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**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

DEPARTMENT OF MARKETING

**The Effect of Marketing Mix on Customer Satisfaction: The Case
of Ethio-Telecom in Addis Ababa**

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**February, 2019
Addis Ababa, Ethiopia**

**The effect of Marketing Mix on Customer
Satisfaction: the Case of Ethio-Telecom in Addis
Ababa**

By: Samrawit Girma

A Thesis

**Submitted in Partial Fulfillment of the Requirements for the
Degree of Master of Arts in Marketing**

**ST. MARY'S UNIVERSITY COLLEGE
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING**

February , 2019

Declaration

I undersigned declare that this Research report is my original work and has not been presented for a degree in any other university, and all the materials used for this study have been duly acknowledged.

Name, _____

Signature _____

Date, _____

This research report has been submitted for examination with our approval as a university advisor.

Certification

I certify that the thesis entitled “The effect of Marketing Mix on Customer Satisfaction: The Case of Ethio-Telecom in Addis Ababa” is a legal work of Miss Samrawit Girma who carried out the research under my guidance. I certified further, that to the best of knowledge, the work reported here in does not form part of any other thesis report or dissertation on the bases of which a degree or award was conferred on an early occasion on this or any other candidate.

Advisor's Name: Dr. Temesgen Belayneh

Signature: _____ Date: _____

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Abstract

The marketing mix is the means by which marketing objectives of the organization will be achieved and comprises of product, price, promotion and place of the marketing activities. This study focused on the effect of marketing mix on customer satisfaction: the case of Ethio-telecom in Addis Ababa. The study used both descriptive and explanatory research method of research design. Both primary and secondary data collection instruments are used to collect data. To collect the data for this study, the target population of this study were the present Ethiopian telecom customers who were living in and around the country's capital Addis Ababa. And 300 customers were sampled using Convenience sampling technique. 300 questionnaires were distributed and 289 were properly filed and used for the analysis. Data analyses were made using both descriptive and inferential statistical tools such as frequency, percentages, mean, standard deviations and regression analysis. Accordingly, the finding shows: The current marketing strategy of the company is composed of price, product and promotion. Since Ethio-telecom is the sole provider of telecom service, no options is left to get other service provider in the city to the customers. Most customers were dissatisfied with the service delivery process of Ethio-telecom. Regarding to product mix strategy, even though, Ethio-telecom products availability and accessibility was good, the products quality compared to other competing ones was found to be poor. Taking the price mix strategy, Ethio-telecom was not providing lower price, the prices offered were not reasonable. Concerning to place/ distribution mix strategy, most of the respondents were satisfied with the Ethio-telecoms communication coverage in reaching its target customers in the country. In addition, most of the respondents were dissatisfied with the promotional mix practice of Ethio-telecom particularly the use of SMS. In general, the finding shows that most of the identified Marketing Mix variables appear significant to affect customer satisfaction in the Ethio-telecom. Taking in to consideration the above results, it is recommended that: Since Ethio-telecom is the sole provider of telecom service, its product mix marketing strategy has to be redesigned, the company has to widen its shopping centers, there has to be a balance between expanding the mobile service and affording expected service quality that satisfies customer, the service delivery processes require more attention from the top officials and it will need to undertake redesigning, speeding up processes and weeding out unnecessary steps, as the overall marketing strategy of Ethio telecom is not satisfactory, ETC's think tank should be better to study the clumsy parts of the existing service delivery process and they need to seriously evaluate the company's marketing strategy in line with its customer satisfaction. Ethio telecom has to concentrate on staffing and training of frontline employees and their interactive marketing skills. Moreover, provision of maintenance service particularly of those sold products is mandatory to retain customers. Furthermore Ethio telecom needs to give immediate response to handle the customer complaint with modern customer complains handling and grievance redressed system.

Key words: Marketing Mix strategy, product, price, place/distribution, promotion, Customer Satisfaction

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CHAPTER ONE

INTRODUCTION

This chapter deals with the introductory part of the thesis and issues like background of the study, statements of the problem, objectives, the research question, delimitation of the study, significance, limitation of the study, and finally operational definition of the key terms and structure of the thesis are presented.

1.1 Background of the Study

Marketing is one of the liveliest fields within the management field. It is not surprising that new marketing ideas keep budding to meet the new marketplace Challenges (Kotler and Keller, 2006). A service is any act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. The perception of service marketing focuses on selling the services in the best interest of users/customers. It is concerned with a scientific and planned management of services which makes possible a fair synchronization of the interests of providers as well as the users.(Rajasekhra Mouly Polturi, 2010).

Most service marketers, like telecommunication have access to numerous forms of communication, referred to collectively as the marketing communication mix. The mix includes advertising, personal contact, publicity and public relations, sales promotion, instructional materials, and corporate design(Lovelock and Wirtz, 2004). Marketing communication mix elements provide information and consultation that are important components to add value to a product or service. Thus, if customers are able to get the necessary information about the product timely and adequately, they may feel that they are buying quality product or service. This means having good and effective communication channels adds value to the product or service of the company as customers have confidence on their purchase. (ibid)

Telecommunication service projects (TSP) are very important for both developed and emerging economies, all social, economic, political, cultural, trade and commercial

activities of a country is undertaken using telecommunication service. The introduction of telecommunication services in Ethiopia dates back to 1884, seventeen years after the invention of telephone technology in the world. It was Minilik II, the King of Ethiopia, who introduced telephone technology to the country around 1884, with the installation of 477km. long telephone and telegram lines from Harar to Addis Ababa (Rajasekhra Mouly Polturi, 2010). Ethio telecom is the oldest public telecommunications operator (PTO) in Africa. It is a state owned enterprise and the sole telecom service provider in the country.

The telecommunication services in Ethiopia have made rapid stride both in quality and quantity. However, the user at large are found dissatisfied with quality and quantity of the services made available to them. The process of technological sophistication has gained the momentum but the users are yet to get the quality and quantity of service (Tele Negarit, 2007).

The current fundamental and rapid changes being experienced by telecommunication markets throughout the world are brought about among other factors primarily by the technological developments and by competition oriented reform policies. This creates different expectation on customers' perception towards the product or service of the company. These factors depend mainly on the attraction and retention of customers. Customer satisfaction significantly affects company performance and survival. Thus customer orientation is the main focus for any successful business organization to be successful in the market place. (ibid)

In this research study, the focal points were to assess the effects of Marketing Mixes strategies on customer satisfaction in a case of Ethio telecom service delivery from the customers' point of view. This study investigated how customers evaluate the actual effects of the 4Ps of marketing strategies and service delivery process by recalling the current interaction with Ethio-telecom in the process of service delivery.

1.2 Statement of the Problem

According to Boone and Kurtz (1998), marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives. As a sole provider of the telecom services, ETC has an obligation to understand customers' needs and wants, and to satisfy them by deploying the required services in a timely and efficient manner. However, it is observed that some of the services like internet, data, and some of the value added services are underutilized. On the contrary, the corporation is unable to satisfy mobile customers (Temesgen, Zelalem, 2010).

While looking about effectiveness of marketing mix especially in Ethio telecom, according to Ethiopia ICT sector performance review, 2009/2010, Ethio telecom has initiated new strategies to provide solutions to its customers and enhance satisfaction, especially to enterprise customer. These new Marketing Mix strategies include new tariff, price discount, new promotion strategy, new product and services, new service delivery process and the like. Nonetheless as the company is a solo service provider in the entire country the practices with accordance to political, Economic, social and technological unexpected factors should be assessed (Ethiopia ICT sector performance review, 2009/2010)

Moreover, Ethio telecom has initiated new marketing strategies to provide solutions to its customers and enhance satisfaction, especially to enterprise customer, as a result of its transformation from the former Ethiopian Telecommunication Corporation to Ethio telecom as of December 2010 and France Telecom takes over the management. The new strategies include new tariff, price discount, new promotion strategy, new product and services, new service delivery process and the like. Nonetheless as the company is a solo service provider in the entire country the practices with accordance to political, Economic, social and technological unexpected factors were assessed (Ethiopia ICT sector performance review, 2009/2010). Literatures and some employees of the company had clearly illustrated these points and the performances of

service providing still needs further improvement. Hence the corresponding research gap of this study was to assess how the market would accept the consensus impact of marketing mix strategies of Ethio telecom on its customers' satisfaction.

Although, the researcher couldn't get any previous work on the effects of marketing mix strategies on customer satisfaction, a recently a study which was conducted by Thomas (2013) examined the factors that affect customer satisfaction on mobile users of Ethio telecom at Addis Ababa. However it is not enough to generalize the factors affect customers satisfaction of other service provided in addition to mobile.

By taking the above facts and the absence of previous works regarding marketing mix on Ethio telecoms customer satisfaction, the researcher has tried to assess the products and services delivered in Ethio telecom in meeting the needs of its customers, the effects of service distribution channels of Ethio telecom to the potential customer desire, the effects value of price that intended customers willing to pay and the impact of the promotion of Ethio telecom services on its customers who are living in and around the country's capital Addis Ababa.

1.3. Research Question

Based on the above mentioned problems, the study has tried to answer the following major questions that are developed to investigate the effect of marketing mixes on the level of customer satisfaction in Ethio telecom

- How is the product mix strategy Ethio telecom determining customer satisfaction?
- How does promotion and distribution mix of ethio-telecom affect customer satisfaction?
- How does Ethio telecom price mix strategy consider the customers' income?
- How does Ethio telecom implement the marketing mix elements?

1.4. Objectives of the Study

1.4.1 General Objectives

The general objective of the study was to assess the effect of marketing mix on customer satisfaction focusing on Ethio telecom in Addis Ababa.

1.4.2 Specific Objectives

With the above stated general framework, the specific objectives of the study were:

- To identify how the product mix strategy Ethio telecom affect customer satisfaction
- To examine whether Ethio telecom services consider the price mix strategy to its customers?
- To assess the implementation promotion and distribution mix practice of ethio telecom in relation to customer level of satisfaction of the marketing mix in the company
- To evaluate how Ethio telecom implement the marketing mix elements

1.5. Scope of the Study

The principal objective of this research was to explore issues related to Ethiopian telecom the effects of Marketing Mix strategies on customers ‘satisfaction from the point view of customers. More specifically, to analyze the relationship between the customers’ satisfaction and the marketing mix strategies of Ethio telecom across the service encounters related to all kinds of telecom services. Hence, the scope of the study has only covered how the marketing mix practiced in Ethio telecom to satisfy customer and study was delimited to the marketing mix in the customer perspective

In doing so, this research covered only the customer’s service delivery in four Addis Ababa zonal offices (North Addis Ababa, East Addis Ababa, Central Addis Ababa, and South Addis Ababa Zones). It does not include the point view of Ethio telecom employees.

1.6 Significance of the study

The value of what the customer perceived is a subjective one and the attributes that create value cannot simply be deducted from common knowledge. Rather, data must be collected and analyzed. Hence, the purpose of this research is to provide the facts and direction that Ethio telecom managers need to make their more important marketing decision.

Moreover, this research lies on its specific focus on the connection between the customers satisfaction with the marketing mix model, the four Ps. Therefore, it underlines the impact of customer buying behavior based on the Ethio telecom quality policy.

In addition, this research enable the Ethio telecom marketing division to gain insight into future business and industry trends, get data and analysis in the most cost-effective and flexible way and draw on essential information without being overwhelmed by unnecessary detail. Which could intern helps managers to look outside of themselves for solutions.

Finally this study could also encourages and initiates other researchers in related fields to carry out further study either as a reference material or by serving as a stepping stone for their study.

1.7 Limitation of the Study

As far as the research was designed to be undertaken from the point views of customers, therefore, some respondents may probably be biased in filling questionnaires. In addition, in conducting this study, the researcher had faced time and financial constraints so that addressing all the factual data at the proper time schedule was found to be so difficult. Getting updated literatures regarding the issue raised was also another problem encountered. Moreover, in the time of collecting data, some of the items in the questionnaires were not properly filled out or returned on time since questionnaires were filled by respondents on the bases of their willingness. However,

the researcher has tried to solve all these constraints as much as possible within the stated time frame of the research.

1.8 Definition of Key Terms

Marketing Mix -According to Beck with, H. (2001), the marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a way that both organizational and consumer objectives are attained. The elements are the marketing tactics, also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion. When blending the mix elements, marketers must consider their target market. They must understand the wants and needs of the market customer then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants. (ibid)

Customer Satisfaction- Customer satisfaction is a psychological law based on perception and degree of satisfaction. For meeting customer's requirement, high quality of products and services should be provided. A business term is there to measure how product and services supplied by a company meet or surpass customers' expectations is known as customer satisfaction. Customer satisfaction is known as one of the perspective of balanced scorecard and seems as a key performance indicator. (Tse, D. and Wilton, P. (1998)

Product: - a product is anything that can be offered to a market for attention, use or Consumption that satisfies a want or need.

Price: - it is the amount of money charge for a product or service, or the sum of the vales, that consumer exchange for the benefits of having or using the product

Promotion: - it is a marketing activity that disseminating information about a service, product, products line, brand, or the company.

Distribution: - it is the set of firms and individuals that take title or assist in transferring title to a good or service as it moves from the producer to the consumer.

Service:-it is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything.

