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RESEARCH ARTICLE

EFFECT OF FACTORS MARKETING MIX (4P'S) ON CUSTOMER SATISFACTION AND LOYALTY TO AIRLINE IN AIR CARGO TRANSPORT IN VIETNAM'S MARKET

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ABSTRACT

This study determines effectof factors marketing mix (4P's) oncustomer satisfaction as well as effect of customer satisfaction on loyalty to airline in air cargo transport in Vietnam's market through empirical research. Based on establishing research models, surveying and analying of data, research results show that there is a positive effect of the marketing mix on customer satisfaction. The order of importance of effect on customer satisfaction are respectively price, place, product and promtion. In addition, the effect of customer satisfaction on loyalty to airline is very strong in Vietnam's market of air cargo transport. Therefore, to increase customer satisfaction and customer loyalty to airline, airlines need to focus on marketing mix policies such as: Policies on product, price, place (distribution) and promotion.

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INTRODUCTION

In the current competitive conditions, customers have become very important to the survival of the company. Customer satisfaction is considered as a solid foundation to success of a company in general as well as airline in air cargo transport. In addition, when customers are satisfied with products or services, they will be loyal to a company and repeat their behavior of buying. There are many factors affecting customer satisfaction and the marketing mix is a very important factor. This study examines the effect of marketing mix (4p's) on customer satisfaction and loyalty to airline in air cargo transportation in Vietnam's market. To assess the effect mentioned above, this study will system theoretical basis of the marketing mix, customer satisfaction and customer loyalty; review studies related to the research problem; establish research models and theories; survey, collect and analyze data. The results of this data analysis will be the basis for policy suggestions for the airline to enhance customer satisfaction and customer loyalty for sustainable development.

THEORETICAL BASIS AND RESEARCH DESIGN

Theoretical basis

Marketing mix (4P's)

Today marketing mix is defined by many authors in many different ways.

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American Marketing Association (2008) defined marketing mix as "a systematic function and as a sequence of processes for originating, conveying and transporting importance to the clients and for taking care of customer associations with means which help the company and its stockholders."According to Chai Lee Goi (2005), marketing mix is a set of the marketing tools that firms use to pursue their marketing objectives in the target market. More specificly, Kotler & Armstrong (2010) showed that marketing mix as 4P's namely the product, price, promotion and place and they designed to influence consumer decision - making and lead to profitable exchanges. In the service field, many authors have identified process, people and physical evidence as elements of marketing mix in addition to four elements discussed earlier (Ofosu Amofah et al., 2016; Faris Abdullah Kadhim et al., 2016; Lahouel Samia et al., 2014). However, in general 4P's (Product, Price, Place and Promotion) have long been viewed as the basic foundation of marketing mix.

Product

Kotler and Armstrong (2010) defines the product as anything which is offered to a market to attend, acquire, use or consume and it may satisfy the consumers. In air cargo transport, the elements supplied by airline to offer customers are load supplied (available of ton) in a specific schedule (route, date, time fly...) with the processes and procedures transport as well as the accompanying services. Product of air cargo transport is highly appreciated if airline has an extensive route network, high frequency and stable flight schedule, ability to meet the

load and special services, simple and flexible transport procedures as well as fast transport and punctuality.

Price

Price is a cost of producing, delivering and promoting the product charged by the organization and the pricing strategy should be well supported from production cost side (Kotler and Armstrong, 2010). The right decisions are well supported to trade for organizations through taking a good pricing policy (Consuegra *et al*, 2007). Price polices in air cargo transport have to maximize revenue. Therefore prices should match the quality of service and airline have to apply diversity and flexibility of price polices as well as appropriate discount and programs of promotion sales.

Place

According to Kotler and Armstrong (2010), place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Airline's distribution network includes both directly through people and indirectly through electronic trading systems. In air cargo transport, the distribution system should establish large sale network, diversified means and distribution channels, connected to the global network as well as using highly electronic distribution.

Promotion

Promotion is an important component of marketingmix. Kotler and Armstrong (2010) discovered that Promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. To perform these activities, airlines need to research the air cargo transport market, understanding customer's needs and make the promotional activities, media and create a closed relationship with customers.

