concern of today's shoppers for buying good value merchandises and services has significant impact on the importance of pricing decisions (Levy and Weitz, 2004). Every customer whether buying an expensive or inexpensive merchandise item, wants to feel that the purchase represents a good value and retailers should price their merchandise items in a way that both profitability of the retailers can be achieved and customers can be satisfied (Berman et al., 2011).

### **PROMOTIONS AND EVENTS**

Retail promotions that focus on the product range are designed to cultivate a positive attitude to the brands stocked by the store, in order to indirectly encourage favorable attitudes towards the store itself. Some retail advertising and promotion is partially or wholly funded by brands and this is known as co-operative (or co-op) advertising Smith and Francis (2002).

### **PEOPLE**

A service firm can be only as good as its people (Berry and Parshuraman, 1991) as service is a performance which cannot be separated from people (Shanker, 2002). People are the face of any organization or retail brand. With retail still being people-oriented industry unlike manufacturing, having well-groomed and trained people will help the organization achieve its goals and mission. Therefore, recruitment and training of employees is of high priority and importance in a retail environment.

### **PRESENTATION**

Presentation refers to the physical evidence that signals the retail image. Physical evidence may include a diverse range of elements – the store itself including premises, offices, exterior facade and interior layout, websites, delivery vans, warehouses, staff uniforms. In order to maximize the number of selling opportunities, retailers generally want customers to spend more time in a retail store. The overall aim of designing a retail environment is to have customers enter the store, and explore the totality of the physical environment engaging in a variety of retail experiences. The retail service environment plays an important role in affecting the customer's perceptions of the retail experience Mehta and Chugan (2014).

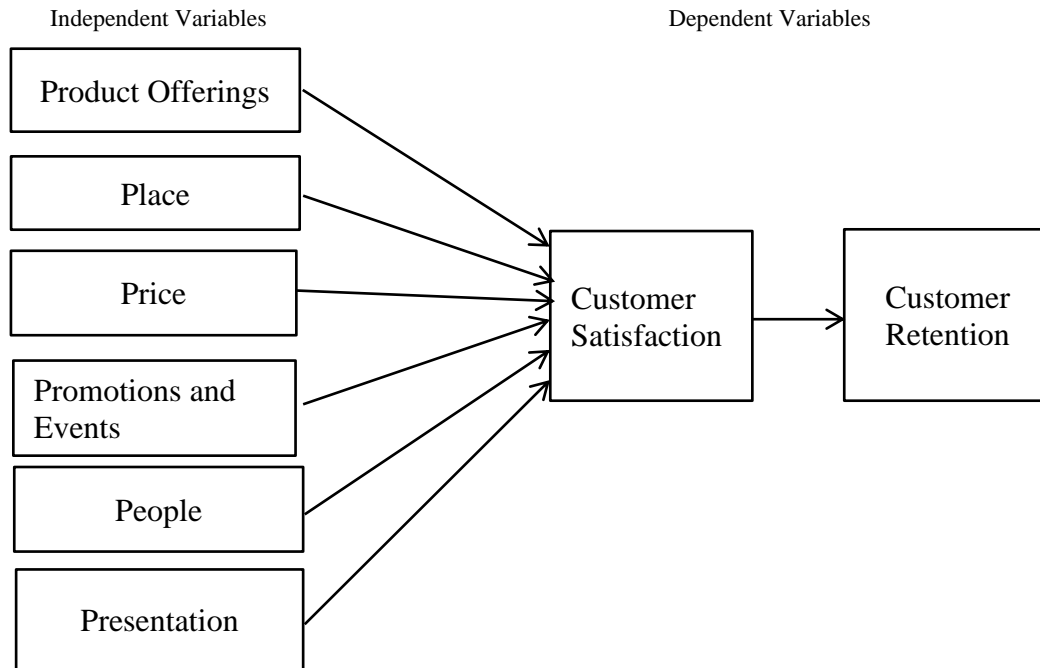
### **CUSTOMER SATISFACTION**

Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his or her expectations". Customer satisfaction does have a positive effect on an organization's profitability. According to Hoyer and MacInnis (2001), satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth.

**CUSTOMER RETENTION**

Day (1994) said that the identification and satisfaction of customer needs leads to improved customer retention. Clark (1997) stated that “Customer retention is potentially one of the most powerful weapons that companies can employ in their fight to gain a strategic advantage and survive in today’s ever-increasing competitive environment. It is vitally important to understand the factors that impact on customer retention and the role that it can play in formulating strategies and plans”.

