

## **Marketing Mix Effect on Customer Satisfaction of RJM Milk Tea Supplies-Calamba Laguna Basis for Improvement**

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### **ABSTRACT**

*This study was conducted to identify the marketing mix effect on customer satisfaction at RJM Milk Tea Supplies in Calamba, Laguna, as a basis for improvement. By identifying and organizing the elements of your marketing mix, companies can make profitable marketing decisions at all levels. These decisions help the company in terms of: developing strengths and limiting weaknesses; increasing competitiveness and adaptability in the market; and improving profitable collaboration between departments and partners. The main objective of this study is to analyze the marketing mix's effect on customer satisfaction and the improvement of RJM Milk Tea Supplies. They used Purposive sampling in this study to collect data from one hundred and two randomly selected customers of RJM Milk Tea Supplies and were requested to answer a questionnaire to obtain reliable data for this study. Cavite received the most responses, followed by Laguna, and Batangas came in last. The researchers used quantitative methodology to satisfy the objectives of the literature. Results of this study indicate that the marketing mix 4Ps have a significant relationship between customer perception and the marketing mix towards place and product that is less than the 0.05 significance level, which indicates that the correlation coefficients are significant. The place and product have an impact on customer satisfaction. It means that there is a good chance that the findings and results exist between two variables. Results show that there are no significant differences in customer perceptions of the elements of the marketing mix, or 4Ps.*

**Keywords:** *customer satisfaction, basis for improvement, marketing mix 4p's, quantitative methodology, marketing decisions, customer perception.*

### **INTRODUCTION**

The term "marketing mix" refers to the four most common Ps: product, price, promotion, and place. It is also a collection of different factors that can affect a consumer's decision to obtain a product or use or use a service. Small firms in the liberalized era have to understand the emerging trends in various areas of marketing while charting out marketing mix policies. Some expressed concern that marketing may not be the core of small manufacturers, whereas others felt that it was not given due importance, recognition, or resources by the industry, according to Sivanand and Murthy . This can also help a business further understand their product and service offerings and the best ways to plan a successful launch and marketing strategy. This can also help marketers to foresee the future demand of their line of business by improving the quality of their products in order to maintain customer satisfaction, according to the article in the Times from 2021.

Due to the trend and rapid growth of milk tea businesses in the country, many entrepreneurs are pursuing the idea of starting this kind of business. This is where the 4Ps of the marketing mix were considered in order to catch the attention of the consumers. To create this study, the researchers want to provide a related study about milk tea business using the marketing mix because milk tea is new in the Philippines. The researchers want to give some ideas to some entrepreneurs and future business owners on how to start small businesses like the milk tea industry by using the marketing mix.

This study will attempt to determine the 4Ps of the marketing mix that affect RJM Milk Tea Shop's consumer satisfaction in order to improve and have the best results in attracting and satisfying their customers.

## **Review of Literature**

### *Marketing Mix*

Marketing mix is one of the most important concepts when it comes to determining which series of administrable marketing tools the company needs to establish to acknowledge what the customer wants. The term "marketing mix" was coined by McCarthy (1953) and is known for the Four Ps: product of the company, price of the product, distribution place, and promotion.

### *Product*

If a brand is acceptable to the customer and of high quality, the buyer's loyalty is won through satisfaction. Research has shown that there is a relationship between product quality and customer loyalty. When considering product as a marketing element, issues such as brand, quality, design, and packaging are very important.

### *Price*

Vinamilk's product quality is certified to international standards, and its price is much lower than that of foreign milk products. Since the current market is highly competitive, if Vinamilk increased its price to half that of others', the company's market share would be negatively affected. The company also perceives that the increase in product prices would cause a decrease in consumer purchases since the income per capita in Vietnam is still low compared to other countries.

### *Place*

Businesses need to decide on the place of purchase or where and how to distribute the product to the customer. Consumers are satisfied if products are made available at the right time, in the right place, and in the right quantity. Organizations need to ensure accessibility of their products and services by establishing their stores in places that ensure convenience.

### *Promotion*

Promotion involves a variety of activities undertaken by a firm to communicate the merits of its products in a bid to persuade target consumers to purchase them. It includes activities like advertising, sales promotion, personal selling, and publicity. Advertising has a positive and enduring effect on base sales; therefore, each seller must tailor product promotion to suit the product and the market segment.

### *Customer Satisfaction*

The impact of the indirect effect of expectations on customer satisfaction is more prominent than the positive effect. The investigation has demonstrated the significance that the useful store attributes to customer satisfaction in a market setting. According to Paraskevi Sarantidou (2017), the desires and observations toward the retailer's product offering are the most important keys to consumer satisfaction.