Customer satisfaction and consumer loyalty

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals (Farris, Paul *et al*., 2010). It is often compared between the perception of service quality that customers receive and the cost they paid. Loyalty of customers for a brand name or a trademark shows customer's trends of using brand and repeat this behavior in future (Chaudhuri, 1999). Customer satisfaction is considered as a solid foundation to success in the air cargo transport competing today. If satisfying air cargo transport services, customers will be favorite brand freight airline and introduce the air transport services to the community.

Research overview

Until now there have been some studies about the effect of the marketing mix on customer satisfaction or related to customer loyalty in different contexts. A study by FarisAbdullah Kadhim *et al*. (2016) showed that the service marketing mix (7 P's) had a positive effect on customer satisfaction in the tourism sector. Meanwhile research by Adel Pourdehghan (2015) shows that marketing mix (4 P's) impacted customer satisfaction in mobile phone industry and customer satisfaction also impacted positively brand loyalty.Research on customer loyalty, Owomoyela *et al*. (2013) showed a positive impact of the marketing mix (4 P's) on brand loyalty in brewery and showed the same results as the study of Anantha Raj A. Arokiasamy (2012) in the hypermarkets sector. Relating to customer's decision, Ofosu Amofah *et al*. (2016) researched in the restaurants and found that customer's decision to repeat purchase depends on 7 P's of service marketing mix as well as researched by Rezky Purna Satit & Huam Hon Tat (2012) showed that marketing mix (4 P's) affect customers' decision-making over travel agents (Table 1).

Table 1. Summary of relevant research

Author	Context and methodology	Key findings
Ofosu Amofah *et al*. (2016)	Study the influence of service marketing mix (7 P's) on customer choice of repeat purchase of 5 restaurants in Kumasi, Ghana. Sample is 293 customers	Customers' decision to repeat purchase depends on product, price, place, promotion, people, process and physical evidence
Faris Abdullah kadhim *et al*. (2016)	Study the effects of service marketing mix (7 P's) on customer satisfaction by an empirical study on tourism industry. Sample size is 123tourism service providers operating in Malaysia.	Positive relationship among the seven elements of service marketing mix and customer satisfaction
Adel Pourdehghan (2015)	Study the impact of marketing mix elements (4 P's) on brand loyalty in mobile phone industry in Iran. Sample is 384mobile phone users	Products elements, distribution channels, and promotional activities positive impact brand loyalty
Lahouel Samia *et al*. (2014)	Study the impact of service marketing mix (7 P's) to improve perceived image of users of public urban transportation buses in M'Silla City Algeria. Sample size is 297 persons	Direct relationship impact between marketing mix (service quality, price, place, promotion, people, physical evidence, and process) and customer perceived image
Owomoyela S K *et al*. (2013)	Investigating the impact of marketing mix elements (4P's) on consumer loyalty by an empirical study on Nigerian Breweries Plc. Sample size is 120 persons	Marketing mix elements (4P's) have significant effect on consumer loyalty.
Rezky Purna Satit & Huam Hon Tat (2012)	Study the relationship between marketing mix (4P's) and customer decision-making over travel agents by an empirical study. Sample size is 215 persons	Only price and product stood out as the most important marketing mix to affect customers' decision-making over travel agents.
Anantha Raj A. Arokiasamy (2012)	Study the effect of marketing mix and customer perception on brand loyalty in the Malaysian hypermarkets sector. Sample is 267 persons	Price, store image, distribution intensity and promotion exert a significant positive influence towards Malaysian hypermarkets' brand loyalty

Source: From the relevant research

Models andhypothesis

In the service field, marketing mix can develop from 4P's to 7P's. However in the air transport sector, when planning the marketing mix programs people just focus on four key elements which are Product, Price, Place and Promotion. The remaining three elements (People, Physical Evidence, and the Process) are often integrated into the four key elements (Duong Cao Thai Nguyen, 2011). Therefore research model proposed in this study is the effect of the marketing mix (4 P's) on the customer satisfaction in air transport and effect of customer satisfaction on loyalty to airline in Vietnam market(Figure 1).