**Figure 1: Conceptual Framework of the Study**



Source: Own Compilation

Supermarket expects to apply the concept of the six factors of retail marketing mix to arrange proper marketing strategy. The above conceptual framework is based on previous studies. The retail marketing mix factors including product offerings, place, price, promotion and events, people, and presentation are independent variables of the study and whereas customer satisfaction and customer retention are dependent variables in the research model.

**ANALYSIS AND RESULTS**

Demographic characteristics of the respondents are analyzed in Table (1) by gender, age, monthly income, education level and occupation.

**Table 1: Demographic Characteristics of the Respondents (N= 300)**

Sr. No.	Statement	Category	Frequency	Percentage
1	Gender	Male	110	36.67
		Female	190	63.33
2	Age (Years)	20 years and below	58	19.33
		21-35	182	60.67
		36- 50	57	19.00
		above 50	3	1.00
3	Monthly Income (Kyats)	200,000 and below	142	47.33
		200,001-300,000	93	31.00
		300,001-400,000	41	13.67
		400,001-500,000	19	6.33
		Above 500,000	5	1.67

4	Education	Basic	91	30.33
		University	65	21.67
		Graduate	139	46.33
		Master degree	5	1.67
5	Occupation	Government staff	82	27.34
		Private employees	111	37.00
		Owners of business	61	20.33
		Students	46	15.33

Source: Survey Data (February, 2020)

As shown in Table (1), gender can be classified into two groups, male and female. 36.67 percent of respondents are male and 63.33 percent of respondents are female. This means that respondents can be assumed more in females, rather than males. By the age of respondents, 19.33 percent of respondents are 20 years and below. 60.67 percent of respondents are between 21 and 35 years, 19.00 percent of respondents are between 36 and 50 years and 1.00 percent of respondents are above 50 years. Therefore, it is found that age between 21 and 35 years is more than any other group. In monthly income level, 47.33 percent of respondents are Kyats 200,000 and below. 31.00 percent of respondents are between kyats 200,001 and Kyats 300,000, 13.67 percent of respondents are between Kyats 300,001 and Kyats 400,000. 6.33 percent of respondents are between Kyats 400,001 and Kyats 500,000 and 1.67 percent of respondents are above Kyats 500,000. It is shown that most of respondents are Kyats 200,000 and below. The education level of respondents is categorized into four groups. They are the basic level, university level, graduate level and master degree. 30.33 percent of respondents are basic level, 21.67 percent of respondents are university level, 46.33 percent of respondents are graduate level, and 1.67 percent of respondents are master degree. Thus, it can be assumed that most of respondents are graduate level. According to survey data, occupation is categorized into four distinct groups. They are government staff, private employees, owners of business and students. 27.34 percent of respondents are government staff, 37.00 percent of respondent are private employees, 20.33 percent of respondents are business owners and 15.33 percent of respondent are students. Therefore, it is shown that most of respondents are private employees. The frequency of usage of respondents are shown in Table 2.

**Table 2: Respondents by Frequency of Usage**

Sr. No.	Statement	Number of Respondents	Percentage
1	1 time per week	49	16.33
2	More than 1 time per week	31	10.34
3	1 time in 2 weeks	73	24.33
4	1 time in 3 weeks	42	14.00
5	1 time per month	105	35.00
	Total	300	100.00

Source: Survey Data (February, 2020)

In Table (2), 49 respondents with 16.33 percent go to Sein Daung Supermarket one time per week, 10.34 percent go to more than one time per week, 24.33 percent use one time in two weeks, 14 percent of the respondents go to one time in three weeks and 35.00 percent use one time per month. Therefore, it can be concluded that most of respondents go to Sein Daung Supermarket one time per month.

In the reliability testing, the researcher will use Cronbach's Alpha that proves to be the most accurate method. Generally, the reliabilities (Alpha Value) of variables are adequate if the values are around 0.70 (Zikmund, et al., 2010). Reliability values of the variables are described in Table (3).