### Conceptual Framework

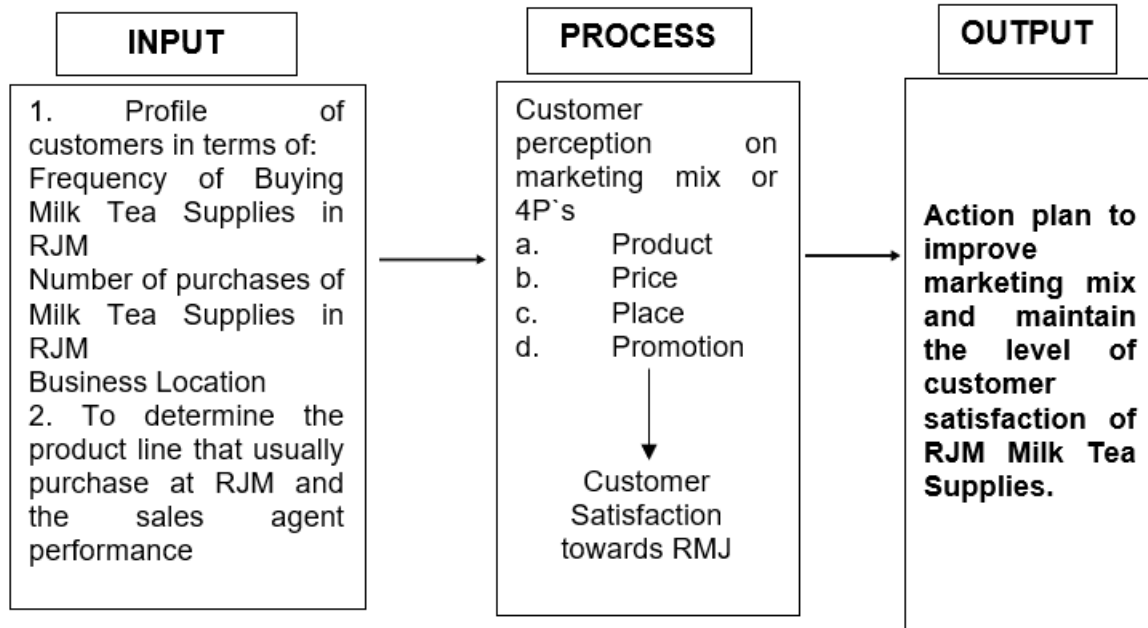


Figure 1. Conceptual framework of the study

Figure 1 shows the profile of the customers and the marketing mix's effect on customer satisfaction. The process chart specifies on the questionnaires to the researchers the provision of quantitative data for each variable. Improving the marketing mix and maintaining the level of customer satisfaction of RJM milk tea supplies are estimated to be the main outcomes after the research has been conducted. The conceptual framework displays the IPO chart for conducting the research on the Marketing Mix Effect and level of customer satisfaction, the two variables on which the research will focus. The descriptive form of study is included in the process of gathering data to establish an association between the two variables.

### Objectives of the Study

The objective of the study is to analyze the marketing mix effect on customer satisfaction and the improvement of RJM Milk Tea Supplies. The researchers' goals are to determine the profile of the customers' businesses in terms of frequency of purchasing milk tea supplies, amount of purchases of milk tea supplies, and business location; to determine the product line that usually purchases and the standard performance; to determine the customer perception on the marketing mix in terms of product, price, promotion, and place; to determine overall customer satisfaction; and to determine the significant difference between the two.

### METHODOLOGY

The researchers used a quantitative method that utilized a correlational research design. The survey questionnaire was developed using the researchers' relevant updated questions from related research and individual questions. The primary purpose of the survey questionnaire is to determine the marketing mix that affects the level of customer satisfaction. The collected data will be analyzed with the use of descriptive statistics. Descriptive statistics are used simply to

summarize and describe the collected data. Below are the different statistical tools that are being used on this study to measure and analyze the data collected from the respondents.

## **RESULTS AND DISCUSSIONS**

Table 1 shows the retention of customers at RJM Milk Tea Supplies. Most of the customers repeat their purchases once (36.3%) or twice (40.2%) a week. It shows that 10.8% of RJM customers order or buy milk tea supplies at least once a month. (Feedvisor, 2021) survey found that of all consumers who belong to Amazon Prime, nearly half (48%) buy products online once a week or more frequently.