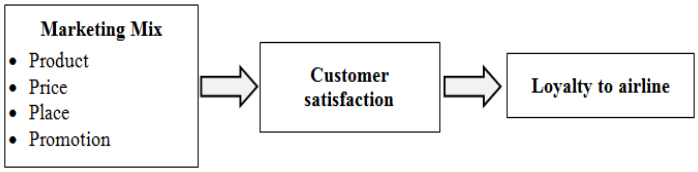

Figure 1. Model of the proposed research

Hypothesis 1: Marketing Mix (4P's) affects customer satisfaction in the air cargo transport. Model for testing of this hypothesis is the linear regression function with variables affect are 4P'sof Marketing Mix (Formula1)

$$\text{Model 1: } CS = \beta_0 + \beta_1 P_1 + \beta_2 P_2 + \beta_3 P_3 + \beta_4 P_4 \quad (1)$$

Where:

CS: Customer satisfaction

P_1, P_2, P_3, P_4: Respectively Product, Price, Place and Promotion
β_0, β_1, β_2, β_3, β_4: The parameters to be estimated in the model

$$\text{Model 2: } \text{Log}\left(\frac{p}{1-p}\right) = \beta_0 + \beta_1 CS \quad (2)$$

Hypothesis 2: Customer satisfaction in air cargo transport affects the loyalty to airline. Model for testing of this hypothesis is the binary logistic regressionfunction with variable affect is customer satisfaction(Formula2).

Where:

p:Probability of continuing to use cargo transport service of airline

β_0, β_1: The parameters to be estimated in the model

RESEARCH METHODS

Variable and scale

From model effect of the marketing mix (4 P's) on the customer satisfaction and effect of customer satisfaction on loyalty to airline (Figure 1), after further discussion with experts and users of air freight services, factor groups are developed into 18 variables observed, including: 5 variables of factor "Product"; 3 variables for each factors ("Price", "Distribution", "Promotion" and “Customer satisfaction”) and 1 variable remaining of factor “Loyalty to airline”(Table 2).

Table 2. Expression and coding for variable of factors

Observed variables		Encode
Product (P_1)		
1	Extensive route network	$P_{1.1}$
2	High frequency and stable flight schedule	$P_{1.2}$
3	Ability to meet the load and special services	$P_{1.3}$
4	Simple and flexible transportation procedures	$P_{1.4}$
5	Fast transport and punctuality	$P_{1.5}$
Price (P_2)		
6	Prices match the quality of service	$P_{2.1}$
7	Diversity and flexible of prices policies	$P_{2.2}$
8	Appropriate discount and promotions sale	$P_{2.3}$
Place (P_3)		
9	Wide sale network	$P_{3.1}$
10	Diversified means and distribution channels	$P_{3.2}$
11	Wide load management system and conformity	$P_{3.3}$
Promotion (P_4)		
12	Market research, understanding customer needs	$P_{4.1}$
13	Media and advertising activities	$P_{4.2}$
14	Customer service and customer relationship	$P_{4.3}$
Customer satisfaction(CS)		
15	Satisfaction of air cargo transport services	CS_1
16	The favorite brand freight airline	CS_2
17	Introduce about air transport services to community	CS_3
Loyalty to airline		
18	Continue to use cargo transport service of airline	LA

Source: From the research

Variables from 1 to 17 are measured by 5 level scale: 1 is strongly disagree; 2 is not agreed; 3 is no opinion; 4 is agree and 5 is strongly agree. Variable 18 is measured by a binary variable (1 is continue to use cargo transport service of airline and 0 is not to continue to use cargo transport service of airline). Survey and data collection. To ensure statistical significance, sample size must be greater than or equal to 5 times the number of questions or observed variables (Hoang

Trong Nguyen Mong Ngoc Chu, 2005) as well as 50 + 8P with P is the number of independent factors in the modelGreen W.H, 1991; Tabachnick B. G. & Fidell L. S, 2007). Variables observed in this study are 18 for 6 groups of factors. Therefore, the minimum sample size: n = 23 x 5 = 115 questionnaires or n = 50 + 8 x 6 = 98. Number of samples collected in this study is 153 questionnaires then have been checked and cleaned by SPSS. They include 28 assessments of express cargo, 44 assessments of normal cargo and 94 assessments of mixed cargo for three domestic airlines and foreign airlines in Vietnam air transport market (Table 3).