1.9 Structure of the Thesis

The study is to be organized into five chapters. The first chapter of the study covers the introduction that includes statement of the problem, objectives of the study, justification and significance, the scope and the limitation of the thesis. The second chapter deals with the review of related literature. In this section of the thesis various relevant literatures related with marketing strategies, marketing mix elements and customer satisfaction in some selected materials will be reviewed. The third chapter describes the research methodologies. In the fourth chapter the collected information or data is described and analyzed and interpreted. The conclusion and recommendation part is presented in the fifth chapter. At last, references, appendix and questionnaire will be annexed.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

In these chapter different theories, findings and assumptions concerning the relationship between marketing mix and customer satisfaction will be discussed. It will also expose the various thought entertained by different scholars in the area under study. This would help benchmarking the previous studies and use same as input for the present study.

2.1 MARKETING MIX

The term "marketing mix" became popularized after Neil H. Borden published his 1964 article, *The Concept of the Marketing Mix*. Borden began using the term in his teaching in the late 1940's after James Culleton had described the marketing manager as a "mixer of ingredients". The ingredients in Borden's marketing mix included product planning, pricing, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding and analysis. E. Jerome McCarthy later grouped these ingredients into the four categories that today are known as the 4 P's of marketing.

For creating and implementing marketing strategies, marketing mix model is used organizational and consumer objectives are achieved by laying down the stress on the blending of various factors. And elements of marketing mix are known as marketing tactics also namely product, price, place, promotion. In 1964, this model is introduced by Neil Borden who started using this phrase in 1949. Marketers should consider their target market while blending the mix elements (Beckwith, H. (2001). For formulating and implementing better market strategies and plan marketers firstly must know about the wants and preferences of their target customers and then make use of appropriate marketing mix to satisfy those wants and preferences.

The marketing mix is a model of creating and implementing marketing strategies. It stresses the blending of various factors in such a way that both organizational and consumer objectives are attained. The elements are the marketing tactics, also known as the 'four Ps', the marketing mix elements are price, place, product, and promotion. The model was developed by Neil Borden (Borden, N. 1964) who first started using the phrase in 1949. When blending the mix elements, marketers must consider their target market. They must understand the wants and needs of the market customer then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants.



Figure1 the Marketing Mix Model

Source: (International Journal of Science, Technology & Management www.ijstm.com Volume No 04, Special Issue No. 01, Accessed on August 2018)

2.2. Definition

These four P's are the parameters that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The goal is to make decisions that center the four P's on the customers in the target market in order to create perceived value and generate a positive response.

As Pedhazur and Schwartz, G. (ed), (1991, p. 164) have noted,

“Even for people who speak the same language, words have different meanings, depending on, among other things, who speaks, to whom, in what context, at what

time, and with what purpose The point is that the different terms reflect different outlooks, values, attitudes, and the like.”

2.3. Product Decisions

The term "product" refers to tangible, physical products as well as services. Although this typically refers to a physical product, it has been expanded to include services offered by a service organization. The specification of the product is one of the variables that a marketer has at his/her control. For example, the product can include certain colors, certain scents, and certain features. (Amy Poh Ai Ling (2007). Lastly, in the broadest sense when a consumer purchases a product it also includes the post-sales relationship with the company. The post-sales relationship can include customer service and any warranty (ibid).

A Product is something tangible like cars and intangible like services of banking, which offers to the market for the satisfaction of need or wants. There are four types of products:

- a. Formal Product:** The physical product which is bought by customers for their own benefits like computers, mobiles etc.
- b. Core product:** what is the core benefit associated with the physical product which is bought by customer from company like status and knowledge.
- c. Augmented Product:** The sum total of the benefit which is received by the customer by using formal product like time saving and quick assessing of information.
- d. System Product:** This product is the expansion of augmented product like training support and manuals (Kotler et.al. 2009).

2.3.1 Relationship between Product and Customer Satisfaction

There are five principles which can influence customer satisfaction: Purity, Lawfulness, Deliverability, Price Determination and Cleanliness (Kotler and Armstrong, 2004).If we talking about the broad sense then: a product which is purchased by a consumer also includes the post sales relationship with the company. And this relationship includes: -Certain features, certain scents, certain colors,

Warranty, and other customer services.

2.4 Price Decision

Pricing has traditionally been considered as one of the most important variables in marketing strategy. Effective pricing is not an easy task, even under the most favorable conditions. A large number of internal and external variables must be studied systematically before price can be set. For example: the reactions of a competitor often stand out as an important consideration in developing pricing strategy (Tellis, 2006).

It is known as the important decision for the business firm for generating the revenue and profitability. The amount paid for the product is known as its price in its general sense. According to Adam Smith, "Value for Exchange" is known as price (Bearden, William, 2003). While in marketing perspective "The amount of money charged for a product or services, or the sum of the values that consumer can exchange for the benefits of having or using the product or services" [Kotler and Armstrong, 2004]. In business to business (B2B) marketing, total cost of ownership includes in the price. Total price of ownership comprised of installation and other products which are required to deliver a complete functional solution. According to the stage of product life cycle price should be firstly decided for the target customers after that develop the features which suits that price .

As in any other question of marketing, pricing is dependent on how the customer will react to the prices set. Customers do not usually buy the cheapest products; they buy those that represent good value for money. Typically, customers will assess the promises the supplier has made about what the product is and will do, and will measure this against the price being asked (Blythe, 2005).

2.4.1 Relationship between Price and Customer Satisfaction

Prices of the firm are not only based on the cost incurred but also give due consideration to the consumer perception of the value of the product or services. There are so many activities done by human being which includes the aspects such as:

Society, Economy, Politics, Spirituality, Education etc.

And each aspect has its value which is based on customer perception. Every firm's cash flow will get managed through their loyal customers and if firm will give due consideration to its loyal customers while taking price decision it will be helpful in creating customer satisfaction Chai lee Goi (2009).

2.5 Place (Distribution) Decisions

Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the Internet. Distribution is about getting the products to the customer (A my Poh Ai Ling (2007).

The location from where we can purchase a product is called place of distribution. And it is known as distribution channel in which product moves from producer part to the consumer part. The channel used for this movement is known as Distribution Channel. It includes both physical as well as virtual stores which are available on internet (ibid)

Managers must think about place-making goods and services available in the right quantity and locations, when the customers want them. And when different target markets have different needs, a number of place variations may require. Distribution strategies are concerned with the channels a firm may employ to make its goods and services available to customers (Perreault, 2011).

2.5.1 Relationship between Place and Customer Satisfaction

Inconvenience to the customer leads to dissatisfaction among the customers which further influence the organization in negative way. So, to keep the customers in their comfort zone and provide them goods on the more relevant place suits to them and create satisfaction among them (Bearden, and Mary F. Mobley, 2003). And helpful in increase the sales of the firm as well. In short, provide goods at the consumer place for providing various benefits like easy approach, less transportation cost and less time consumption. (ibid)

2.6 Promotion Decision

Promotion strategies are concerned with the planning, implementing and control of persuasive communication with customers. Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible. Companies must also communicate with present and potential stakeholders as well as the general public. For most companies, the question is not whether to communicate but rather what to say, to whom, and how often (Peter et al, 2006).

Various aspects of marketing communication are represented by the promotion under the context of marketing mix like for attaining the goal of generating a positive customer response, it communicate the information about the product to the customers. Promotion is very wide term includes all the communications that a marketer may insert to the market place (Dr. R.L.Gupta, and Dr. Satish Ahuja. (2002This can include TV, radio, and print advertising, as well as coupons, direct mail, billboards, and online advertising. One of the less well-defined areas in promotion is the role of a human sales force. On the other hand, consumers may rather purchase the product only when sold through the support of a known salesperson. In this case, the service, perceived or real can be defined as a feature of the product (Ibid)

2.6.1 Relationship between Promotion and Customer Satisfaction

While doing promotional activities the following points should be kept in mind of the marketers: There should be honesty in the advertisements, all the promotional activities should be based on truthfulness, transparency in the act of the dealers, and work should be done with full sincerity

All this help in increasing customer loyalty and as well as in customer satisfaction

2.7 CUSTOMER SATISFACTION

Customer satisfaction is a perception. It is also a question of degree. Providing quality products and services is all about meeting customer requirements. Customer satisfaction, a business term, is a measure of how products and services supplied by a

company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.(Amy Poh Ai Ling (2007)).

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. The four key steps for successful marketing are identified as understanding the customer, making value for customer, communicating the value to target market, and making it easy for the customer to buy.

2.7.1 Measuring Customer Satisfaction

As we have discussed earlier, customer satisfaction is a psychological law which is based upon degree and perception of an individual, even though it is necessary to measure it. An indication that shows how successful the organization is at providing its product and services is measured by customer satisfaction. Customer satisfactions an abstract and ambiguous concept. The actual manifestation regarding satisfaction varies from product to product and person to person as well (Goi, C. L. (2009)).It also includes variation regarding services to services. The state of satisfaction is depends upon two variables namely: Psychological variable and Physical variable.

And it helps to correlate the information behavior with recommended rate and return. The level of customer satisfaction also depends upon the variation of the option of the customer about the product of the two organizations on the basis of comparison between them. As we know that, customer satisfaction is basically a psychological state, so care should be given to those efforts which help in the quantitative measurement of it. In the recently study about quantitative measure, the common measure of customer satisfaction involves as urvey which includes a set of statement using Liker's scale or technique or model (Douglas L, Connor R (2003)). It is a scale based model like outstanding, excellent, very good, good, bad, worst etc. It helps to

know the psychological behavior of individual in objective way which helps to take decision.

Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

As Hallowell. R. (2006) referred that, Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation. According to Garb rand, customer satisfaction equals perception of performance divided by expectation of performance.(Goi, C. L. (2009)

The usual measures of customer satisfaction involve a survey with a set of statements using a Likert Technique or scale. In this paper, we use a 6 points Likert scale. The customer is asked to evaluate each statement and in term of their perception and expectation of the performance of the organization being measured (Goi, C. L. (2009).

2.8 Empirical Review

Recently a study was conducted by Thomas (2013) examined the factors that affect customer satisfaction on mobile users of ethio-telecom at Addis Abeba. According to this study, to provide excellent service, an organization needs to exceed customer expectations. An important factor in providing good service is to keep promises always and not to guarantee things that cannot be delivered. Since customer satisfaction has been considered to be based on the customer's experience on a particular service encounter, it is in line with the fact that service quality is a determinant of customer satisfaction, because service quality comes from outcome of the services from service providers in organizations.

As per the statement of Anderson et al., the increased level of customer satisfaction decreases the chances that customers will be pointing the flaws in the quality. In service settings it would offer a better perspective of the relative importance of service quality determinants by developing more comprehensive models of the drivers of customer satisfaction. In their finding a great similarity between the customer satisfaction and service quality is observed (Anderson EW., 2007).

A study by Rajasekhara Mouly Potluri¹ (2010), was conducted on the assessment of Ethiopian telecom customer satisfaction. The study measured customer satisfaction levels with recalled service encounters. The study shows, complaint handling procedure was lengthy and time taking, most of the timings the outcome also in favor of service provider. The Ethiopian telecom market was feeling that they were not treated fairly and far away for adequate justice while handling their complaints. This means a serious thinking is required from the top officials on complaint handling procedure and its outcome to regain the confidence among the customers as well to bring in the benefits like customer satisfaction, customer loyalty, and positive publicity and also to minimize litigations.

Moreover, this study also portrayed that, The majority of the customers even now has treated ETC's services are the voice of Ethiopians. But some respondents opined that the pace of improvement in providing quality telecom service is not sufficient when compared to the speed of improvement in the telecom world. Most of the Ethiopian telecom customers are totally in high spirits with the way the telecom service provider improves its telecom infrastructure, service quality, service recovery strategies for maximizing their customer satisfaction levels. In their thoughts, Ethiopian Telecommunications Corporations is shining and number one service provider in the entire African continent. Keep it up ETC.

Work done by Berry, Brodeur between 1990 and 1998 defined ten 'Quality Values' which influence satisfaction behavior, further expanded by Berry in 2002 and known as the ten domains of satisfaction. These ten domains of satisfaction include: Quality,

Value, Timeliness, Efficiency, Ease of Access, Environment, Inter-departmental Teamwork, Front line Service Behaviors, Commitment to the Customer and Innovation. These factors are emphasized for continuous improvement and organizational change measurement and are most often utilized to develop the architecture for satisfaction measurement as an integrated model.

Work done by Parasuraman, Zeithaml and Berry between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature.

Another study by Mamo Gs (2007) Assessed factors that affect customer satisfaction on service quality: a case study in Ethio telecom Dawro zone. The studies were identified that factors affects customer satisfaction on service quality and the relationship between service quality and customer satisfaction. From the results obtained, the consumers perceive service quality was good but it not more attractive in most variables and dimensions. So service quality has an impact on customer satisfaction and that shows there is a positive relationship between customer satisfaction and service quality.

