

**THE RELATIONSHIP BETWEEN MARKETING MIX
STRATEGIES AND CUSTOMER LOYALTY:
A STUDY IN FOOD AND BEVERAGE SECTOR**

**By
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in Fulfillment of the Requirement for the Master of Science (Management)**



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ABSTRACT

This study is carried out to investigate the relationship between marketing mix strategies and customer loyalty. The study is focusing on food and beverages products. The outcomes of this research are essential to readers in order to understand the dimension that influences customer to buy the products. Furthermore, the dimension is important to recognize the relationship of the marketing mix strategy which consists of 4p's such as products, pricing, promotion and distribution towards customer loyalty. Quantitative method is used in this study. The respondents come from 170 students at Kolej Universiti Insaniah (KUIN), Alor Setar. The result shows there are significant relationship between product, pricing, promotion and distribution towards customer loyalty. Future research reveals there is significant relationship between marketing mix strategy and customer loyalty. Marketing mix strategies represent certain variance of customer loyalty. The loyalty influenced by dimension of products, price, promotion and distribution.

APPRECIATION

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CONTENT

TITLE	PAGE
USING PERMISSION	ii
ABSTRACT	iii
APPRECIATION	iv
DIAGRAM LIST	viii
TABLE LIST	ix

CHAPTER 1 PREFACE

1.0	Introduction	1
1.1	Background of Small Medium Enterprise (SME's) in Malaysia	3
1.2	Problem Statement	6
1.3	Research Question	8
1.4	Research Objective	9
1.5	Research Significance	10
	1.5.1 Contribute to local prospective SME's entrepreneur	10
	1.5.2 Contribute to SME's agency	11
1.6	Research Scope	11
1.7	Definition and Terminology	12
1.8	Research Organizing	13

CHAPTER 2 LITERATURE REVIEW

2.0	Introduction	15
2.1	Marketing Concept	16
2.2	Relationship Marketing Appearance and Marketing Mix	18

2.3	Marketing Mix Dimension with Customer Loyalty	19
2.3.1	Customer Loyalty and Product	21
2.3.2	Customer Loyalty and Pricing	22
2.3.3	Customer Loyalty and Promotion	23
2.3.4	Customer Loyalty and Distribution	26
2.4	Customer Loyalty	27

CHAPTER 3 RESEARCH METHODOLOGY

3.0	Introduction	30
3.1	Relationship on Marketing Mix Strategy with Costumer Loyalty	30
3.2	Research Hypothesis	31
3.3	Research Design	33
3.3.1	Quantitative Method	34
3.4	Sampling Design	34
3.5	Research Instrument Design	35
3.5.1	Questionnaire Instrument	35
3.5.1.1	Questionnaire on Marketing Mix	36
3.5.1.2	Questionnaire Measuring Scale	37
3.6	Data Analysis Technique	38
3.6.1	Reliability Test	40

CHAPTER 4 ANALYSIS AND RESEARCH DISCOVERY

4.0	Introduction	41
4.1	Validity and Research Reliability Instrument	41
4.1.1	Factor Analysis	42
4.1.1.1	Product	43

4.1.1.2 Pricing	43
4.1.1.3 Promotion	43
4.1.1.4 Distribution	44
4.1.2 Reliability Test	44
4.2 Descriptive Analysis	45
4.2.1 Research Sampling	45
4.2.2 Gender	45
4.2.3 Age	46
4.2.4 Race	46
4.2.5 Faculty	47
4.2.6 Education Level	47
4.3 Hypothesis Testing	48
4.3.1 Correlation Pearson Testing	48
4.3.2 Multiple Regression Analysis	49

CHAPTER 5 DISCUSSION AND RECOMMENDATION

5.0 Introduction	51
5.1 Customer Loyalty	51
5.2 Research Hypothesis Discussion	53
5.3 Improvement Recommendation	58
5.3.1 Creating Loyal Customer	59
5.3.2 The Application of Relationship Marketing Concept	60
5.3.3 SME's Product Improvement	62
5.3.4 SME's Promotion Strategy Improvement	63
5.3.5 SME's Product Distribution Improvement	63
5.4 Limitation and Recommendation for Future Research	64

DIAGRAMS LIST

DIAGRAMS	PAGE
Diagram 3.1: Relationship between Marketing Mix Strategies and Customer Loyalty in Food and Beverage Sector	31

TABLE LIST

TABLE	PAGE
Table 1.1: Type of SME Base on Total of Fulltime Employee	4
Table 1.2: Type of SME Base on Total of Annual Sale	4
Table 2.1: Elements in Marketing Mix Dimension	20
Table 3.1: Question Segment for Marketing Mix Dimension	37
Table 3.2: List of Total Negative Question in Questionnaire	37
Table 3.3: Cronbach's Alpha Value (Pilot Test)	40
Table 4.1: Marketing Mix Items (Before Factor Analysis)	42
Table 4.2: Cronbach's Alpha Value (Before Factor Analysis)	44
Table 4.3: Distribution of Respondent Gender	46
Table 4.4: Distribution of Respondent Age	46
Table 4.5: Distribution of Respondent Race	46
Table 4.6: Distribution of Respondent Faculty	47
Table 4.7: Distribution of Respondent Education Level	48
Table 4.8: Relation between 4P's Dimension with Customer Loyalty	49
Table 4.9: Multiple Regression Analysis	49
Table 4.10: Relation between Marketing Mix Strategies and Customer Loyalty	50

CHAPTER 1

PREFACE

1.0 Introduction

Marketing is one of the most important aspects of growing business. An investment also will pay for itself over and over again. Yet it is often misunderstood or neglected due to a lack of time, resources or knowledge of its potential. It is often confused with selling or advertising but it encompasses much more everything from company culture and employer branding, reputation, communication and ethics.

This is through positioning, market research, pricing points, distribution, new business and product development to advertising and promotion. The strategy behind a brand must inspire interest, engage curiosity and build on a business reputation and image. It must make the most of the right communication mediums and be planned, reviewed and measurable.

It may incorporate anything from market research, direct marketing and online exposure, business to business or business to customer communication. Today marketing strategies can be quite diverse and no longer restricted to print; radio and television also engage the customer via creative online and digital campaigns.

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