

The Study of Myanmar's Telecom Market Prospect

Mr. Candajati¹, Dr. Vijit Supinit²

¹ MBA-student, ² dean of faculty, Siam University, Bangkok

Abstract: Today, telecom market is getting stable around the world by supporting their standard products and service with reasonable price. As in Myanmar, foreign telecom companies are allowed to invest last two years so, telecom market needs to be developing in the market place around nation with good services. Two decade ago MPT had lead the telecom market as state own firm providing its products in expensive price. But Telecom market is bombing in short time with two foreign telecom industries called Telenor and Ooredoo. Nowadays, Telenor lead the telecom market over two companies; MPT and Ooredoo by providing its products and good service in reasonable price according to the answer of research.

In this study of Telecom market prospect in Myanmar has four strategies like as marketing strategy, customer's satisfaction, quality service and quality service. These strategies measure the telecom market how it is powerful to the new market and market prospect. As a result of questionnaires; the majority of customers are male with 55.5 % in 119 respondents with descriptive statistic and frequency and correlation of Pearson Method. The age level of telecom users is 31 to 35 with 27.7 percent and most of telecom customers have got master degree with 27.7 percent. Most of telecom users are students with 27.7 percent and most of customers are single with 45.4 percent. Most of telecom customers are prefers to use Telenor products with 37.8 percent in accordance with this result of Pearson Method. MPT's marketing strategies like as product, price, place and promotion and Telenor's marketing strategies such as product, price, place and promotion, MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness and Telenor's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness, MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness and Ooredoo's customer satisfaction supporting the right service, user friendliness and promotion data, MPT's quality service in which good service internet, safety information and responsibility in its quality services and Ooredoo's quality service providing its reliability, comfort, service and safety, MPT is providing its quality product such as serviceability, performance and durability with reasonable price and Ooredoo's quality product with reasonable marketing strategies like as serviceability and performance have relationship but the rest of other have no relationship.

As my opinion of this study about telecom market in Myanmar, they should persuade showing their standard products, excellent service in reasonable price, providing their basic infrastructure around nation. On the other hand, promotion times can be attractive for loyalty customers for these telecom firms. Telenor nowadays has lead Myanmar telecom market supporting its right product with good service although MPT had lead telecom market around nation last decades ago.

Keywords: Marketing Strategy, Customer's Satisfaction, Quality Service and Quality Product.

I. INTRODUCTION

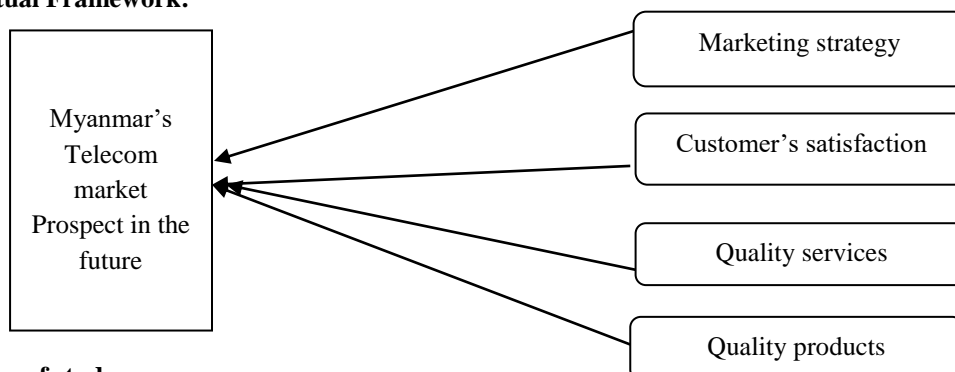
As a developed doing business around the world telecommunication industry is getting useful in all business. Telecommunication firm is a part of country infrastructure to develop country in short time such as inviting foreign investor, and persuade the tourist attraction as smoking less industry. Most people are using mobile phone to connect with their friends, parents and apply for job so telecommunication industry is necessary for all countries. Last over 20 years ago MPT has lead the telecommunication market as state-owned company. But Myanmar government invited two