2.9 Conceptual Framework of the Study

Finally the writer has formulated the conceptual model for clear illustration. This explains the key concepts used in the study and how they are linked to one another to produce the final outcome. The model formulated to illustrate association of customer satisfaction and the effects of Marketing Mix strategies in Ethio telecom. The model shows customer Satisfaction as dependent variables and the effects of the four Ps of marketing mix's as independent variables. In this study the dependent variable encompasses results of customer satisfaction resources such as increased number of customers, willing to pay, etc. or in contrary customer's dissatisfaction. The independent variable encompasses the four marketing mix's i.e. product, price,

place/distribution, and promotion with their respective elements. The conceptual model is therefore presented in figure 1 below, as follows:

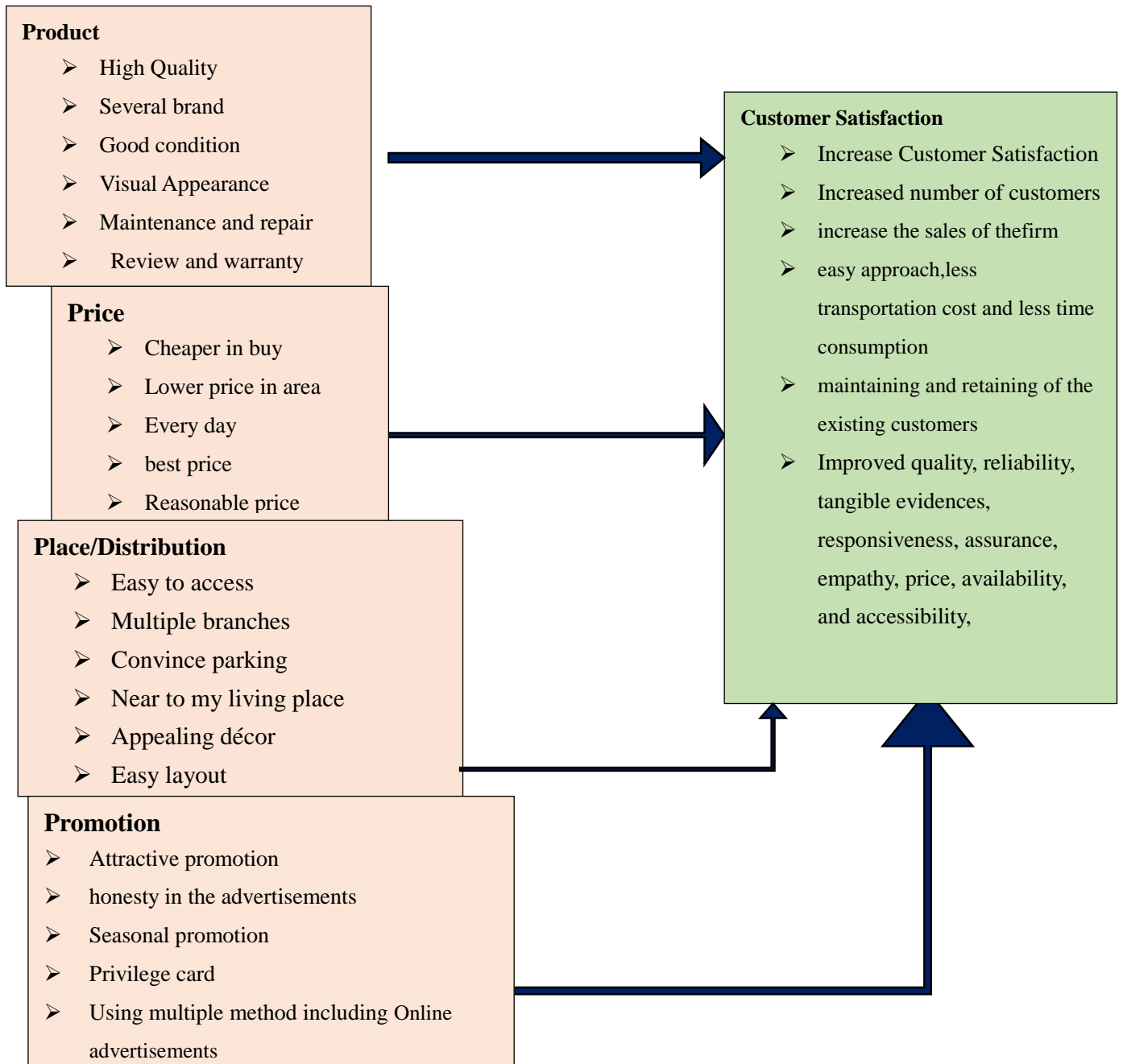


Figure 2 Conceptual frame work of the study

Source: (own survey: May 2018)

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter discuss about research methodology that has been employed to achieve the objectives of the study. Under this section the type of the research design, sampling procedures which consists defining population of the Study, sample size, sampling techniques, data collection instruments, procedure of data collection, methods of data analysis and organization of the study are presented.

3.1 Description of the Study Area

Ethio telecom is the oldest public telecommunications operator (PTO) in Africa. It was established by Emperor Menelik II of Ethiopia at the end of 19th century around 1884. Ethio telecom, previously known as the Ethiopian Telecommunications Corporation (ETC), is an integrated telecommunications services provider in Ethiopia, providing internet and telephone services. Ethio telecom is owned by the Ethiopian government and maintains a monopoly over all telecommunication services in Ethiopia. Based in Addis Ababa, it is one of the "Big-5" groups of state owned corporations in Ethiopia, along with Ethiopian Airlines, the Commercial Bank of Ethiopia, Ethio-Insurance, and the Ethiopian Shipping Lines. Ethio telecom provides national and international telecommunications services, using communication media of satellite, optical fiber, microwave, multiple access radius, very small aperture, ultra-high frequency and very high frequency.

In late 2006, the ETC signed an agreement worth US\$1.5 billion with three Chinese companies. This agreement will increase the number of mobile services from 1.5 million to 7 million, land line telephone services from 1 million to 4 million, and expansion of the fiber optic network, from the present 4,000 kilometers to 10,000 by 2010. Now Ethio telecom has more than 40 million customers throughout the country. Tele Negarit, (2008).

3.2 Research design

Research design provided the guideline for data collection. It involved the selection of the research approach. Hence the study employed descriptive and explanatory research method and collects data through questioners. Descriptive research describes data and characterize about the population or phenomena being studied(Creswell, 2003).Descriptive research design was used to obtain information relating to the exiting status of an issue or phenomenon and to describe “what exists” within the variable or conditions of the situation. In addition the study has also adopted explanatory research design, since the study under investigation was the effect of marketing mix on customer satisfaction. Explanatory research design helps when researcher is facing with “causes-and-effects” problems. The main task is to separate such causes and to say to what extent they lead to such effects (Ghauri and Grønhaug, 2005, p. 59). In other words, it is to explain the causal relationship between variables, meaning the effect of marketing mix on the customer satisfaction of Ethio-telecom.

3.3 Research Population

The target population of this study were the present Ethiopian telecom customers who were living in and around the country’s capital Addis Ababa. The population is large and widely distributed across the four zonal divisions (North, South, East, and West) of Ethio-telecom geographical arrangement. However the products and the services delivered in all divisions are entirely similar. Therefore the researcher has selected its samples from four branches, one from each zone.

3.4 Sampling Design & Sampling Technique

As it is described above, due to the wide geographical coverage and large population of the study, the sample frame for this study was limited to the present Ethiopian telecom customers which were living in and around the country’s capital Addis Ababa. The sample size were to be 300 customers (This is because of the reason that the number of consumers is infinite and is difficult to prepare source list), out of which 175 would be male and 125 were estimated samples representing female customers

who were randomly selected from different telecom services users like mobile, landline, internet, and data services. Mostly these are selected based on the issues like willingness and the time allotted by the respondents for the collection of information. Moreover the Data was collected at various areas of Addis Ababa City from the four zonal divisions of Ethio telecom service providers.

Convenience sampling is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study (Creswell, 2003). It might be a little challenging experience but it will fun all the same. To gather the data, 300 questionnaires were prepared and administered to the sample study within three weeks. However 289 questionnaires were properly filed out and returned for the analysis purpose.

3.5 Source of Data

Both primary and secondary sources of data have been used so as to collect reliable information. Structured questionnaire was used for primary data collection. The questionnaires were translated to local language Amharic. Research participants were hence drawn from existing customers of all services of Ethio-telecom. Secondary source of detail was collected from documentary sources like the company records, library sources as: books, Published and unpublished document reviews and different research works and findings as well as company website and internet search.

3.6 Methods of Data Collection

Standardize and self-administrated questionnaire are the most common method of primary data collection in marketing research and the advantages are simple, manageable, and data consistency. So, primary data was collected by means of questionnaire from customers of all services users of Ethio-telecom. Secondary data was collected from different literatures, reports, magazine, and company website and information system.

3.7 Methods of Data Analysis

Data was analyzed by using both quantitative and qualitative techniques. The analysis was completely done on the basis of data and information collected from three hundred respondents (290 male and 99 female in sex composition) through closed ended questionnaires.

The collected quantitative data were first coded, encoded and tabulated then analyzed, narrated and interpreted. The data that were collected through close-ended questionnaire items from were analyzed quantitatively by using the frequency, percentage and mean value which are used to guide the analysis and interpretation of the findings. Then the researcher has performed the analysis process for the collected valid data using statistical package for social science (SPSS) version 20 software. Those actions can help to clean up and detected errors and omissions.

3.8 Model Specification

Model specification can be defined as the exercise of formally stating a model i.e. the explicit translation of theory into mathematical equations and involves using all the available relevant theory research and information and developing a theoretical model. (Saunders, 2009).

The researcher used multiple regressions to find the impact of independent variables (the 4Ps of the marketing mix strategies) on one dependent variable (Customers Satisfaction). Multiple regressions allow using the independent variables as a predictor for dependent variable. Therefore it is appropriate for this kind of study. The regression model of the study is:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + u$$

Y= Dependent variable (Customers Satisfaction)

a= constant

β = Regression Coefficient

X= independents (Product Attribute (PRO), Price Attribute (PRI), Place/Distribution Attribute (PLD),and Promotions Attribute (PROM))

U= Residual factor

According to Saunders (2012), the strength of relationship between one dependent variable and one or more independent variables is determined by coefficient of determination r^2 (also called regression coefficient). The regression coefficient varies between -1 and +1. -1 represents complete negative relationship while +1 represents perfect relationship.

3.9 Validity and Reliability

3.9.1 Validity

Validity refers to the extent to which the measurement instrument actually measures what it intended to measure. It is used to suggest determining whether the findings are accurate from the standpoint of the researcher, the participant, or the readers an account (Creswel, 2003).

Kothari, (2014) Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Hence, regarding validity, the questionnaires were given a panel of experts, colleagues and thesis advisor who could judge the appropriateness of the questionnaire to measure important aspects of the study. Peer discussion with other researchers was also conducted since it is another way of checking the appropriateness of questions. Moreover, copies of the questionnaire were distributed to twenty respondents as a pilot test. Based on the feedback, issues which are suggested were re-phrased and others were scrapped from the list of items as suggested by the experts.

3.9.2 Reliability

Reliability has to do with the accuracy and precision of a measurement procedure.

Cronbach's alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of the instrument. According to statistical interpretation, the closer the reading of Cronbach's Alpha to digit 1, the higher the reliability is in internal consistency. In general, reliabilities less than 0.60 are considered to be poor, those in the 0.70 range, acceptable and those over 0.80 good. (<http://www.ats.ucla.edu/stat/spss/faq/alpha.html>). Therefore, Cronbach's Alpha was calculated to test the reliability of the research instrument. Accordingly the calculated Cronbach's Alpha result was .897 for 47 items which is taken as more reliable one.

3.10 Ethical Consideration

With regard to ethical issues, the researcher be governed and strictly bound by the research code of ethics. Hence informants privacy be maintained, their personal values also be kept confidential. Respondents were asked to write their names, ID numbers, their telephone numbers so that their private secrets never been disclosed

CHAPTER FOUR

RESULT AND DISCUSSION

This Chapter deals with the presentation and analysis of data that are categorized in to two major parts, part one presents the characteristics of respondents and the second part deals with the analysis and interpretation of the data obtained through, (open and closed ended type) and secondary sources regarding the effect of marketing mix on customer satisfaction. Questionnaires were distributed to 300 respondents who were appeared at different service providing centers of Ethio-telecom while they were receiving services. Mostly these were selected based on their willingness and the time allotted by the respondents for the collection of information. Moreover the Data was collected at various areas of Addis Ababa City from the four zonal divisions of Ethio telecom service providers.

4.1. Response Rate

Data was collected by the use of structured closed ended questionnaires with some open ended questionnaire, and analysis done using SPSS version 20. Questionnaires were distributed to all 300 respondents and only 289 respondents were properly fled out and returned the question paper timely. This is translated to 96.3 % response rate which is satisfactory.

4.2 Reliability Analysis

The reliability of scale shows how free the data is from random error. Therefore, it is always advisable to select that scale that is reliable. One of the most commonly used scales of reliability is internal consistency. Internal consistency refers to “the degree to which the items that make up the scales are all measuring the same underlying attributes (i.e. the extent to which the items “hang together”) (Pallant, 2005). There are number of ways in which internal consistency can be measured, the most commonly used statistics is Cronbach’s coefficient alpha.

Therefore The Cronbach’s Alpha has been used to measure the internal consistency of the scale in this research for the estimation of the consistency of the individual

respond to items within the scale. Hence the teste is presented as follows

Table 1 Cronbach’s Alpha Reliability Test Result

Variables	No. of Items	Cronbach's Alpha
Product Mix	10	.815
Price Mix	11	.867
Place/Distribution Mix	9	.791
Promotion Mix	13	.896
Customer Satisfaction	9	.821

a. Listwise deletion based on all variables in the procedure.