**Table 3: Reliabilities of the Variables**

Sr. No.	Variables	Number of items	Cronbach's Alpha
1	Product Offerings	8	0.725
2	Place	7	0.701
3	Price	6	0.717
4	Promotions and Events	8	0.782
5	People	7	0.706

6	Presentation	8	0.783
7	Customer Satisfaction	8	0.814
8	Customer Retention	7	0.824

Source: Survey Data (February, 2020)

According to Table (4), the variables (product offerings, place, price, promotion and events, people, presentation, customer satisfaction, and customer retention) have the alpha value are above 0.7, it is considered as good reliability. The results of reliability analysis of the variables, all items of each variable support the good level of reliability test. The results of the correlations of the variables are shown in Table (4).

**Table 4: Correlation between Retail Marketing Mix and Customer Satisfaction**

Sr. No.	Description	Person Correlation Coefficient	P-value
1	Product Offerings	0.419**	0.000
2	Place	0.251**	0.000
3	Price	0.338**	0.000
4	Promotions and Events	0.477**	0.000
5	People	0.429**	0.000
6	Presentation	0.764**	0.000

Source: Survey Data (February, 2020)

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

Dependent variable: Customer Satisfaction

According to Table (4), the Alpha values of retail marketing mix (product offerings, place, price, promotions and events, people, presentation) is significantly correlated with customer satisfaction at 0.01 level. The results show that presentation has 0.764 which means strong correlation and positive relationship with customer satisfaction. Product offerings, promotions and events and people have 0.419, 0.477 and 0.429 which mean moderate correlation and positive relationship with customer satisfaction. Place and price have 0.251 and 0.338 which mean weak correlation and positive relationship with customer satisfaction. Due to offering a wide variety products, convenient place to visit, fair and right prices, frequent seasonal promotions, fairly good customer services, and attractive store design and display, the store can attract more customers and attain the satisfaction of customers. Therefore, Sein Daung Supermarket should focus on the product offerings, place, price, promotions and events, people and presentation to create the high level of customer satisfaction and customer retention. The results of multiple regression analysis are shown in Table (5).

**Table 5: Multiple Regression Analysis of Retail Marketing Mix on Customer Satisfaction**

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.520	1.188		2.760	0.006
Product Offerings	0.092	0.042	0.091	2.186	0.030
Place	-0.009	0.035	-0.010	-0.269	0.788
Price	0.108	0.041	0.104	2.610	0.010
Promotions and Events	0.066	0.040	0.072	1.647	0.101
People	0.049	0.036	0.057	1.357	0.176
Presentation	0.601	0.043	0.641	14.108	0.000
R <sup>2</sup>	0.620				
Adjusted R <sup>2</sup>	0.612				

Source: Survey Data (February, 2020)

Dependent Variable: Consumer Satisfaction

The result of multiple regression analysis provides that product offerings, price, and presentation are significant and positive relationship with customer satisfaction ( $\beta = 0.092$ ,  $t = 2.186$ ,  $P < 0.05$ ), ( $\beta = 0.108$ ,  $t = 2.610$ ,  $P < 0.05$ ), ( $\beta = 0.601$ ,  $t = 14.108$ ,  $P < 0.01$ ), but the results do not support the significant relationship between the three retail marketing mix (place, promotions and events, and people) and customer satisfaction ( $\beta = -0.009$ ,  $t = -0.269$ ,  $P > 0.05$ ), ( $\beta = 0.066$ ,  $t = 1.647$ ,  $P > 0.05$ ), ( $\beta = 0.049$ ,  $t = 1.357$ ,  $P > 0.05$ ). According to the regression result, if the supermarket has not provided the retail marketing mix, the amount of customer satisfaction is 0.520. For each increase of one additional unit in product offerings, the fitted model predicts that the customer satisfaction is estimated to increase by 0.092 unit when all variables are constant. This implies that there is significant and positive relationship with customer satisfaction at 5% significant level. It means that the supermarket offers more variations, several brands, various sizes and quality products, it will get high customer satisfaction. Correlation result of customer satisfaction and customer retention is shown in Table (6).

**Table 6: Correlation Results of Customer Satisfaction and Customer Retention**

Sr. No.	Description	Person Correlation Coefficient	P-value
1	Customer Satisfaction	0.674**	0.000

Source: Survey Data (February, 2020)

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

Dependent variable: Customer Retention

According to the Table (6), the results show that customer satisfaction is significantly correlated with customer retention at 0.01 level. Customer satisfaction has a moderate correlation with customer retention. It means that the more customers satisfy the retail marketing mix of the supermarket, the more customers intend to stay and remain at the supermarket. Result of linear regression of customer satisfaction and customer retention is shown in Table (6).