telecommunication companies to invest in Myanmar Telenor and Ooredoo. Telenor has launched mobile voice and Internet services allowing 2G and 3G in February 2014. Telenor has run its business providing wide distribution network and made a customer's satisfaction in full range of products and services, regardless of where customer place. Telenor has established of over 90, 000 retailers. Although Telenor is a international company they focus the local telecom market in Myanmar. Telenor Myanmar has announced that GSMA Mobile Connect mobile-based authentication is now available for Telenor Myanmar subscribers. The GSMA's Mobile Connect service enables customers to create and manage a digital universal identity via a single log-in platform. Yet Ooredoo has strong marketing strategies they could run its business they so face the different culture that they could not create their market around nation. Although they use the sale promotion, bonus and etc, most customers are still using other products. But they now try to get the right position by making the ph call promotion and internet for instance this company allow the customers free call within Ooreedoo. Another one is MPT called state-own company is also trying to persuade its customers giving the ph bill promotion like as buy 10000 top-up kyat get 10000 top-up kyat. So Myanmar's telecom market will be strong for the customers in right price.

Statement of problem:

As growing the economic field around the world, telecommunication industry is important for all doing business. In developed countries most business makes profit with telecommunication industry. As developing countries this business needs to speed up in short time like as Myanmar. Telenor Myanmar, MPT and Ooredoo which has run telecom business in successful in Myanmar. Therefore Myanmar's Telecom market will face the hard of market sharing within these three competitors in the future. So all telecom companies need to focus on marketing strategy, customer's satisfaction, quality services and quality products.

Conceptual Framework:



Objective of study:

- To study the relationship between the marketing strategy and Myanmar telecommunication Market Prospect
- To study the relationship between the customers satisfaction and Myanmar telecommunication Market Prospect
- To study the relationship between the quality services and Myanmar telecommunication Market Prospect
- To study the relationship between the quality products and Myanmar telecommunication Market Prospect

II. IMPORTANT OF STUDY

Telecommunication is an important role as a country infrastructure to develop in country economic and private sectors and also persuade for the foreign investors to run business. By study this paper that it can be used in developing telecom sector and will get the experiences from this study how it affect on the telecommunication market and to do strategy as knowledge. Therefore the important of study will shown what the important role in telecommunication sector is and what the awareness to be prepared before running telecom business in other country is.

Telecom Market Prospect in Myanmar:

Nowadays, Myanmar telecom market is booming allowing foreign telecom companies since 2014 by competing each other. This is a significant role develop Myanmar telecom market as well as economic development. But three telecom industries have problems to compete in the market place like as rural region. It will be difficult to compete and win market without marketing strategies like as marketing strategy, customer's satisfaction, quality services and quality. These factors are the best strategies in market prospect in Myanmar. Each company has best marketing strategies for instance MPT use the 4ps (product, price, place and promotion) according to MPT's hand book 2015. As MPT's market size is

getting large supporting its right products with reasonable price around nation. On the other hand it has loyal customers because of old customers and also supporting basic need of items. As a Telenor, it has occupied its market since they had entered in 2014. Nowadays, telenor is the best telecom industry in internet field according the current news in Myanmar. As an Ooredoo, it is also foreign telecom company entered after Telenor so this company needs to compete with two telecom industries to cover its market.

III. RESEARCH METHODS

This chapter approves to achieve the objective of this study providing the research methodology. This part of research method is useful to collect data collection and to decide for the arguments. Qualitative method is helpful for this part of study for the researcher to analyze and collect data from questionnaire concerned with their customers who are ordinary people. The researcher would focus and objective of this study.

This part of this study will mention the frequency, descriptive statistic and hypothesis testing. This study of questionnaire will be collected from the telecom customers in Myanmar. These testing measurement for variable are normal level and ordinary level [Likert]. The testing of hypothesis analyzed with the correlation coefficient of Pearson Method. Likert scale will conduct the choice of customers from positive to negative that strongly agree or disagree.

Sampling Design:

This part of study will approve with sampling design including these four important factors like as target population, sampling plan, sampling method and sample size;

Target Population: This strategy of target population questionnaires are customers who using their products in Myanmar. These questionnaires distributed to the customers around the nation wide who are using the telecom products. Distributing these questionnaires, it will be conducted about the telecom market prospect in Myanmar.