Table 3. Summary of the survey

Unit: People

Airline	Express		Normal		Other		Total	
	Number	%	Number	%	Number	%	Number	%
Vietnam Airlines	13	46%	13	30%	32	34%	58	35%
Jetstar-Pacific Airlines					6	6%	6	4%
VietJet Air			6	14%	16	17%	22	13%
Foreign airlines	15	54%	25	57%	40	43%	80	48%
Total	28	100%	44	100%	94	100%	166	100%

Source: Results of descriptive statistics

Reliability analysis of scale

Scale reliability was assessed by Cronbach's Alpha coefficients and Corrected item - total correlation to eliminate the variables "junk". Variable has Corrected item - total correlation less than 0.3 will be disqualified and the scale will be chosen when Cronbach's alpha coefficients greater than 0.7. Result of Cronbach's alpha analysis show that if $P_{3.2}$is deleted, Cronbach's alpha coefficient is higher. However all Crobach's Alpha coefficients of scales are greater than 0.7 and all Corrected item - total correlation of observed variables are greater than 0.3 therefore all variables observation are acceptable to analyze in the next steps (Table 4).

Table 4. Reliability analysis of scales

Cronbach's Alpha of scale	Variable	Corrected item-total correlation	Cronbach's alpha if item deleted	Result
Product				
0.913	$P_{1.1}$	.809	.888	Accepted
	$P_{1.2}$	.853	.878	
	$P_{1.3}$	.801	.889	
	$P_{1.4}$	.743	.901	
	$P_{1.5}$	.695	.911	
Price				
0.834	$P_{2.1}$	.651	.813	Accepted
	$P_{2.2}$	.752	.719	
	$P_{2.3}$	.703	.764	
Place				
0.808	$P_{3.1}$	.605	.810	Accepted
	$P_{3.2}$	.818	.574	
	$P_{3.3}$	.579	.812	
Promotion				
0.884	$P_{4.1}$	.739	.872	Accepted
	$P_{4.2}$	.814	.800	
	$P_{4.3}$	.783	.834	
Customer satisfaction				
0.946	CS_1	.867	.935	Accepted
	CS_2	.914	.899	
	CS_3	.880	.926	

Source: From reliability analysis of scales

RESEARCH RESULTS

Effect of Marketing mix (4P's) on Customer satisfaction

Test of relationship between Marketing mix (4P's) and Customer satisfaction

Test of relationship between Marketing mix and Customer satisfaction is implemented by bivariate correlation. The result of Pearson correlation coefficients show that there is a correlation between Customer satisfaction in air cargo transport and marketing mix elements such as Product, Price, Place and Promotion. All Sig. value are less than 0.01 so they have correlation with high reliability (Table 5).

Role of the affected factors

The role of the affected factors inModel 1 (dependent variable is Customer satisfaction, independent variablesare Product, Price, Place and Promotion) is implemented by multivariatelinear regression analysis. The result shows that the independent variables have a positive relationship with the dependent variable and ensure significant statistics (Sig. <0.05). Adjusted R^2 is greater than 50% and the value of Sig. in ANOVA analysis is less than 0.05 so that the regression modelis appropriateand we can apply it in reality.

The value of Variance Inflation Factor (VIF) of all variables are in the range from 1 to 10. This means that there is no autocorrelation between independent variables in this model (Table 6 and Figure 2).From the results of the regression analysis, after estimatedparametersmodel 1 has the following form (Formula 3).