Source: survey data, November 2018

By using the most common measure of internal consistency (reliability), the researcher measured the reliability of data with Cronbach’s alpha test. Reliability coefficients greater than 0.7 and closer to 1 are considered ‘Acceptable’ in most social science research institutes. As it can be shown in the above table 13 the Cronbach’s alpha test for Product Mix is 0.815,for Price Mix is 0.867 and forPlace/Distribution Mixand Promotion Mix is 0.791 and 0.896 respectively. Whereas the test for CustomerSatisfaction was .821. Hence the entire test of reliability was found to be consistent that reflects satisfactory and acceptable internal consistency reliability for all four variables as the result is greater than the acceptable percentage (0.7)

4.3 Part I: Demographic Characteristics of the Respondents

The demographic information of respondent gathered for this study was gender, marital status and age of the respondents.

Table 2. Demographic Characteristics of the respondents

Variables	Items	Frequency	Percentage
Sex	Male	190	66
	Female	99	34
	Total	289	100.0
Age	Less than 20 years	42	14.5
	Between 21- 35years	184	63.7
	Between 36-50 years	63	21.8
	Total	289	100.0
Marital Status	Married	168	58.1
	Single	121	41.9
	Total	289	100

Source: Own Survey (November, 2018)

Accordingly as we see from Table 1 above, the age characteristics of the respondents shows that the majority of the respondents 190(66%) were male and the remaining 99(34%) were female. Hence most of the customers during the time of data collection were male.

According to the result on the same table above, the highest (63%) proportion is occupied by those individuals whose age is found between 21-35 years of age. The remaining 63(21.8%) and 42(14.5%) and were between 36-50 years and less than 20 years respectively. No age group above 50 years was identified. This indicated that most of the customers of Ethio-telecom were young adult age and economically active group. In addition, out of the total 289 respondents 168(58%) of them were married and the rest 121(41.9) were single.

4.4 Part II: Major Parts of the Analysis

4.4.1 Analysis on the Practice of Ethio-telecom Marketing Mix Strategy and Customers Satisfaction

Respondents were asked to respond about practice of marketing mix strategy by Eth-telecom in lie with their satisfaction

Table 3. Marketing strategy of Ethio-tecom

Item	Frequency	%
What marketing mix strategies does the company use?		
Product	69	23.9
Price	101	34.9
Promotion	34	11.8
distribution	0	0
All of the above mixes	85	29.4
Total	289	100

Source: Own Survey (November, 2918)

As we can see from the above table 1, respondents understanding about the marketing strategy of Ethio-telecom, majority 101(34.9%) selected the price strategy and the remaining 69(23%) thought that it was a product mix strategy, whereas 85(29.4%) of them responded that all the product, price and promotion are practiced by the

company. However, none of them responded to place strategy as the company's current strategy. Hence we can conclude that the current marketing strategy of the company is composed of price, product and promotion.

Table 4. Customers reason for getting Ethio-telecoms products

	Item	Frequency	%
What are the customer's primary reasons for buying or wanting to use the Ethio-telecom products and services?	quality of products	4	1.3
	proximity of supply	12	4.2
	lower price than others	67	23.1
	effective promotion	4	1.3
	customer preference	80	24
	other reason	122	42.2
	Total	289	100

Source: Own Survey (November, 2018)

Table 2, above portrayed respondent's primary reasons for buying and using Ethio-telecom products and services. Accordingly, 80(24%) and 67(23.1%) reason out it was because of customers preference and its lower prices than the other respectively. Whereas very few of them have chosen proximity, quality of the products and effective promotion. However, the vast majority 122(42.2%) of them have provided other reasons than the listed choices. Amongst these reasons, the summarized one is: as Ethio-telecom is the sole provider of telecom service, we don't have any choice to get the service, no options is left in the country except Ethio-telecom. Others forwarded that the service we got from the company are so confidential and reliable.

Table 5 Response rate on Product Mix and Customer satisfaction

Item	Response rate									
	1		2		3		4		5	
	Fr.	%	Fr.	%	Fr.	%	Fr.	%	Fr.	%
Ethio-telecom offers high quality products	76	26.3	75	26	102	35.3	36	12.5	0	0
Ethio-telecom Offers several brands to choose from in a category	89	30.8	153	52.9	47	16.3	0	0	0	0
Purchased products are usually found in good condition.	124	42.9	106	36.7	41	14.2	18	6.2	0	0
Visual appearance of products in Ethio-telecom store is pleasant.	106	36.7	90	31.1	63	21.8	12	4.2	18	6.2
Ethio-telecom offers good maintenance and repair of products sold.	94	32.5	98	33.9	85	29.4	0	0	12	4.2
Has the widest selection of national brand merchandise.	157	54.3	86	29.8	36	12.5	0	0	10	3.5
I am satisfied with the products and services of Ethio-telecom.	130	45	134	46.4	0	0	19	6.6	6	2.1

Source: own Survey (November 2018)

Concerning to the product mix strategy of Ethio-telecom, respondents level of agreement is portrayed on the above table 3. Accordingly, large number 151(52.2%) of the respondents disagreed to the statement “Ethio-telecom offers high quality products”. The remaining few respondents 36(12%) were agreed while, the rest 102(35.3%) didn’t decide about the issue raised. With regard to the statement “Ethio-telecom Offers several brands to choose from in a category” the vast majority 242(83.7%) of the respondents perceived negatively (disagreed) and the rest 47(16.3%) were uncertain about the raised issue and chosen neutral response. In addition most of the respondents 220(80%) disagreed that Purchased products from Ethio-telecom are usually found in good condition. Only very few of the respondents 18(6%) were agreed to this idea. Likewise vast majority 196(67.8%) of the respondents perceived negatively (disagreed) that the Visual appearance of products in Ethio-telecom store is pleasant whereas 30(10%) of the respondents agreed to the issue raised. Regarding to the item reads “Ethio-telecom offers good maintenance and repair of products sold”, 192(66.4%) disagreed, and 85(29.4%) of them were

uncertain and only very few of them agreed to the statement. Concerning to availability of variety of products 84% of the respondents out of the total 289 informants, disagreed that Ethio-telecom has the widest selection of national brand merchandise. The remaining 36(12.5%) and 10(3%) remain neutral and agreed to the statement respectively. Finally on the same table respondent's level of satisfaction pertaining to the products and services of Ethio-telecom was raised. Accordingly, the vast majority 264(91.3%) of the respondents were not satisfied with the product mix of Ethio-telecom marketing strategy.

In addition respondents were asked about the product mix strategy utilized by Ethio-telecom to further assess its effect on customers' satisfaction on the next table 4. For this purpose, some indicators of the quality, access and improvement of products of the company were presented to be rated on a five point ordinal scale: from Excellent = 5 to poor = 1. For analysis purpose below; based on principles of rounding off, mean values were interpreted as: means 1-1.5 =Poor, 1.51-2.50= Fair, 2.51-3.50 = Good, 3.51-4.50 = Very good and 4.51-5 = Excellent.(Fowler, 1996).

Table 6. Mean Value analysis for Ethio-telecom product mix with customer satisfaction

Item	Response rate												Mean	SD
	Excellent		V. Good		Good		Fair		poor		V.Poor			
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%		
Ethio-telecom products availability and accessibility is	36	13	90	31	84	29	31	11	48	17	0	0	2.878	1.253
What is your opinion about the products quality compared to other competing ones?	12	4	85	29	0	0	67	23	12	43	0	0	1.055	0.344
The pace of improvement in providing quality telecom service as compared to the speed of improvement in the telecom world is.	19	7	22	75	1		36	13	16	5	0	0	3.792	1.171

Source: own Survey (November2018)

As indicated in table 4 item an item was raised about the availability and accessibility of the products. Hence, the majority of the respondents responded that Ethio-telecom products availability and accessibility was good having mean values of (2.878), while their opinion about the products quality compared to other competing ones was found to be poor having mean value of (1.055). On the other hand respondents understanding about the pace of improvement in providing quality telecom service as compared to the speed of improvement in the telecom world were very good with the mean value result of (3.792). This implies that Ethio-telecom is progressive and is not lagging behind from the world’s telecom improvement and advancement.

4.4.2 Analyzing the effect of price mix practice of Ethio-telecom and customer Satisfaction

Table 7 price mix of Ethio-telecom verses customer satisfaction

Item	Response Rate									
	1		2		3		4		5	
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%
I can get a lower price if I buy additional similar items	30	10.4	116	40	107	37	0	0	36	12.5
Ethio-telecom offers the overall lowest price in the area	30	10.4	166	57	58	20.1	17	6	18	6.2
Maintains the best everyday price for most products	31	10.7	192	66	24	8.3	29	10	13	4.2
The price of the product and services are reasonable	61	21.1	139	48	34	11.8	29	10	26	9
Ethio-telecom Consistently provides the best values for money	74	25.6	65	23	84	29.1	12	4	54	18.6
The price of the product and service is low throughout the year	79	27.3	90	31	43	14.9	17	6	60	20.8
tariff structure (air time and internet) of Ethio-telecom is very fair	33	11.4	115	40	45	15.6	49	17	47	16.3

Source: Own Survey (2018)

Where: **1**= strongly disagree, **2** = disagree, **3** = Medium, **4**= agree, **5**= strongly agree

While analyzing the effect of price mix practice of Ethio-telecom on its customer Satisfaction, informant’s response rate is displayed on the above table 5. Accordingly their response to item “I can get a lower price if I buy additional similar items” nearly half 146(51%) of the respondents were disagreed and 107(37%) of them responded to

neutral response whereas only 36(12%) were agreed. In addition the majority 196(68%) of the respondent perceived negatively that Ethio-telecom offers the overall lowest price in the area, only 35(12%) and 58(20.1%) of them were agreed and chosen neutral to this item respectively. Likewise, most of the respondent 223(77.2%) disagreed that Ethio-telecom maintains the best everyday price for most products while only 42(15%) agreed and 24(8.3%) of them didn't decide on the issue raised.

With regard to the availability of reasonable price, 69.2% of the respondent out of the total 289 disagreed that the price of the product and services of Ethio-telecom are reasonable, the remaining 55(19%) agreed and 34(12%) of them were chosen neutral response. Moreover pertaining to the issue of "best value for money" 139(48.1%) of the respondents perceived negatively to the statement "Ethio-telecom consistently provides the best values for money" and 66(23%) of them were agreed. The remaining 84(29.1%) of them didn't decide to this item.

Moreover, the finding of price mix strategy of the company witnessed that customers were not satisfied. Together with this 169(58%) of respondent out of the total disagreed that the price of the product and service of Ethio-telecom is low throughout the year. This is also strengthened by the response on item reads "tariff structure (air time and internet) of Ethio-telecom is very fair" as 148(51%) of the respondent perceived negatively and 45(15.6%) of them hesitated to decide. Therefore the effect of price mix strategy of Ethio-telecom on its customer satisfaction summarized as, the finding shows that, Ethio-telecom was not providing lower price, the prices offered were not reasonable, moreover it didn't provide best value for money, and its tariff structure was not fair throughout the year. Hence this negatively affects its customer level of satisfaction.

4.4.3 Analyzing the effects of Place/ Distribution Mix practice of Ethio-telecom on Customer Satisfaction

Table 8 Distribution Mix of Ethio-telecom and Customer Satisfaction

Item	Response rate									
	1		2		3		4		5	
	Fr	%	Fr	%	Fr	%	Fr	%	Fr	%
There is regular changes in the service delivery process of Ethiopian telecom	112	39	66	23	45	16	8	3	58	20
The existing service delivery process of Ethio-telecom shopping centers is Satisfactory	105	36	94	33	6	2	64	22	24	8
Customers are treated with the process having lot of complications and clumsy in the areas of applying, and receiving telecom service, bill payments etc.	92	32	72	25	18	6	68	30	29	10
Ethio-telecom shopping centers have layout that makes it easy for me to find what I need	72	24.9	130	45	14	5	52	25	22	8
Convenient for access and transportation to get to Ethio-telecom store	0	0	13	4.4	43	15	117	40.4	116	40

Source: Own Survey (2018)

Where: **1**= strongly disagree, **2** = disagree, **3** = Neutral, **4**= agree, **5**= strongly agree

The above table 6, portrayed the response rate on the Place/ Distribution Mix of Ethio-telecom and Customer Satisfaction. Out of the total 289 respondents only 178(62%) of them were disagreed to the statement “There is regular changes in the service delivery process of Ethiopian telecom”. The remaining 66(23%) perceived positively (agreed) to this item. However, regarding to the service delivery process of Ethio-telecom, the majority of the respondents 199(69%) disagreed that the existing service delivery process of Ethio-telecom shopping centers is Satisfactory. Only few 88(30%) of them were agreed.