Sampling Plan: This sampling plan is very important of this study. Telecom customers' will be analyzed by using this sampling plan method to measure how it effective on this academic study. The population of sampling plan method is around 200 populations. Probability sampling formula is for target population and sample size.

Sampling Method: This sampling method strategy conduct the telecom market prospect how it is effectiveness to analyze about the telecom users. All telecom firms are providing their standard product and best services around nation. This study of questionnaires is used in sampling method of random in probability strategy. As a simple size of 5% error with Yamane formula.

IV. THE RESULT OF STUDY WITH SPSS

In accordance with this result of study; most are male with 55.5%, age level is 31 to 35 with 27.7%, most customers got master degree with 27.7%, most are students with 27.7%, most respondent are single with 45.4% and most customers prefer to use Telenor's products with 37.8%.

I. Marketing Strategies:

Table 1

Correlations			
		What do you think of MPT's marketing strategies like as product, price, place and promotion?	What do you think of Telenor's marketing strategies such as product, price, place and promotion?
What do you think of MPT's marketing strategies like as product, price, place and promotion?	Pearson Correlation	1	.149
	Sig. (2-tailed)		.107
	N	119	119
What do you think of Telenor's marketing strategies such as product, price, place and promotion?	Pearson Correlation	.149	1
	Sig. (2-tailed)	.107	
	N	119	119

Table 2

Correlations			
		What do you think of MPT's marketing strategies like as product, price, place and promotion?	How would you give Ooredoo's marketing strategies such as product, price, place and promotion?
What do you think of MPT's marketing strategies like as product, price, place and promotion?	Pearson Correlation	1	-.010
	Sig. (2-tailed)		.917
	N	119	119
How would you give Ooredoo's marketing strategies such as product, price, place and promotion?	Pearson Correlation	-.010	1
	Sig. (2-tailed)	.917	
	N	119	119

Table 3

Correlations			
		How would you give Ooredoo's marketing strategies such as product, price, place and promotion?	What do you think of Telenor's marketing strategies such as product, price, place and promotion?
How would you give Ooredoo's marketing strategies such as product, price, place and promotion?	Pearson Correlation	1	-.007
	Sig. (2-tailed)		.938
	N	119	119
What do you think of Telenor's marketing strategies such as product, price, place and promotion?	Pearson Correlation	-.007	1
	Sig. (2-tailed)	.938	
	N	119	119

In accordance with SPSS of this study; there is relationship between MPT's marketing strategies like as product, price, place and promotion and Telenor's marketing strategies such as product, price, place and promotion. As a result of table 2, there is negative relationship between of MPT's marketing strategies like as product, price, place and promotion and Ooredoo's marketing strategies such as product, price, place and promotion. In table 3, there is negative relationship between Ooredoo's marketing strategies such as product, price, place and promotion and Telenor's marketing strategies such as product, price, place and promotion.

II. Customer's Satisfaction:

Table 4

Correlations			
		How would you rate of MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?	How would you rate of Telenor's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?
How would you rate of MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?	Pearson Correlation	1	.063
	Sig. (2-tailed)		.493
	N	119	119
How would you rate of Telenor's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?	Pearson Correlation	.063	1
	Sig. (2-tailed)	.493	
	N	119	119

Table 5

Correlations			
		How would you rate of MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?	Do you agree with Ooredoo's customer satisfaction supporting the right service, user friendliness and promotion data?
How would you rate of MPT's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?	Pearson Correlation	1	.052
	Sig. (2-tailed)		.576
	N	119	119
Do you agree with Ooredoo's customer satisfaction supporting the right service, user friendliness and promotion data?	Pearson Correlation	.052	1
	Sig. (2-tailed)	.576	
	N	119	119

Table 6

Correlations			
		Do you agree with Ooredoo's customer satisfaction supporting the right service, user friendliness and promotion data?	How would you rate of Telenor's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?
Do you agree with Ooredoo's customer satisfaction supporting the right service, user friendliness and promotion data?	Pearson Correlation	1	-.093
	Sig. (2-tailed)		.312
	N	119	119
How would you rate of Telenor's customer's satisfaction with innovation tech support, customer's service, data security and user friendliness?	Pearson Correlation	-.093	1
	Sig. (2-tailed)	.312	
	N	119	119

According to result of table 4, there is relationship between MPT and Telenor that their customer's satisfaction with innovation tech support, customer's service, data security and user friendliness. As a result of table 5, there is relationship between MPT and Ooredoo their customer's satisfaction with innovation tech support, customer's service, data security and user friendliness. In table 6, there is negative relationship between Ooredoo and Telenor their customer satisfaction supporting the right service, user friendliness and promotion data.