Table 1 Frequency and Percentage Distribution in terms of repeat purchase

<b>Frequency</b>	<b>Frequency</b>	<b>Percent</b>
Once a week	37	36.3
Twice a week	41	40.2
Once a month	11	10.8
Twice a month	13	12.7
<b>Total</b>	<b>102</b>	<b>100%</b>

Table 2 shows that the most common purchases made by customers at RJM range from PHP 1,001 to Php 3,000, or 32.4%. Customers frequently purchase milk tea supplies starting at PHP 7,001 and up.

Table 2 Frequency and Percentage Distribution according to Amount Purchases

<b>Amount</b>	<b>Frequency</b>	<b>Percent</b>
Less than Php 1,000	24	23.5
Php 1,001 to Php 3,000	33	32.4
Php 3,001 to Php 5,000	28	27.5
Php 5,001 to Php 7,000	7	6.9
Php 7,001 to Php 10,000	4	3.9
Php 10,001 above	6	5.9
<b>Total</b>	<b>102</b>	<b>100%</b>

Table 3 shows that more than half of the respondents came from Cavite, with an equivalent of 60.8%, followed by Laguna with 33.3%. According to Table 1, the majority of RJM Milk Tea Supplies' customers have established or relocated their milk tea businesses to Cavite. It seems that there are often milk tea supplies in that location.

Table 3 Frequency and Percentage Distribution according to Business Location

<b>Location</b>	<b>Frequency</b>	<b>Percent</b>
Cavite	62	60.8
Laguna	34	33.3
Batangas	6	5.9
<b>Total</b>	<b>102</b>	<b>100%</b>

Table 4 results show that Filipinos are more delightful nowadays by providing a refreshing cup of sweet frozen treats that are so perfect to beat the summer heat. Meanwhile, milkshakes were the least popular product among the respondents, with a weighted mean of 3.33.

Table 4 Best Product that the Customers Usually Purchase

<b>Product line</b>	<b>Weighted mean</b>	<b>Verbal Interpretation</b>
I usually purchase Scramble	3.93	Strongly agree
I usually purchase Coffee	3.88	Strongly agree
I usually purchase Milk Tea	3.35	agree
I usually purchase Milk Shake	3.33	agree

*Notes: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; 1.00 – 1.49 Strongly Disagree*

Table 5 shows that RJM Milk Tea Supplies needs to develop and improve its service performance. There was an increase in sales of cold brew by 115 percent from 2014 to 2015, resulting in \$7.9 million in total revenue. Well-learned and intuitive, Millennials enjoy connecting and catching up with their loved ones.

Table 5 The Level of Service Performance of the Sales Agent

<b>Service</b>	<b>Weighted mean</b>	<b>Verbal Interpretation</b>
The sales agent is Communicative	3.36	Satisfied
The sales agent is Service-oriented	3.32	Satisfied
The sales agent is Trustworthy	3.28	Satisfied
The sales agent is Kind and lovely	3.27	Satisfied
<b>Composite mean</b>	<b>3.31</b>	<b>Satisfied</b>

*Notes: 3.50 – 4.00 Strongly Satisfied; 2.50 – 3.49 Satisfied; 1.50 – 2.49 Not Satisfied; 1.00 – 1.49 Strongly Not Satisfied*

Table 6 gives the verbal interpretation of agreeing with products offered by RJM Milk Tea Supplies. The table fits our theory on the moderating role of product and brand characteristics (storage and perishable conditions, impulse purchase, hedonic/utilitarian nature, inter-purchase cycle, brand tiers) on the effectiveness of commercial stimuli. In general, the composite mean is 3.45, which gives the respondents' verbal interpretation as to whether they agree or disagree with products.

Table 6 Perception level of RJM Customers in terms of Products Offered

<b>Product</b>	<b>Weighted mean</b>	<b>Verbal Interpretation</b>
RJM has a good condition of products. (No damage, defects, expiry date and etc.)	3.52	Strongly Agree
RJM milk tea products store in a cool dry place temperature to keep their products safe.	3.46	Agree

RJM provides products and supplies for starting a milk tea business.	3.42	Agree
RJM offer high quality varieties of brands and products such as (Red Gate, Casa Brand, Primera Brand, Easy Brand and etc.)	3.38	Agree
<b>Composite mean</b>	<b>3.45</b>	<b>Agree</b>

*Notes: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; 1.00 – 1.49 Strongly Disagree*

The data in table 7 shows that, the composite mean of 3.38 results in the conclusion that respondents all agree with RJM that it provides good and sustainable prices to its customers.