Another large number 164(56.7%) of respondents articulated their displeasure on service delivery process. They were treated with the process having lot of complications and clumsy in the areas of applying, and receiving telecom service, bill payments etc. This means market is expecting certain changes in the service delivery process of Ethiopian telecom. Pertaining to the attractiveness of the shopping centers,

70% of the respondent were disagreed that Ethio-telecom shopping centers have layout that makes it easy for them to find what they need. The rest 74(26%) of them were agreed to the same statement. Finally respondents were asked about the accessibility of Ethio-telecom and significantly large number of the respondents 233(81%) were agreed that access and transportation to get to Ethio-telecom store was convenient.

4.4.4Analyzing Promotion mix of Ethio-telecom and its Effect on Customer Satisfaction

The promotional mix strategy of Ethio-telecom was also analyzed to see its effect on satisfaction of customers. To start with, communication coverage of Ethio-telecom to reach its potential customer was analyzed and summarized on table 7, below.

Table 9 Communication coverage of Ethio-telecom of Ethio-telecom

	Item	Frequency	Percentage
The extent to which communication coverage by Ethio-telecom to reach an identifiable target customer can be rated as:	Excellent	69	23.9
	Very good	72	24.9
	Good	117	40.5
	Fair	30	10.4
	Poor	1	.3
	Very poor	0	0
	Total	289	100

Source: Own Survey (November, 2018)

As we can see from the table, The extent to which communication coverage by Ethio-telecom to reach an identifiable target customer can be rated as Good with response rate of 117(40.5%), very good 72(25) and excellent 69(24%). The remaining few respondents 30(10.4%) replied it was fair. This shows us that 258(89.2%) of the respondents out of the total 289 satisfied with the Ethio-telecoms communication coverage in reaching its target customers in the country.

Table 10 Descriptive Statistics of promotional tools

Promotional tools	N	Minimum	Maximum	Mean	Std. Deviation
advertising	289	1.00	3.00	2.0519	.81271
personal selling	289	1.00	3.00	1.4014	.61644
sales promotion	289	1.00	3.00	1.5744	.59701
public relation	289	1.00	3.00	1.4844	.64058
Valid N (list wise)	289				

Source: Own Survey (November, 2018)

Respondents were asked to rate the appropriateness of the promotional mixes to the Ethio-telecom practice. Hence descriptive analysis has been generated from the SPSS for the data collected and portrayed on the above table 8. The highest score for Place/Distribution tool was set for seasonal promotions which were available in Ethio-telecom. Accordingly the conclusion for descriptive analysis shows that the appropriateness of promotional mixes of Ethio-telecom was advertising with the mean value of 2.0519.

Moreover Ethio-Telecom promotional message and customers satisfaction was also analyzed taking the SMS messages forwarded by Ethio-Telecom as a measuring promotional tool.

Table 11 Ethio-Telecom promotion through cell phone message and customers' satisfaction

The SMS messages forwarded by Ethio-Telecom are:		Response rate									
		1		2		3		4		5	
		Fr	%	Fr	%	Fr	%	Fr	%	Fr	%
1	Attractive	102	35.3	129	44.6	22	7.6	36	12.5	0	0
2	convincing and appealing	82	28.4	158	54.7	25	8.7	24	8.3	0	0
3	clear and understandable	94	32.5	64	22.1	40	13.8	91	31.5	0	0
4	motivating to use the product	33	11.4	155	53.6	35	12.1	66	22.8	0	0.0
5	Flexible	40	13.8	153	52.9	60	20.8	18	6.2	18	6.2
6	psychologically imposing	122	42.2	69	23.9	64	22.1	22	7.6	12	4.2
7	Believable	97	33.6	41	14.2	124	42.9	17	5.9	10	3.5
8	frequently updated	52	18	128	44.3	96	33.2	7	2.4	6	2.1

Source: Own Survey (2018)

Where: **1**= strongly disagree, **2** = disagree, **3** = Neutral, **4**= agree, **5**= strongly agree

On the above table 9 response rate about the promotional practice of Ethio-telecom using cell phone SMS is displayed. Consequently, the SMS messages forwarded by Ethio-Telecom were not attractive as the vast majority of the respondents 231(80%) were dissatisfied with its attractiveness. Moreover, 240(83%) of the respondents were also disagreed that the SMS were convincing and appealing. Respondents were also asked whether the SMS messages forwarded by Ethio-Telecom are clear and understandable or not. Accordingly the majority 158(54%) disagreed and 91(31%) of them agreed.

In addition the SMS messages forwarded by Ethio-Telecom were neither motivating to use the product nor found to be flexible since 188(65.1%) and 191(67%) of the respondents were responded on this way for the both attributes respectively and only 66(23%) of them were agreed that the SMS messages were motivating to use the products. Likewise 138(47.8%) of the respondents disagreed and 27(9%) of the agreed that the SMS messages forwarded by Ethio-Telecom were psychologically imposing. Finally, respondents were asked whether the SMS promotion practice of Ethio-telecom were frequently updated or not. Hence most of them 180(62.3%) were perceived negatively (disagreed), 96(33.2%) of them didn't decide and only the remaining very few 13(4%) were agreed with the statement.

In general most of the respondents were dissatisfied with the promotional mix practice of Ethio-telecom particularly the use of SMS.

4.5.1 Descriptive Statistics on the Implementation of Marketing Mix Elements

In this part Customer's level of satisfaction on the implementation of marketing mix by Ethio-telecom is analyzed and discussed through descriptive and inferential statistics.

This type of analysis assumes that all data are equally important and meaningful. It also assumes that each data element contributes meaningful information. The larger the sample size, the more reliable for the mean. The larger the variation, the less

reliable the mean. For this purpose, some major indicators of the mechanisms and implementation of the marketing mix elements and its effect on Customers level of satisfaction were presented to be rated on a five point Ordinal scale: from highly dissatisfied = 5 to highly satisfied = 1. For analysis purpose below; based on principles of rounding off, mean values were interpreted as: means 1-1.5 = highly dissatisfied, 1.51-2.50= Dissatisfied, 2.51-3.50 = Neutral, 3.51-4.50 = Satisfied and 4.51-5 = highly satisfied.

Table 12 Descriptive Statistics of the Implementation of Marketing Mix and Customer Satisfaction Level

Item	N	Minimum	Maximum	Mean	Std. Deviation
The interactive expertise of the front desk employees of the Ethio-Telecom	289	1.00	5.00	1.9827	.89929
The service interaction skills of the sole telecom service provider of Ethio-Telecom	289	1.00	5.00	2.3945	1.06561
on the service delivery process of Ethio-Telecom	289	1.00	4.00	2.3599	.97996
Treatment on I received from Ethio-Telecom in the areas of applying, and receiving telecom service, bill payments etc.	289	1.00	4.00	1.6505	.78551
Customer Complaint Handling Procedure and its Outcome	289	1.00	5.00	2.0554	.96306
overall performance of the telecommunications corporation in Addis Ababa	289	1.00	5.00	2.1592	1.01837
How would you rate the company's overall marketing strategies?	289	1.00	4.00	1.4325	.77490
Valid N (listwise)	289				

Source: Own Survey (November, 2018)

As it is indicated on the above table 10, customer's level of satisfaction summarized as follows. Most of the respondents were expressed their dissatisfaction about the interactive expertise of the front desk employees of the Ethiopian Telecom with the mean value of (1.982). Likewise, the majority of the respondents were highly dissatisfied with the service interaction skills of the sole telecom service provider and the treatment they received from Ethio-Telecom in the areas of applying, and

receiving telecom service, bill payments etc. having a mean value of (2.394) and (1.650) respectively. Therefore, this should be curbed by the middle level management with careful introduction of change in the minds of front desk people.

With regard to Customer Complaint Handling Procedure and its Outcome, Significantly most of the respondent customers uttered their unhappiness about this issue having a mean value of (5.00). This was also strengthened by answers provided to open ended questions, consequently most of the respondents reason out for the critical challenges that Ethio-Telecom is facing with regard to its customers satisfaction that: *complaint handling procedure was lengthy and time taking, most of the timings the outcome also in favor of service provider. The Ethiopian telecom market was feeling that they were not treated fairly and far away for adequate justice while handling their complaints. This means a serious thinking is required from the top officials on complaint handling procedure and its outcome to regain the confidence among the customers as well to bring in the benefits like customer satisfaction, customer loyalty, and positive publicity and also to minimize litigations.*

Considering the overall performance of the telecommunications corporation in Addis Ababa, the majority of respondents conveyed their dissatisfaction with the mean value of (2.159) and St. Deviation (1.018) on the overall performance of the telecommunications corporation in Addis Ababa. Consequently, as we can see from the table 13 below, the vast majority of the respondents were highly dissatisfied with the overall marketing strategy of Ethio-telecom. Meaning, while they were rating the company's marketing strategy of Ethio-telecom, the majority of them 198(68.5%) rate, it was less effective, 74(26%) effective and very few of them 17(6%) rate as it as effective.

Table 13: The overall Strategy of the Company

How would you rate the company's overall marketing strategies?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less effective	198	68.5	68.5	68.5
	effective	74	25.6	25.6	94.1
	most effective	17	5.9	5.9	100.0
	Total	289	100.0	100.0	

Source: questionnaire number 47 (November, 2018)

Respondents were also provided their reasons for the open ended item reads “the problems that Ethio-telecom encountered in implementing marketing strategies?” accordingly their response is summarized as: unsolved problems in the service quality, tariff structure, service encounter, service delivery process, bill payment areas, complaint handling procedure, after sales service, customer handling procedure, etc.

4.6. Inferential Analysis

4.6.1 Applied regression Model

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. That is, it allows us to make statements about how well one or more independent variables will predict the value of a dependent variable. The variables under marketing mix strategies were entered into regression analysis to determine their relative effect on customer's satisfaction level of Ethio telecom.

The model estimated in the regression is mostly pointed out variables that have close link with customer satisfaction. The variable tested in the study includes: Customer Satisfaction, Product Attribute, Price Attribute, Promotions Attribute and Place attributes

As it has been indicated on chapter three of this study, the researcher used multiple

regressions to find the impact of independent variables (the 4Ps of the marketing mix strategies) on one dependent variable (Customers Satisfaction).

The result can be presented in the model form as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + u$$

Y= Dependent variable (Customers Satisfaction/CS/)

α = constant

β = Regression Coefficient

X= independents (Product Attribute, Price Attribute, Place/Distribution Attribute, and Promotions Attribute)

U= Residual factor

α is the constant term and β is the coefficient of the function, it is the value for the regression equation to predict the variances in dependent variable from the independent variables. This means that if β coefficient is negative, the predictor or independent variable affects dependent variable negatively: one unit increase in independent variable will decrease the dependent variable by the coefficient amount. In the same way, if the β coefficient is positive, the dependent variable increases by the coefficient amount. α is the constant value which dependent variable predicted to have when independent variables equal to zero (if $X_1, X_2, X_3, X_4, X_5=0$ then $\alpha=Y$). Finally, ε is the disturbance or error term, which expresses the effect of all other variables except for the independent variables on the dependent variable that we use in the function.

Regression analysis output contains the following values

R^2 is the proportion of variance in the dependent variable that can be predicted from independent variables. There is also adjusted R^2 which gives more accurate value by avoiding overestimation effect of adding more variables to the function. So, high R^2 value indicates that prediction power of dependent variable by independent variables is also high. Adjusted R^2 is calculated using the formula $1 - ((1 - R^2) * ((N - 1) / (N - k - 1)))$. The formula shows that if the number of observations is small the difference between R^2 and adjusted R^2 is greater than 1 since the denominator is much smaller than

numerator. Adjusted R^2 sometimes gives negative value. Since R^2 is adjusted to find out how much fit probably happen just by luck: the difference is amount of fit by chance. Also, negative values of adjusted R^2 occur if the model contains conditions that do not help to predict the response (Customer Satisfaction) or the predictors (Product Attribute, Price Attribute, Place/Distribution Attribute, and Promotions Attribute) chosen are wrong to predict Customer Satisfaction. R^2 is generally considered to be secondary importance, unless the primary concern is of using regression equation to make accurate predictions. R^2 is an overall measurement of the strength of association, and does not reflect how any independent variable is associated with the dependent variable.

The Probability value (P-value) is used to measure how reliably the independent variables can predict the dependent variable. It is compared to the significance level which is typically 0.05. If the P-value is greater than 0.05, it can be said that the independent variable does not show a statistically significant relationship with the dependent variable.

4.6.2 Dependent variable

The researcher has decided to use Customer Satisfaction as a dependent variable of the study. Customer satisfaction in this case means a measure of how products and services supplied by a Ethio-telecom meet or surpass customer expectation

4.6.3 Independent variables

The researcher has chosen five independent variables namely: product, Price, Promotion and Place/Distribution. These variables are the known 4ps in marketing strategy and in this study it is assumed their corresponding effect on customer's level of satisfaction.

4.1.4. Result of inferential statistics

Before running regression analysis, formal statistical procedures employed in order to examine whether assumptions held for the multiple linear regressions were fulfilled or not. Results of evaluations conducted through adopting different statistical tools indicated that, normality, Multicollinearity, no auto-correlation of errors are fulfilled in this study.

Measure of goodness of fit

The coefficient of determination, the R and the R-square is relatively high witnessing the high explanatory power of the model. In this case as indicated below, $R = .613$, indicate that there is a strong and positive correlation between the dependent variable (Customers Satisfaction) and the set four independent variables (Product, Price, Place/distribution and Promotion mixes).