Model 1: $CS = 0.253P_1 + 0.289P_2 + 0.281P_3 + 0.217P_4$(3)

Table 5. Matrix correlation

		P_1	P_2	P_3	P_4	CS
P_1	Pearson Correlation	1				
	Sig. (2-tailed)					
P_2	Pearson Correlation	.601**	1			
	Sig. (2-tailed)	.000				
P_3	Pearson Correlation	.655**	.623**	1		
	Sig. (2-tailed)	.000	.000			
P_4	Pearson Correlation	.838**	.653**	.745**	1	
	Sig. (2-tailed)	.000	.000	.000		
CS	Pearson Correlation	.792**	.757**	.788**	.826**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

**Correlation is significant at the 0.01 level
Source: Results of correlation analysis

Table 6. Parameters are estimated in Model 1

Variable	Unstandardized Coefficients		Beta Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
Constant	-.256	.153		-1.674	.096		
P_1	.281	.069	.253	4.074	.000	.292	3.429
P_2	.295	.047	.289	6.244	.000	.526	1.903
P_3	.289	.054	.281	5.372	.000	.411	2.433
P_4	.214	.070	.217	3.039	.003	.221	4.521
R^2 = 0. 819		AdjustedR^2 = 0.815		Sig. in ANOVA = 0.000 (F = 182.270)			

Dependent Variable: CS
Source: From multivariate linear regression analysis

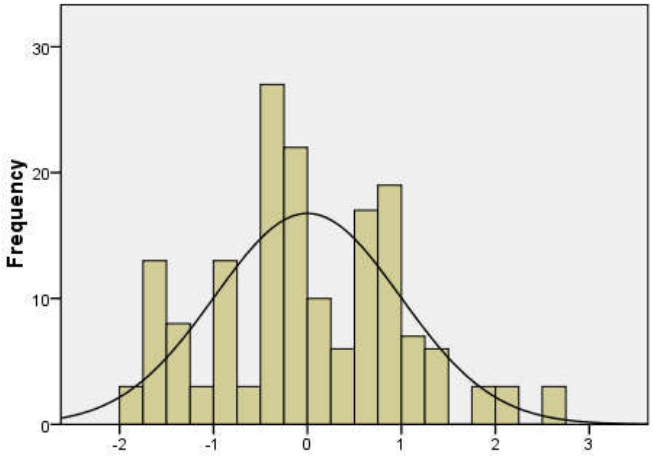

Figure 2. Regression Standardized Residual of Model 1

This result shows that Price is the most powerful factor effect on customer satisfaction in the air cargo market in Vietnam; the next are Place factor, Product factor and the final is Promotion factor. To be more specific, in case of other factors unchanged, if the satisfaction of Price or Place or Product or Promotion increases by 1%, the customer satisfaction will increase by 0.289% or 0.281% or 0.253% or 0.217%.

Effect of Customer satisfaction on Loyalty to airline

Effect of customer satisfaction on loyalty to airlinein Model 2 is implemented by Binary logistic regression analysis. The result shows that the customer satisfactioneffectsdecisionof continuing to use cargo transport service of airline in Vietnam's market. "Sig." of theOmnibus tests of model coefficients is less than 0.01 therefore the customer satisfaction is significant in explaining the decisionof continuing to use cargo transport service. Model Summary gives the not very low "-2 Log likelihood"with 40.361 but Nagelkerke gives the high R^2 with 0.801. This means that the customer satisfactioncan explain 80.1% the outcome of the decisionof continuing to use cargo transport service. From classification table, it was found that the correct predictions of the entire model was 97.0% and showed high accuracy (Table 7). Results estimate the parameters of Model 2 shows the value of "Sig." are less than 0.005 (Wald>2) therefore the regression coefficient significance and the model can be applied to reality (Table 8). Model 2 following is estimated from the result of Binary logistic regression analysis (Formula 4).

$$\text{Model 2: Log}\left(\frac{p}{1-p}\right) = -13.875 + 5.004\text{CS} \quad (4)$$

Formula 4 shows that when other factors are constant, if customer satisfaction increases by 1%, the probability of decisionof continuing to use cargo transport service of airline in Vietnam marketwill increase by 60% (Formula 5).

$$\frac{1\% \times e^{5.004}}{1 - 1\% \times (1 - e^{5.004})} = \frac{1\% \times 149.070}{1 - 1\% \times (1 - 149.070)} = 60\% \quad (5)$$

Measurement of customer satisfaction

The level of customer satisfaction on the factors of marketing mix (4P's) as well as general customer satisfaction are analyzed

by descriptive statistics method. The results showed that the average value of the factors are in the range from 3.4 to 4.2 points and coefficient variation of these factors is not too large. This shows that customers agree (satisfaction) to the surveyed factors and their review of the factors also are not many differences (Table 9).