Table 7 Perception level of RJM customers in terms of Price

Price	Weighted mean	Verbal Interpretation
Have variety of payment mode	3.42	Agree
RJM provides quality supplies and products even having cheap prices.	3.41	Agree
The price is suitable for the products of the RJM store.	3.40	Agree
Did the price draw your attention?	3.29	Agree
<b>Composite mean</b>	<b>3.38</b>	<b>Agree</b>

*Notes: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; 1.00 – 1.49 Strongly Disagree*

Table 8 shows that with a composite mean of 3.28, respondents are all satisfied that the store location is accessible for customers and that there are different varieties of milk tea products. The highest satisfaction level with a 3.32 weighted mean is that the store has a proper parking space and waiting area for its customers. The lowest satisfaction level is that RJM Milk Tea Supplies' location is not accessible to every customer with a 3.25 weighted mean.

Table 8 Perception level of RJM customers in terms of Place

Place	Weighted mean	Verbal Interpretation
RJM store has its proper parking space and waiting area for its customer.	3.32	Agree
RJM store is easy to find and to navigate. (via Google Map, Waze).	3.28	Agree

RJM has enough space for different varieties of milk tea products and for the customers to room around.	3.26	Agree
RJM Milk Tea Supplies' location is accessible to every customer.	3.25	Agree
<b>Composite mean</b>	<b>3.28</b>	<b>Agree</b>

*Notes: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; 1.00 – 1.49 Strongly Disagree*

Table 9 indicates that the company has its own seasonal promo activities, such as giving Christmas, Valentine's, summer, and special holiday discounts to its customers.

Table 9 Perception level of RJM customers in terms of Promotion

Promotion	Weighted mean	Verbal Interpretation
RJM gives information when they have promotion. (Posting on Facebook page, Facebook boost, update the customer and etc.)	3.39	Agree
RJM offer promos like Buy 1 take 1, free delivery, monthly promo, bundle promo, promo package.	3.29	Agree
RJM gives seasonal promotion such as (Christmas season, Valentines, Summer, and special holidays)	3.28	Agree

*Notes: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; 1.00 – 1.49 Strongly Disagree*

Table 10 indicates that The overall summary of the composite mean of the marketing mix of RJM Milk Tea Supplies It shows that product has the highest composite mean, followed by price, and place has the lowest composite mean. All of the marketing mix of RJM Milk Tea Supplies has a verbal interpretation of "agree."

Table 10 Summary of Marketing Mix

Marketing Mix	Composite means	Verbal Interpretation
<b>Product</b>	3.45	Agree
<b>Price</b>	3.38	Agree
<b>Place</b>	3.28	Agree
<b>Promotion</b>	3.31	Agree



Table 11 demonstrates that purchased products are well packaged and RJM Milk Tea Supplies meets consumer expectations, making them the highest weighted mean that assigns respondents a satisfaction rating. RJM Milk Tea Supplies received a positive verbal interpretation from the respondents for all transactions with a least weighted mean of 3.27.

Table 11 Over-all Customer satisfaction towards RJM Milk Tea Supplies

<b>Satisfaction</b>	<b>Weighted mean</b>	<b>Verbal Interpretation</b>
Understanding to your needs.	3.32	Satisfied
Packaging of the purchased items.	3.32	Satisfied
Delivery of the products.	3.29	Satisfied
Responding to your needs.	3.27	Satisfied
Response time of our Sales Representative.	3.26	Satisfied
Overall transaction with RMJ	3.17	Satisfied
<b>Composite mean</b>	<b>3.27</b>	<b>Satisfied</b>

*Notes: 3.50 – 4.00 Strongly Satisfied; 2.50 – 3.49 Satisfied; 1.50 – 2.49 Not Satisfied; 1.00 – 1.49 Strongly*

As shown in Table 12, the bulk of their p-values are higher than the 0.05 significance level, indicating that there are no statistically significant variations in how frequently customers perceive the components of the marketing mix. Regardless of the product, price, location, or promotion, it shows that respondents' impressions of the marketing mix components as they relate to purchasing milk tea supplies do not significantly alter.

Table 12 Difference on customer perception on the elements of marketing mix in terms of frequency of buying milk tea supplies.

<b>Marketing mix</b>	<b>f-value</b>	<b>p-value</b>	<b>Interpretation</b>
Product	.300	.825	Not Significant
Price	1.839	.145	Not Significant
Price	.314	.815	Not Significant
Promotion	1.222	.306	Not Significant

Note: if the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

As can be seen in Table 13, the bulk of the p-values for the consumer perceptions of the marketing mix components are higher than the 0.05 significance threshold, indicating that there are no differences between them in terms of the volume of purchases. This demonstrates that in terms of the volume of sales, the respondents have no bearing or influence and are happy to permit the purchase of any item provided by RJM Milk Tea Supplies.