Table 14. Summary of Regression Model to Customer's Satisfaction

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613 ^a	.375	.367	.60183

a. Dependent Variable: Customers Satisfaction

b Predictors: (Constant), Product, price, place/distribution, promotion

The above table implies that the model is significance. That means the explanatory variables included (Product, price, place/distribution, promotion) in the model explains the dependent variable that is the amount of variation of dependent variable explained by 37%.

The R Square value represents the percentage of variance accounted for in the dependent variable (Customers Satisfaction) by the independent variables. In other words, approximately 37.5% of the variance or changes in Customers Satisfaction can be accounted for by the confluence of the four independent variables. The value of the adjusted r square (regression coefficient) is 0.367 ($0.367 \times 100 = 36.7\%$) indicating that how much of the variance in the dependent variable (Customers Satisfaction) is explained by the model (Product, Price, Place/distribution and Promotion mixes).

Analysis of Variance (ANOVA)

The ANOVA table below for the selected variables shows the explanatory variables in there regression model are significant in explaining the impact of the 4Ps on customer satisfaction. The calculated F value appears larger than the significance value. In other words the calculated significance value stood below 0.05.

Table 15. Analysis of Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.	P value.
1	Regression	60.774	2	30.387	81.835	.0029 ^b	.005
	Residual	110.283	287	.371			
	Total	171.057	289				

a. Dependent Variable: Customers Satisfaction

b. Predictors: (Constant), a. Predictors: (Constant), Product, price, place/distribution, promotion

From the above table the overall test of the model is statistically significant (since P value <0.05). In addition the calculated significance value (0.0029) is lower than the expected significance value (0.01).The higher F value and less significance value (p<.01) indicate that the model reaches statistical significance and that multiple R in the population is equal to zero. In addition, the ANOVA table indicates that the model of the study is statistically significant and valid.

Coefficient

Table 16. Co-linearity Statistics

Model		Unstandardized Coefficients		Standardized Coefficients	t	P Value	Co-linearity Statistics	
		B	Std. Error	Beta			Toleranc e	VIF
1	Product	.209	.054	.253	3.905	.011	.700	1.429
	Price	.201	.043	.268	4.713	.014	.482	2.092
	Place	-.021	.057	.225	3.334	.001	.519	1.928
	Promotion	.190	.049	-.025	-.430	.667	.899	1.454

a. Dependent Variable: Customers Satisfaction

b. Predictors: (Constant), a. Predictors: (Constant), Product, price, place/distribution, promotion

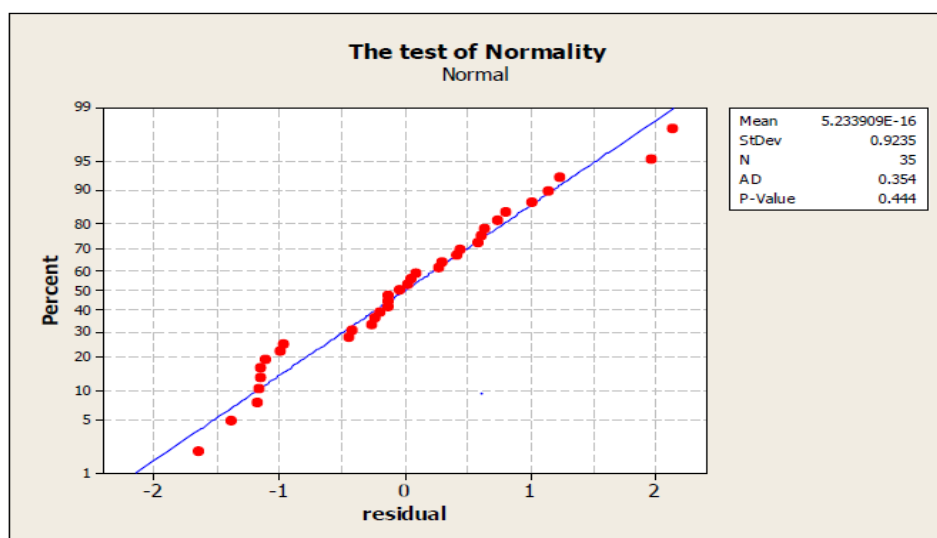
According to Pallant (2005), in order to find the contributions of each independent variable to dependent variable included in the model have to be noticed the value of standardized coefficient (Beta).

The regression model result also suggests that with the largest beta coefficient .209, .201, .190 at significance level 0.000 ($p < .01$) are product, price and promotion, respectively that makes the strongest unique contribution to explaining customer satisfaction as compared to place/distribution having lesser beta coefficient (-.021).

As explained above, most of the identified Marketing Mix variables appear significant to affect customer satisfaction in the Ethio-telecom. These variables are: Product, price, and, promotion. However, the coefficient of the ratio of variable in the regression model which is an indicator of the level of place/distribution has negative effect on customer satisfaction. However, most of the results and finding from the descriptive statistics shows there is a positive relationship between place/distribution and customer satisfaction..

Test of Normality

Figure 3 Normality test for residuals



The P-value is 0.444 > than 0.05, these indicate that don't reject the null hypothesis. The null hypothesis says the data comes from normal population. Therefore the assumption of normality fulfills

Test of Multi co-linearity

According to Hair et al. (2006) multi co-linearity problem exists when the correlation Coefficient among the variables are greater than 0.90. To check whether these correlations create the so called multi co-linearity problem, a formal assessment is done using variance inflation factors. In this assessment, first VIF is applied to detect multi co-linearity in the model. It has been noted that if any of the VIF is greater than 10, those variables are highly related to the other repressors. But in all cases as shown in above Table 15, it is found that none of the variance inflation factor is greater than 10. Therefore this implies that there is no problem of co-linearity between the independent variables used on this research

Part III: Discussion of Results

This study aimed to assess the effects of Marketing Mixes strategies on customer satisfaction in a case of Ethio telecom service delivery from the customers' point of view. Customer satisfaction significantly affects company performance and survival. Thus customer orientation is the main focus for any successful business organization to be successful in the market place.

Ethio-telecom is a state owned enterprise and the sole telecom service provider in the country (in Addis Ababa as well). However, according to Tele Negarit, (2007) the user at large are found dissatisfied with quality and quantity of the services made available to them. This is supported by this study finding that although the company has tried to implement the four marketing mixes, no options is left to customers to get other service provider in the country in addition to Ethio-telecom. In general, respondents were not satisfied with the product mix of Ethio-telecom marketing strategy.

With regard to service delivery, Perreault, J.W.D., Cannon (2011) states that failure to ensure customer satisfaction, both initially and belatedly through service recovery could lead to a decline in customer confidence, lost customers, negative word-of-mouth, possible negative publicity and the direct cost of re-performing the

service. Therefore, the company needs to improve the service delivery process by using different techniques such as registering customer's view and using self-completion questionnaires to identify all potential problems.

In addition taking the distribution mix strategy, the study revealed that, the pace of improvement in providing quality telecom service as compared to the speed of improvement in the telecom world was very good. This implies that Ethio-telecom is progressive and is not lagging behind from the world's telecom improvement and advancement. In line with this argument Perreault, (2011) describe that, Distribution strategies are concerned with the channels a firm may employ to make its goods and services available to customers. Managers must think about place-making goods and services available in the right quantity and locations, when the customers want them. And when different target markets have different needs, a numbers of place variations may require (Perreault, 2011). Even though, Ethio-telecom products availability and accessibility was good, the products quality compared to other competing ones was found to be poor. Since Ethio-telecom is the sole provider of telecom service, its product mix marketing strategy has to be redesigned. In addition, there should be as much service providing centers as possible having varieties of high quality product, with good condition.

Regarding to product mix strategy, Ethio-telecom is not offering high quality product, several brands and the purchased products from Ethio-telecom are not usually found in good condition. In line with the argumentation based on (David & Charles, 2007), this study has provided implications that new product or service successes versus failures. Most of the failures can be attributed to the inability to meet one of the criteria for success. Thus, most products that fail do so because the firm does not have a market orientation throughout, or there is poor coordination, or the firm does not have or does not use a technological advantage. This study support this argument that the Visual appearance of products in Ethio-telecom store is not pleasant and it doesn't have the widest selection of national brand merchandise. Hence product mix

marketing strategy Ethio-telecom has to be redesigned. There should be as much service providing centers as possible having varieties of high quality product, with good condition, visual appearance.

Concerning to The effect of price mix strategy of Ethio-telecom on its customer satisfaction, the company was not providing lower price, the prices offered were not reasonable, moreover it didn't provide best value for money, and its tariff structure was not fair throughout the year. Hence this negatively affects its customer level of satisfaction. According to Blyth (2005) a customer can be either the ultimate user of the finished product or a business that purchases components of the finished product. It is the customer that seeks to satisfy a need or set of needs through the purchase of a particular product or set of products. Consequently, the customer uses several criteria to determine how much they are willing to expend in order to satisfy these needs.

Blythe, (2005) describe that as in any other question of marketing, pricing is dependent on how the customer will react to the prices set. Customers do not usually buy the cheapest products; they buy those that represent good value for money. Typically, customers will assess the promises the supplier has made about what the product is and will do, and will measure this against the price being asked (Blythe, 2005). Hence, Ethio-telecom the marketing department has to begin by assessing what the demand will be for the product at different price levels. This is usually done by asking the customers what they might expect to pay for the product, and seeing how many choose each price level.

Promotion strategies are concerned with the planning, implementing and control of persuasive communication with customers. According to Peter et al, (2006) Modern marketing calls for more than developing a good product, pricing it attractively and making it accessible. Companies must also communicate with present and potential stakeholders as well as the general public. For most companies, the question is not whether to communicate but rather what to say, to whom, and how often (Peter et al, 2006).

In contrary, this study revealed that most of the respondents were dissatisfied with the promotional mix practice of Ethio-telecom particularly the use of SMS. Moreover, the promotional tools utilized by Ethio-telecom were not attractive, convincing, appealing, clear, and understandable, motivating to use the product, flexible, psychologically imposing, and frequently updated. Therefore, Ethio-telecom is advised to redesign its promotional mixes having the best promotional tools which are in line with its customer satisfaction. Particularly, the promotions made through media and cell phone SMSs need to be convincing, appealing, clear, and understandable.

In view of the above, the boardroom, senior professionals, the marketing and maintenance professionals are required to assign due weight age to the areas of dissatisfaction and introduce radical changes in their existing practices of the Marketing Mix Strategies for meeting the telecom needs of the country. Just like world telecom giants, Ethiopian Telecom Corporation also better to make every effort for Total Customer Satisfaction (TCS) by expecting the clear

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

In this chapter summary of the major findings, conclusions from data analyzed, and forwarded recommendations related to the possible gaps observed are presented.

5.1 Summary of Findings

Taking the profile of the respondents, the majority of them 190(66%) were male and the remaining 99(34%) were female, 168(58%) of them were married and 121(41.9%) were single, and most of them are young adult age and economically active group.

The majority of the respondents were witnessed that the current marketing strategy of the company is composed of price, product and promotion. Rather than proximity, quality of the products and effective promotion, the primary reason of customers in wanting and using of Ethio-telecom products was customers' preference and its products lower prices.

Concerning to the product mix and customer satisfaction, large number 151(52.2%) of the respondents disagreed that Ethio-telecom is offering high quality products. Moreover, the vast majority 242(83.7%) of the disagreed that Ethio-telecom is providing several brands. Likewise 220(80%) disagreed that Purchased products from Ethio-telecom are usually found in good condition. As the majority 196(67.8%) of the replied, the Visual appearance of products in Ethio-telecom store is not pleasant. In addition, Ethio-telecom is not offering good maintenance and repair of products sold. Even Ethio-telecom doesn't have the widest selection of national brand merchandise. Hence, the vast majority 264(91.3%) of the respondents were not satisfied with the product mix of Ethio-telecom marketing strategy.

Even though, the majority of the respondents responded that Ethio-telecom products availability and accessibility was good, the products quality compared to other competing ones was found to be poor. However, the pace of improvement in

providing quality telecom service as compared to the speed of improvement in the telecom world was very good.

Regarding the effect of price mix practice of Ethio-telecom on its customer Satisfaction, despite 107(37%) of the respondents were neutral to the idea, half 146(51%) of the respondents believe that they couldn't get a lower price in the company if they buy additional similar items. The majority 196(68%) of the respondent perceived negatively that Ethio-telecom offers the overall lowest price in the area. Likewise, most of the respondent 223(77.2%) disagreed that Ethio-telecom maintains the best everyday price for most products. In addition, most of the respondent 223(77.2%) disagreed that Ethio-telecom maintains the best everyday price for most products. the price of the product and services are not reasonable, and don't consistently provides the best values for money. Moreover, 169(58%) of respondent disagreed that the price of the product and service of Ethio-telecom is low throughout the year. More than half of the respondents don't believe that tariff structure (air time and internet) of Ethio-telecom is very fair

Concerning to the Place/Distribution Mix of Ethio-telecom and Customer Satisfaction,178(62%) of the respondents confirmed that Ethio-telecom doesn't have regular changes in its service delivery process. Moreover, 199(69%) of them were dissatisfied with the existing service delivery process of Ethio-telecom shopping centers and 164(56.7%) of the respondents articulated their displeasure on the overall service delivery process. They were treated with the process having lot of complications and clumsy in the areas of applying, and receiving telecom service, bill payments

With regards to the promotional mix strategy of Ethio-telecom, the communication coverage of Ethio-telecom to reach its potential customer was very good. The appropriateness of promotional mixes of Ethio-telecom was advertising. However, personal selling, sales promotion and public relation were found to inappropriate promotional mixes. The promotional practice of Ethio-telecom using cell phone SMS

was analysis shows the SMS messages forwarded by Ethio-Telecom were not attractive. Moreover, 240(83%) of the respondents replied that the SMS were convincing and appealing, clear and understandable. In addition the SMS messages forwarded by Ethio-Telecom were neither motivating to use the product nor found to be flexible. Likewise the SMS messages forwarded by Ethio-Telecom were not psychologically imposing, and frequently updated.