Table 7. The parameters evaluated the appropriateness of the Model 2

Omnibus Tests of Model Coefficients: Chi-square = 103.738; Sig. = .000				
Model Summary: -2 Log likelihood = 40.361[a]; Cox & Snell R^2 = .465; Nagelkerke R^2 = .801				
Classification table[b]				
Observed		Continue to use service		Percentage Correct
		Do not continue to use service	Continue to use service	
Continue to use service	Do not continue to use service	22	4	84.6
	Continue to use service	1	139	99.3
Overall Percentage				97.0

a. Estimation terminated at iteration number 8 because parameter estimates changed by less than ,001
b. The cut value is .500
Source: From binary logistic regression analysis

Table 8. Variables in the Equation in Model 2

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1[a]	CS	5.004	1.083	21.368	1	.000	149.070
	Constant	-13.875	3.189	18.929	1	.000	.000

a. Variable(s) entered on step 1: CS.
Source: From binary logistic regression analysis

Table 9. Results of descriptive statisticsfor the factor

Factor	Mean	Std. Deviation	Coefficient ofvariation	Satisfaction level
Product	3.6494	.78360	21.47%	Satisfaction
Price	3.6727	.85239	23.21%	Satisfaction
Place	3.6345	.84664	23.29%	Satisfaction
Promotion	3.7550	.88166	23.48%	Satisfaction
Customer satisfaction	3.7028	.87002	23.50%	Satisfaction

Source: From descriptive statistics

Models from reseach results

From all results above, model of the effect of the marketing mix (4 P's) on the customer satisfaction in air transport and effect of customer satisfaction on loyalty to airline in the Vietnam market of this study are presented in Figure 3 below.

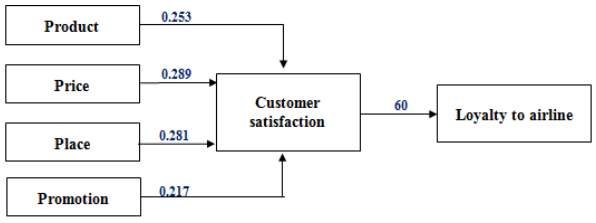

Figure 3. Models from reseach results

Conclusion and Policy Implications

This study shows the positive effect of the marketing mix on customer satisfaction as well as customer satisfaction on loyalty to airline in air cargo transport in Vietnam's market. The order of importance of effect on customer satisfaction are Price, Place, Product and Promtion. Specifically, in case of other factors unchanged, if the satisfaction of these factors increase by 1%, the customer satisfaction will increase respectively by 0.289%, 0.281%, 0.253% or 0.217%. In addition, the effect of customer satisfaction on loyalty to airline is very strong in Vietnam's market of air cargo transportation. If customer satisfaction increases by 1%, the probability of decisionof continuing to use cargo transport service will increase by 60%.Therefore, to increase customer satisfaction and customer's loyalty to airline, airlines need to focus on marketing mix policy with the following solutions:

- Implementing the price policy based quality and customer's perception, applying diversity of price for each type of goods and flexible price policy as well as applying appropriate discount and promotions sale fit on market conditions.
- Constantly expanding sale network, diversification of methods and channels of distribution; applying appropriate systems of management bookings and load control as well as applying sell by web site and social networks for access of customer's convenience.
- Focusing on developing products such as expanding route networks with high frequency and stability flight schedules; creating services that meetthe special needs of customers, simple and flexible transport procedures, fast transportation and punctuality.
- Promoting market research, understanding customer's needs; strengthing communication activities, advertising as well as customer service and customer relations.

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