Table 13 Difference on customer perception on the elements of marketing mix in terms of amount of purchases

<b>Marketing mix</b>	<b>f-value</b>	<b>p-value</b>	<b>Interpretation</b>
Product	.985	.431	Not Significant
Price	.798	.553	Not Significant
Price	.100	.992	Not Significant
Promotion	.979	.435	Not Significant

Note: if the p-value is <.05, Significant. If the p-value is >.05, Not Significant.



As shown in Table 14, the bulk of their p-values are higher than the 0.05 significance threshold, indicating that there are no variations in customers' impressions of the marketing mix components in terms of location. In other words, regardless of their product, price, promotion, and location, respondents' perceptions of the marketing mix's components as they relate to geography do not significantly alter. This shows that in terms of the amount of purchases, the respondents have no relationship or impact and are therefore satisfied to permit purchase of any product offered by RJM Milk Tea Supplies. It also shows that the respondents' perceptions of RJM Milk Tea Supplies are unanimously in favor of the marketing mix without any variation.

Table 14 Difference on customer perception on the elements of marketing mix in terms of location.

<b>Marketing mix</b>	<b>f-value</b>	<b>p-value</b>	<b>Interpretation</b>
Product	2.469	.090	Not Significant
Price	.355	.702	Not Significant
Price	.489	.614	Not Significant
Promotion	2.464	.090	Not Significant

Note: if the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

The findings in Table 15 demonstrate that the correlation coefficients between customer perception and marketing mix toward place and product are significant since their p-values are both less than the significance level of 0.05. Customer happiness is affected by the setting and the product. The findings and outcomes for two variables are likely to exist, according to this statement.

Table 15 Relationship of Customer Perception towards Marketing Mix and Customer Satisfaction

<b>Customer Satisfaction VS</b>	<b>r-value</b>	<b>p-value</b>	<b>Interpretation</b>
Promotion	.109	.275	Not Significant
Price	.120	.229	Not Significant
Place	.203	.040	Significant
Product	.225	.023	Significant

Note: if the p-value is <.05, Significant. If the p-value is >.05, Not Significant.

Table 16 shows the proposed action plans for the improvement of services  
 Table 16 Action Plan for Improvement

<b>Key Result Area</b>	<b>Composite Mean</b>	<b>Strategies</b>
<b>PLACE</b>	<b>3.28</b>	The store should provide a parking place for their customers who travel from other cities. To be able easily access the area and set a foot in to the store to look around, because in the results gathered, more than half of the respondents came from Cavite, who have possibility to bring their car/motorcycle rather than Laguna and Batangas.  The researchers recommend the RJM to have its own.

		Facebook pages and social media platform, to reach the customers who are far and to find guaranteed couriers who can distribute their products to the customer.
<b>PROMOTION</b>	<b>3.31</b>	The researchers recommend to RJM on producing posters and video advertisement that can be posted on online media pages of RJM, to advertise their milk tea supplies. In addition, RJM should offer free shipping/delivery method into their marketing strategies, to boost sales conversion rates and increase customer satisfaction.
<b>PRICE</b>	<b>3.38</b>	The researchers recommend to RJM management on looking for a direct and reliable supplier that offers much cheaper prices, to reduce costs and able to negotiate with a better price from a smaller business with a single location to meet the customer's needs and increase the probability of customer retention.
<b>PRODUCT</b>	<b>3.45</b>	The researcher recommend to RJM on positioning themselves as the safe and well-known products providers to their retailers and clients. RJM should focus on offering their best-selling scramble products and differentiate itself from other milk tea suppliers.

### **CONCLUSIONS**

In terms of price and promotion, the results show no significant relationship between the marketing mix and customer satisfaction. According to the study, there is a significant relationship between product and place in the marketing mix and customer satisfaction. The results of the study show that there is no significant difference between any of the components of the marketing mix and the demographic profile. The finding shows that customer perceptions of the marketing mix are all in agreement, with the place having the lowest composite mean among them.

The researchers see that there are limited sources and references about the milk tea business. For future researchers, they may add more respondents to the study since it only caters to 102 respondents. The researchers also advised RJM Milk Tea Supplies' owner to use this study as a reference and a foundation for improving their business. It is clear that this study will help them improve their business, learn all about marketing mix strategies, and get the satisfaction of

their valued customers. This research is for Milk Tea Shop owners and businesses that relate their product by using the Marketing Mix 4Ps to customer satisfaction, which will help them for future reference.

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