While summarizing the mechanisms and Implementation of the marketing mix elements and its effect on Customers level of satisfaction: Most of the respondents were expressed their dissatisfaction about the interactive expertise of the front desk employees of the Ethiopian Telecom and the service interaction skills of the sole telecom service provider.

Moreover, respondents were also dissatisfied with the treatment they received from Ethio-Telecom in the areas of applying, and receiving telecom service, bill payments etc. Significantly most of the respondent customers uttered their unhappiness about customer Complaint Handling Procedure and its Outcome of Ethio-telecom. In addition, the majority of respondents conveyed their dissatisfaction with the overall performance of the telecommunications corporation in Addis Ababa. And also the vast majority of the respondents were highly dissatisfied with the overall marketing strategy of Ethio-telecom.

From the discussion part, particularly the regression model result product, price and promotion, have the largest beta coefficient .209, .201, .190 at significance level 0.000 ($p < .01$) respectively that makes the strongest contribution to explaining customer satisfaction as compared to place/distribution having lesser beta coefficient (-.021). Hence, most of the identified Marketing Mix variables appear significant to affect customer satisfaction in the Ethio-telecom.

5.2 Conclusions

Standing from the findings of the study variety of outcome were drawn considering the research questions. Hence the findings and discussion part of this study are concluded as follows:

- The current marketing strategy of the company is composed of price, product and promotion. However, rather than proximity, quality of the products and effective promotion, the primary reason of customers in wanting and using of Ethio-telecom products was customers' preference and its products lower prices.
- Taking distribution mix strategy, since Ethio-telecom is the sole provider of telecom service, customers don't have any choice to get the service and no options is left to get other service provider in the country.
- Regarding to product mix strategy, Ethio-telecom is not offering high quality product, several brands and the purchased products from Ethio-telecom are not usually found in good condition. Moreover, the Visual appearance of products in Ethio-telecom store is not pleasant and Ethio-telecom is not offering good maintenance service and repair of products sold.
- Even Ethio-telecom doesn't have the widest selection of national brand merchandise. In general, respondents were not satisfied with the product mix of Ethio-telecom marketing strategy.
- Even though, Ethio-telecom products availability and accessibility was good, the products quality compared to other competing ones was found to be poor. However, the pace of improvement in providing quality telecom service as compared to the speed of improvement in the telecom world was very good. This implies that Ethio-telecom is progressive and is not lagging behind from the world's telecom improvement and advancement
- The effect of price mix strategy of Ethio-telecom on its customer satisfaction summarized as, Ethio-telecom was not providing lower price, the prices offered were not reasonable, moreover it didn't provide best value for money, and its

tariff structure was not fair throughout the year. Hence this negatively affects its customer level of satisfaction.

- Results on place/ distribution mix shows, the majority of the respondents articulated their displeasure on service delivery process of Ethio-telecom. They were treated with the process having lot of complications and clumsy in the areas of applying, and receiving telecom service, bill payments etc.
- However, most of the respondents were satisfied with the Ethio-telecoms communication coverage in reaching its target customers in the country.
- Concerning to promotion mix strategy, the SMS messages forwarded by Ethio-Telecom were not attractive, convincing, appealing, clear, and understandable, motivating to use the product, flexible, psychologically imposing, and frequently updated. In general most of the respondents were dissatisfied with the promotional mix practice of Ethio-telecom particularly the use of SMS.
- The implementation of the marketing mix elements and its effect on Customers satisfaction shows, customers were dissatisfied with the interactive expertise of the front desk employees of the Ethiopian Telecom and the service interaction skills of the sole telecom service provider. They were also dissatisfied with the treatment they received from Ethio-Telecom in the areas of applying, and receiving telecom service, bill payments etc. Therefore, this should be curbed by the middle level management with careful introduction of change in the minds of front desk people.
- However, the finding shows that, most of the identified Marketing Mix variables appear significant to affect customer satisfaction in the Ethio-telecom
- Significantly most of the respondent customers uttered their unhappiness about customer Complaint Handling Procedure and its Outcome of Ethio-telecom. They were also dissatisfaction with the overall performance of the telecommunications corporation in Addis Ababa. In general the overall marketing strategy of Ethio-telecom is not effective.

- Most of the identified Marketing Mix variables of the study, (Product, price, and, promotion) appear significant to affect customer satisfaction in the Ethio-telecom. However, place/distribution has negative effect on customer satisfaction.

5.3 Recommendations

This section presents researcher's recommendation based on the finding and conclusion of the study. Therefore, based on the identified findings the researcher recommends the following:

- Ethio telecom is recommended to strengthen its proximity to reach the maximum customers in the city, and it has to improve the quality of its products and employing effective promotion because consumers are now demanding higher quality in products than ever before.
- Since Ethio-telecom is the sole provider of telecom service, its product mix marketing strategy has to be redesigned. There should be as much service providing centers as possible having varieties of high quality product, with good condition, visual appearance. Hence the company has to widen its shopping centers. Moreover, there has to be a balance between expanding the mobile service and affording expected service quality that satisfies customer should be deployed.
- As the findings show significant dissatisfaction percentage levels regarding the overall marketing mix strategy of Ethio telecom. Therefore, the corporation's higher level officials think tank need to seriously evaluate the company's marketing strategy in line with its customer satisfaction and service delivery system in the first phase
- Particularly, the service delivery processes require more attention from the top officials and it will need to undertake redesigning, speeding up processes and weeding out unnecessary steps to avoid wastage of time and effort of both employees as well customers.

- Furthermore it is better to introduce complete changes in customer complaint handling system and its outcome by giving clear cut instructions to the concerned sections for legitimate evaluations on customer complaints.
- Significant dissatisfaction among respondents regarding promotion mix strategy is revealed in this study. Hence Ethio-telecom is advised to redesign its promotional mixes having the best promotional tools which are in line with its customer satisfaction. Particularly, the promotions made through media and cell phone SMSs need to be convincing, appealing, clear, and understandable, motivating to use the product, flexible, psychologically imposing, and frequently updated.
- Ethio telecom has to concentrate on staffing and training of frontline employees and their interactive marketing skills. This should be curbed by the middle level management with careful introduction of change in the minds of front desk people.
- Moreover provision of maintenance service particularly of those sold products is mandatory to retain customers. Ethio-telecom is not offering good maintenance service and repair of products sold.
- Ethio telecom needs to give immediate response to handle the customer complaints and has to take appropriate and immediate decision to solve the customer problem, with modern customer complains handling and grievance redressed system.
- Based on the expectations of the market, ETC's think tank should be better to study the clumsy parts of the existing service delivery process and if they observe any duplication at any area, it is better to get rid of that kind of activity to save the time and effort of both their employees as well customers.
- The company needs to improve the service delivery process by using different techniques such as registering customer's view and using self-completion questionnaires to identify all potential problems
- The boardroom, senior professionals, the marketing and maintenance professionals are required to assign due weight age to the areas of dissatisfaction

and introduce radical changes in their existing practices of the Marketing Mix Strategies for meeting the maximum level of customer's satisfaction.

The results show above can help Ethio telecom to particularize their marketing strategies to improve service quality and achieve customer satisfaction with the purpose to reach the highest customer satisfaction level and also build the strong relationship with customers.

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Appendix
ST. MARY'S UNIVERSITY COLLEGE
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING
**The effect of Marketing Mix on Customer Satisfaction: the Case of Ethio-
Telecom in Addis Ababa**

Introduction

The purpose of this questionnaire is to obtain information about the effect of marketing mix strategy (the 4Ps i.e. Price, Product, place and promotion) on customers satisfaction of Ethio telecom in Addis Ababa. Hence, your real and genuine responses to each item do have an essential role for the accuracy and reliability of the study. Therefore, you are kindly requested to go through all questions and respond appropriately. Since the information you give is only meant for the purpose of the study. I would like to assure you that your identity will remain highly confidential and in any part of the questionnaire you are not required to write your name.

General Instruction

- For the sections of the questionnaire with rating scales, please answer by putting a check mark (X) inside the box
- For the questions that require options, write your comments precisely and honestly.

Contact Address:

If you have any query, please don't hesitate to contact me. I am available as per your convenience at – Tele - +251 912460462or

E-mail – samrawitgirma86@gmail.com

Thank you in advance for your unreserved cooperation!

Part One: Demographic Information of the Respondents.

Answer the following questions by circling your right choice.

- 1) Gender A. Male B. Female
- 2) Marital Status: A. Single B. Married
- 3) Age: A. <21 B. 21 – 35 C. 36 - 50 D.>50

Part Two:Ethio-telecom Practice of Marketing Mix Strategy and Customers Satisfaction

1. What marketing mix strategies does the company use?

- a. Product b. Price c. Promotion
- d. Distribution e. All of the above mixes

2. What are the customers’ primary reasons for buying or wanting to use the Ethio-telecom products and services?

- 1. Quality of product
- 2. Proximity of supply
- 3. Lower price than others
- 4. Effective promotion
- 5. Customer preference
- 6. Other (if any please specify) _____

Please rate the following items on the bases of your level of agreement using the scale 1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

No	Items	1	2	3	4	5
	Product and Customer Satisfaction					
3	Ethio-telecom offers high quality products					
4	Ethio-telecom Offers several brands to choose from in a category					
5	Purchased products are usually found in good condition					

6	Visual appearance of products in Ethio-telecom store is pleasant					
7	Ethio-telecom offers good maintenance and repair of products sold					
8	Has the widest selection of national brand merchandise					
9	I am satisfied with the products and services of Ethio-telecom					

10. Ethio-telecom products availability and accessibility is....

1. Excellent 2. Very good 3. Good
4. Fair 5. Poor 6. Very Poor

11. What is your opinion about the products quality compared to other competing ones?

1. Excellent 2. Very good 3. Good
4. Fair 5. Poor 6. Very Poor

12. The pace of improvement in providing quality telecom service as compared to the speed of improvement in the telecom world is.

1. Excellent 2. Very good 3. Good
4. Fair 5. Poor 6. Very Poor

Price Mix and Customer Satisfaction

Please rate the following items on the bases of your level of agreement using the scale

1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

NO	Items	1	2	3	4	5
	Price Mix and Customer Satisfaction					
13	I can get a lower price if I buy additional similar items					
14	Ethio-telecom offers the overall lowest price in the area					
15	Maintains the best everyday price for most products					
16	The price of the product and services are reasonable					
17	Ethio-telecom Consistently provides the best values for money					
18	The price of the product and service is low throughout the					

	year					
19	tariff structure (air time and internet) of Ethio-telecom is very fair					

Place/ Distribution Mix and Customer Satisfaction

Please rate the following items on the bases of your level of agreement using the scale

1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

NO	Item	1	2	3	4	5
	Place/ Distribution Mix and Customer Satisfaction					
20	There is regular changes in the service delivery process of Ethiopian telecom					
21	The existing service delivery process of Ethio-telecom shopping centers is Satisfactory					
22	Customers are treated with the process having lot of complications and clumsy in the areas of applying, and receiving telecom service, bill payments etc.					
23	Ethio-telecom shopping centers have layout that makes it easy for me to find what I need					
24	Convenient for access and transportation to get to Ethio-telecom store					

Promotion Mix and Customer Satisfaction

25. The extent to which communication coverage by Ethio-telecom to reach an identifiable target customer can be rated as:

- 1. Excellent 2. Very good 3. Good
- 4. Fair 5. Poor 6. Very Poor

26. How would you rate the appropriateness of the following promotional mixes to the Ethio-telecom? Where 1 represents “least effective” 2 “effective” and 3 “most effective”

26	Promotional tools	1	2	3
26.1	Advertising			
26.2	Personal selling			
26.3	Sales promotion			
26.4	Public relation			

Please rate the following items on the bases of your level of agreement using the scale

1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

No	Item	1	2	3	4	5
27	Ethio-Telecom promotional message and customers satisfaction					
	The SMS messages forwarded by Ethio-Telecom are:					
	Attractive					
	Convincing and appealing					
	clear and understandable					
	motivating to use the product					
	Flexible					
	Psychologically imposing					
	Believable					
	frequently updated					

Part IV: The mechanisms and Implementation of the marketing mix elements and its effect on Customers level of satisfaction

Please rate the following items on the bases of your level of satisfaction using the scale

1 = highly dissatisfied, 2 =dissatisfied, 3= neutral, 4 = satisfied and 5 = highly satisfied