III. Quality Service:

Table 7

Correlations			
		What do you suggest about MPT's quality service in which good service internet, safety information and responsibility in its quality services?	Do you agree with Telenor's quality service providing its best service, like as internet promotion, safety information and quality service?
What do you suggest about MPT's quality service in which good service internet, safety information and responsibility in its quality services?	Pearson Correlation	1	-.166
	Sig. (2-tailed)		.072
	N	119	119
Do you agree with Telenor's quality service providing its best service, like	Pearson Correlation	-.166	1
	Sig. (2-tailed)	.072	

as internet promotion, safety information and quality service?	N	119	119
--	---	-----	-----

Table 8

Correlations			
		What do you suggest about MPT's quality service in which good service internet, safety information and responsibility in its quality services?	What are your point of Ooredoo's quality service providing its reliability, comfort, service and safety?
What do you suggest about MPT's quality service in which good service internet, safety information and responsibility in its quality services?	Pearson Correlation	1	.294**
	Sig. (2-tailed)		.001
	N	119	119
What are your point of Ooredoo's quality service providing its reliability, comfort, service and safety?	Pearson Correlation	.294**	1
	Sig. (2-tailed)	.001	
	N	119	119
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 9

Correlations			
		What are your point of Ooredoo's quality service providing its reliability, comfort, service and safety?	Do you agree with Telenor's quality service providing its best service, like as internet promotion, safety information and quality service?
What are your point of Ooredoo's quality service providing its reliability, comfort, service and safety?	Pearson Correlation	1	-.255**
	Sig. (2-tailed)		.005
	N	119	119
Do you agree with Telenor's quality service providing its best service, like as internet promotion, safety information and quality service?	Pearson Correlation	-.255**	1
	Sig. (2-tailed)	.005	
	N	119	119
**. Correlation is significant at the 0.01 level (2-tailed).			

In accordance with the result of table 7, there is negative relationship between MPT and Telenor that its quality service in which good service internet, safety information and responsibility in its quality services. As a result of table 8, there is strongly positive relationship between MPT and Ooredoo which has their quality service in which good service internet, safety information and responsibility in its quality services. As a result of table 9, there is negative relationship between Ooredoo and Telenor in which their quality service providing its reliability, comfort, service and safety.

IV. Quality Product:

Table 10

Correlations			
		Do you believe that MPT is providing its quality product such as serviceability, performance and durability with reasonable price?	Do you accept that Telenor is providing its quality product like as performance, conformance and quality products?
Do you believe that MPT is providing its quality product such as serviceability, performance and durability with reasonable price?	Pearson Correlation	1	-.201*
	Sig. (2-tailed)		.029
	N	119	119

Do you accept that Telenor is providing its quality product like as performance, conformance and quality products?	Pearson Correlation	-.201*	1
	Sig. (2-tailed)	.029	
	N	119	119
*. Correlation is significant at the 0.05 level (2-tailed).			

Table 11

Correlations			
		Do you believe that MPT is providing its quality product such as serviceability, performance and durability with reasonable price?	how would you rate of Ooredoo's quality product with reasonable marketing strategies like as serviceability and performance?
Do you believe that MPT is providing its quality product such as serviceability, performance and durability with reasonable price?	Pearson Correlation	1	.118
	Sig. (2-tailed)		.202
	N	119	119
how would you rate of Ooredoo's quality product with reasonable marketing strategies like as serviceability and performance?	Pearson Correlation	.118	1
	Sig. (2-tailed)	.202	
	N	119	119