**Table 6: Linear Regression Analysis of Customer Satisfaction and Customer Retention**

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.931	0.175		5.307	0.000
Customer Satisfaction	0.730	0.046	0.674	15.768	0.000
R <sup>2</sup>	0.455				
Adjusted R <sup>2</sup>	0.453				

Source: Survey Data (February, 2020)

Dependent variable: Customer Retention

P<0.01 (Significant at the 0.01 level)

The results of linear regression analysis provide that customer satisfaction is positive and significant relationship with customer retention ( $B=0.730$ ,  $t= 15.768$ ,  $p<0.01$ ). According to the results, customer satisfaction is essential to provide customer retention.

## FINDINGS AND SUGGESTIONS

According to survey data, most of the respondents are female. The major age group of respondents is between 21 and 35 years. Regarding the education level of respondents, most of the respondents are graduate level. In terms of occupation, private employees get the highest percentage. In the monthly income level, most of the respondents have monthly income level of Kyats 200,000 and below. In analysis of buying behavior, number of times going to Sein Daung Supermarket, most of the respondents go to this supermarket once in one month. The findings of this study support the importance of retail marketing mix in improving the customer satisfaction on Sein Daung Supermarket.

According to survey data, the product offerings factor has significant and positive relationship with customer satisfaction. However, the store should provide more variety of products, and good quality of products. It should always check the inventory to avoid the shortage of the product and should sell up-to-date products. Therefore, the supermarket should emphasize on the quality, quantity and timing of products that can help to increase customer satisfaction. With regard to the place, supermarket should emphasize on the choice of location which has enough site area and large parking area in order to create customer satisfaction. Price factor has significant and positive relationship with customer satisfaction. The supermarket should focus to set the price lower than other competitors to construct high customer satisfaction. Customers are not aware the promotions and events of the supermarket such as the advertisements, sponsorship events and lucky draw promotions. Therefore, Sein Daung Supermarket should focus on to know and aware of its promotion and events activities to build customer satisfaction. With regard to people factor, the result shows that people is not significant and positive relationship with customer satisfaction. Customers are dissatisfied

on the services provided by employees of the supermarket. The supermarket should plan more affective training to offer better service quality. In addition, presentation factor has significant and positive relationship with customer satisfaction. The store should set product placement orderly to attract more customers, and offer more cashier counters to reduce waiting time.

### CONTRIBUTIONS AND IMPLICATIONS OF THE STUDY

The findings of this study significantly contributed to the research gap of the theory of retail marketing mix based on the scope of the study. As the first contribution of this study, it focused on the customers of supermarket in Nay Pyi Taw which is the first study based on theory of retail marketing mix. Second, contribution of the study is that the proposed model of the study was the actual requirement for customers in Nay Pyi Taw. It also contributes to the development of a wider understanding on how to employ and manage effectiveness retail marketing mix tools on customer satisfaction and provides an insight for the opportunities presented by retail marketing mix in their customer satisfaction.

The results of the study provided the retail industry to focus more on retail marketing mix to receive customer satisfaction. The review of retail marketing mix theory and the results of empirical study can help the managers, owners of supermarkets and other service organization to understand the importance of retail marketing mix. As input to the management of Sein Daung Supermarket about the effect of retail marketing mix variables towards customer satisfaction and retention. The study provides managers with guidance on how to generate rough outline of potential marketing activities that can be used to take advantage of capabilities and convert weaknesses and threats. Additionally, the exploration of retail marketing mix, customer satisfaction and customer retention of present study can be applied in other supermarket and service industries to contribute the success of organization. Eventually, the conclusions of the study specified that the proper application of right retail marketing mix elements may be supportive for retail industry to appeal new customers and retain old customers which results in higher sales, market share, and profits.

### LIMITATIONS AND FOR FURTHER RESEARCH

The limitations of the study should not be ignored by further research to fulfill the gap of the study. As one limitation, the study focused on customers in Sein Daung Supermarket. The customers in the area of Myanmar will have different perception on the selected retail marketing mix elements. Further research should focus on the other areas to explore different results. Another limitation is that the study selected six elements upon supermarkets to evaluate customer satisfaction and customer retention. Other elements and other supermarkets are not considered in this study. Thus, further research should focus on these limitations to have better results and to understand customer satisfaction and customer retention.

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