Table 12

Correlations			
		Do you accept that Telenor is providing its quality product like as performance, conformance and quality products?	how would you rate of Ooredoo's quality product with reasonable marketing strategies like as serviceability and performance?
Do you accept that Telenor is providing its quality product like as performance, conformance and quality products?	Pearson Correlation	1	-.025
	Sig. (2-tailed)		.784
	N	119	119
how would you rate of Ooredoo's quality product with reasonable marketing strategies like as serviceability and performance?	Pearson Correlation	-.025	1
	Sig. (2-tailed)	.784	
	N	119	119

As a result of table 10, there is negative relationship between MPT and Telenor which have its quality product such as serviceability, performance and durability with reasonable price, in table 11, there is relationship between MPT and Ooredoo that have providing its quality product such as serviceability, performance and durability with reasonable price, in table 12, there is negative relationship between Telenor and Ooredoo that have providing its quality product like as performance, conformance and quality products.

V. CONCLUSION AND RECOMMENDATION

As a telecom firm, Marketing strategies, Customer's satisfaction, Quality service and Quality product; these four strategies are useful for the telecom market prospect in all countries. According to this study of academic paper, these three telecom companies are using the marketing strategies in which product, price, place and promotion, the second strategy of customer's satisfaction with tech support, infrastructure, data security and user friendliness, the third one of quality service in which reliability, comfort, service and safety, the last one is quality product with durability, service ability, performance and conformance. According to the result of these questionnaires, most customers are like to use Telenor's products.

As a recommendation of this study, MPT and Ooredoo should aware of their products in the market place to compete with Telenor's products in which product, price, place and promotion. Ooredoo and Telenor should focus on the customer's satisfaction with with innovation tech support, customer's service, data security and user friendliness. MPT, Telenor and Ooredoo should focus about quality service like as like as internet promotion, safety information and quality service. These telecom firms should focus on the quality product like as performance, conformance and quality products. Myanmar telecom market will developing using the market strategies like as marketing strategy, customer's satisfaction, quality service and quality product. As a result of this study, Telenor lead this market by selling its products around nation with reasonable price, technology and comfort. On the other hand, Telenor has providing its basis products joining MPT's Tower. MPT and Telenor will compete to concord the telecom market in Myanmar providing their standard products, tech support, security and user friendliness.

REFERENCES

- [1] Myanmar telecom transition 2012 from <https://www.scribd.com/doc/152588486/Myanmar-in-Transition-SWOT-Analysis>
- [2] MPT, Myanmar telecom industry's aim from <http://www.telecomasia.net/content/mpt>
- [3] Philip Kotler and Kavin Lane Keller (2012) 14th edition . Marketing management: Successful marketing requires that companies 173.
- [4] international Business Publications (2014), Telecommunication industry Business Opportunities Handbook, Global Investment Center (USA), ISBN 1-4387-3449-2
- [5] Philip Kotler and Kavin Lane Keller (2012) 14th edition. Marketing Management: competitive strategy for market leaders, p-321.
- [6] Myanmar Times from <http://www.rthree.com/en/news/detail/6a2JYw>
- [7] <https://www.telenor.com/media/in-focus/telenor-in-myanmar/>
- [8] <http://www.mmtimes.com/index.php/opinion/12900-rights-safety-at-risk-without-lawful-interception-rules.html>
- [9] Telecommunication infrastructure from hand book from www.investopida.feature/industry
- [10] Jack W. Plunkett is CEO & Publisher of Plunkett Research, Ltd., a Houston-based provider of market research from <https://www.plunkettresearch.com/industries/telecommunications-market-research>.
- [11] MPT, Market strategy from Myanmar journal and books
- [12] Myanmar Business Today from Today Myanmar business journal-<http://mmbiztoday.com/>
- [13] Philip Kotler and Kavin Lane Keller (2012) 14th edition Marketing mass communications: Advertising, Sale Promotion, Events and Experiences, and Public Relations p-524.
- [14] Myanmar mobile revolution 22 may 2016 and Myanmar Mobile revolution 22 may 2015- <http://www.ft.com/cms/s/2/6a346626-b53a-11e3>
- [15] Eight pricing and portfolio tip for telecom operators from [www://telecoms.com/opinion/eight-pricing-and-portfolio-tips-for-telco-operators](http://www.telecoms.com/opinion/eight-pricing-and-portfolio-tips-for-telco-operators)