NO	Item	1	2	3	4	5
	Your level of satisfaction on:					
28	The interactive expertise of the front desk employees of the Ethio-Telecom					
29	the service interaction skills of the sole telecom service provider of Ethio-Telecom					
30	on service delivery process of Ethio-Telecom					
31	Treatment on I received from Ethio-Telecom in the areas of applying, and receiving telecom service, bill payments etc					
32	Customer Complaint Handling Procedure and its Outcome:					
33	overall performance of the telecommunications corporation in Addis Ababa					

34. How would you rate the company's overall marketing strategies?

Least effective Effective
 Most effective

35. What are the major problems that Ethio-telecom encountered in implementing marketing strategies?

36. In your opinion what are the critical challenges that Ethio-Telecom is facing with regard to its customers satisfaction? _____

37. Please provide your reason for choosing whether it is Yes or No for the above question number _____

Appendix 2

Questionnaires distributed to Customers of Ethio-telecom (Amharic Version)

የቅይጥ ገበያ በደንበኞች እርካታ ላይ ስላለው ውጤት በአዲስ አበባ ኢትዮ ቴሌኮም ጉዳይ ላይ የቀረበ ቃለ መጠይቅ።

መግቢያ

የዚህ ቃለ መጠይቅ አላማ በቅይጥ ገበያ ስትራቴጂ (አርፒለምሳሌ ዋጋ ፣ ምርት ቦታና ማስተዋወቅ) ጋር በተያያዘ በአዲስ አበባ ኢትዮ ቴሌኮም በደንበኞች እርካታ ላይ ስለሚያሳድረው ውጤት መረጃዎችን ለመሰብሰብ ነው። ስለሆነም የእርስዎ ትክክለኛና እውነተኛ ምላሽ ለጥናቱ አስተማማኝነትና ትክክለኛነት ጠቃሚ ሚና ይኖረዋል። ስለሆነም ሁሉንም ጥያቄዎች በመመልከት በአግባቡ ምላሽ እንዲሰጡ በትህትና ይጠየቃሉ። የሚሰጡን መረጃ ለጥናቱ አላማ ብቻ የሚውል ነው። የእርስዎ ማንነት በሚስጥር እንደሚያዝ ላረጋግጥልዎ እወዳለሁ። በተጨማሪም በቃለ መጠይቁ ማንኛውም ክፍሎች ላይ ስምዎን እንዲጽፉ አይጠየቁም።

አጠቃላይ መምሪያዎች

✓ ደረጃ ለሚሰጣቸው የቃለ መጠይቁ ክፍሎች እባክዎ በተዘጋጀው ሳጥን ውስጥ በማስቀመጥ ምላሽዎን ይስጡ።

✓ የእርስዎ አስተያየት ለሚያስፈልጋቸው ጥያቄዎች እባክዎ አስተያየትዎን በትክክልና በታማኝነት ይስጡ።

የመገኛ አድራሻ

የማጣሪያ ጥያቄዎች ካሉዎት ለእኔ ለመደወል እባክዎ አያመንቱ በሚመችዎት ጊዜ ሁሉ
በስልክ ቁጥሩ +251 912460462 ወይም በኢሜይል አድራሻዬ
samrawitgirma86@gmail.com ሊያገኙኝ ይችላሉ።

ላልተቆጠበ ትብብርዎ በቅድሚያ ምስጋናዬን አቀርባለሁ።

ክፍል አንድ

የመላሾች ግለ መረጃ

የሚከተሉትን ጥያቄዎች የመረጡትን መልስ በማክበብ ይመልሱ

1ኛ ያታ ሀ) ወንድ ለ) ሴት

2ኛ. የጋብቻ ሁኔታ ሀ) ያገባ ለ) ያላገባ

3ኛ. እድሜ ሀ) ከ21 በላይ ለ) ከ21-35 ሐ) 36-50 መ) ከ50 በታች

ክፍል 2: የኢትዮ ቴሌኮም የቅይጥ ገበያ ስትራቴጅ ተግባራትና የደንበኞች እርካታ

1. ድርጅቱ የሚጠቀመው የቅይጥ ገበያ ስትራቴጅ ምንድነው?

ሀ) ምርት ለ) ዋጋ ሐ) ማስታወቂያ መ) ክፍፍል ሠ) ከላይ የተገለፁትን በሙሉ

2. ደንበኞች የኢትዮ ቴሌኮምን ምርትና አገልግሎት ለመግዛት ግንባር ቀደም

ምክንያታቸው ምንድነው ?

1. የምርቱ ጥራት

2. የአቅርቦቱ በቅርበት መገኘት

3. ከሌሎች ዋጋው ዝቅተኛ መሆኑ

4. ውጤታማ የሆነ ማስታወቂያ

5. የደንበኞች ምርጫ

6. ሌሎች (ካሉ እባክዎ ይግለፁ) _____

የሚከተሉትን ጥያቄዎች የመስማማቱን ደረጃ ለመግለጽ በሚከተለው መልኩ እባክዎ ደረጃ ይስጡ

1ኛ. አጥብቄ እቃወማለሁ

2ኛ. እቃወማለሁ

3ኛ. መካከለኛ የሆነ ሐሳብ አለኝ

4ኛ. እስማማለሁ

5ኛ. በእጅግ እስማማለሁ

ተ.ቁ	ዝርዝር	1	2	3	4	5
	ምርትና የደንበኞች እርካታ					
3	የኢትዮ ቴሌኮም የሚያቀርባቸው የላቀ ጥራት ያላቸው ምርቶች ናቸው					
4	የኢትዮ ቴሌኮም የሚያቀርባቸው በርካታ ብራንዶች መካከል ከየምድባቸው መምረጥ ይቻላል።					
5	የተገዙ ምርቶች በአብዛኛው በጥሩ ሁኔታ የሚገኙ					

	ናቸው					
6	በኢትዮ ቴሌኮም የሚገኙት ምርቶች የአቀማመጥ እይታ መስፅብ ያለው ነው					
7	የኢትዮ ቴሌኮም ለሚሸጣቸው ምርቶች መልካም የሆነ የጥገናና እድሳት አገልግሎት ይሰጣል።					
8	መጠነ ሰፊ የሆነ የብሔራዊ ብራንድ ሽያጮች አማራጭ አለው					
9	ኢትዮ ቴሌኮም በሚያቀርባቸው ምርትና አገልግሎቶች እርካታ ይሰማኛል					

10. የኢትዮ ቴሌኮም ምርት በቀላሉ መገኘትና ተደራሽነት

1. እጅግ በጣም ጥሩ ነው 2ኛ. በጣም ጥሩ ነው 3ኛ. ጥሩ ነው 4ኛ. ሚዛናዊ ነው 5ኛ. ደካማ ነው 6ኛ. በጣም ደካማ ነው

11. ከሌሎች ተወዳዳሪዎች ጋር በንጽጽር ሺመለክቱት የምርቱ ጥራት ላይ ምን አይነት አስተያየት አለዎት

1. እጅግ በጣም ጥሩ ነው 2ኛ. በጣም ጥሩ ነው 3ኛ. ጥሩ ነው 4ኛ. ሚዛናዊ ነው 5ኛ. ደካማ ነው 6ኛ. በጣም ደካማ ነው

12. ፈጣን መሻሻልን እያሳየ ካለው የቴሌኮም አለም ጋር በንጽጽር እየተሰጠ ባለው የቴሌኮም አገልግሎት መሻሻል ፍጥነት ላይ ምን አስተያየት አለዎት

1. እጅግ በጣም ጥሩ ነው 2ኛ. በጣም ጥሩ ነው 3ኛ. ጥሩ ነው 4ኛ. ሚዛናዊ ነው 5ኛ. ደካማ ነው 6ኛ. በጣም ደካማ ነው

የጥቅል ዋጋና የደንበኞች እርካታ

የስምምነት ደረጃውን መሰረት በማድረግ እባክዎ የሚከተሉትን ጥያቄዎች ከዚህ በታች በተገለፀው መልኩ ደረጃ ይስጡ

1ኛ. አጥብቄ እቃወማለሁ 2ኛ. እቃወማለሁ 3ኛ. መካከለኛ የሆነ ሐሳብ አለኝ
4ኛ. እስማማለሁ 5ኛ. በእጅግ እስማማለሁ

ተ.ቁ	ዝርዝር	1	2	3	4	5
	ጥቅል ዋጋና የደንበኞች እርካታ					
13	ተጨማሪ ተመሳሳይ ምርት ብዛዝ ዝቅተኛ ዋጋ ማግኘት					

	እችላለሁ					
14	ኢትዮ ቴሌኮም በአጠቃላይ በአካባቢው ዝቅተኛ ዋጋን ያቀርባል					
15	ለአብዛኞቹ ምርቶች የተሻለ ዋጋ በየእለቱ ያቀርባል።					
16	የምርትና አገልግሎት ዋጋዎች ምክንያታዊ ናቸው					
17	ኢትዮ ቴሌኮም ወጥነት ባለው መልኩ ለገንዘብ የተሻለ ዋጋ ያቀርባል					
18	የምርት አገልግሎቱ ዋጋ አመቱን በሙሉ ዝቅተኛ ነው					
19	ኢትዮ ቴሌኮም የሚያቀርበው የታሪፍ አወቃቀርና (የአየር ሰዓትና ኢንተርኔት) በጣም ፍትሃዊ ነው።					

የስምምነት ደረጃውን መሰረት በማድረግ እባክዎ የሚከተሉትን ጥያቄዎች ከዚህ በታች በተገለፀው መልኩ ደረጃ ይስጡ

1ኛ. አጥብቁ እቃወማለሁ

2ኛ. እቃወማለሁ

3ኛ. መካከለኛ የሆነ ሐሳብ አለኝ

4ኛ. እስማማለሁ

5ኛ. በእጅግ እስማማለሁ

ተ.ቁ	ዝርዝር	1	2	3	4	5
	የጥቅል አገልግሎቱ ማከፋፈያ/ ቦታ እና የደንበኞች እርካታ					
20	በኢትዮ ቴሌኮም ለአገልግሎት አሰጣጡ ሂደት መደበኛ የሆነ ክፍያ አለ					
21	እየተሰራበት ያለው ነባር የኢትዮ ቴሌኮም የሽያጭ ማዕከላት የአገልግሎት አሰጣጥ ሂደት የሚያረካ ነው					
22	ተፈጻሚነት ባላቸው ቦታ ላይ የሚሰጠው የደንበኞች መስተንግዶ በርካታ ውስብስብ ሂደቶች ያሉትና አሰራሩ ደካማ ነው። ለምሳሌ የቴሌኮም አገልግሎትን ደንበኞች ሲቀበሉና ክፍያ ሲፈፀሙ					
23	ኢትዮ ቴሌኮም የሽያጭ ማዕከላት በቀላሉ የፈለኩትን እንዳገኝ የሚያስችል ሁኔታ ያለው					
24	ወደ ኢትዮ ቴሌኮም የሽያጭ መደብሮች ለማምራትና					

አገልግሎቱን ለማግኘት አመቺ የሆነ ሁኔታ አለ					
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ጥቅል ማስታወቂያና የደንበኞች እርካታ

25. ኢትዮ ቴሌኮም ወደ ተለየው ግብ የኮሙኒኬሽን ሽፋኑን ተደራሽ የማድረግ ወሰኑን በደንበኞች የሚከተለው ደረጃ ይሰጠዋል።

1. እጅግ በጣም ጥሩ ነው 2ኛ. በጣም ጥሩ ነው 3ኛ. ጥሩ ነው 4ኛ. ሚዛናዊ ነው 5ኛ. ደካማ ነው 6ኛ. በጣም ደካማ ነው

26. ኢትዮ ቴሌኮም ለሚሰጣቸው ጥቅል የማስታወቂያ አገልግሎቶች አግባብነት የትኛውን ደረጃ ይሰጡታል? እኔ የምወክለው

1ኛ. ውጤታማ ያልሆነ 2ኛ. ውጤታማ 3ኛ. እጅግ ውጤታማ

ተ.ቁ	ዝርዝር	1	2	3
26	የማስታወቂያ መገልገያዎች			
26.1	ማስታወቂያ			
26.2	የግል ሽያጭ			
26.3	የሽያጭ ማስታወቂያ			
26.4	የህዝብ ግንኙነት			

የስምምነት ደረጃውን መሰረት በማድረግ እባክዎ የሚከተሉትን ጥያቄዎች ከዚህ በታች በተገለፀው መልኩ ደረጃ ይስጡ

1ኛ. አጥብቄ እቃወማለሁ 2ኛ. እቃወማለሁ 3ኛ. መካከለኛ የሆነ ሐሳብ አለኝ
4ኛ. እስማማለሁ 5ኛ. በእጅግ እስማማለሁ

ተ.ቁ	ዝርዝር	1	2	3	4	5
27	የኢትዮ ቴሌኮም የማስታወቂያ መልዕክትና የደንበኞች እርካታ					
	በኢትዮ ቴሌኮም የሚሰጡ አጭር የጽሑፍ መልዕክቶች					
	መሰከብ ያላቸው ናቸው					
	አሳማኝና ቀልብን የሚገዙ ናቸው					

ግልጽና ለመረዳት የማያስቸግሩ ናቸው					
ምርቱን ለመጠቀም የሚያነሳሱ ናቸው					
ተለዋዋጭነት ያላቸው ናቸው					
የስነ ልቦና ጫና የሚያሳድሩ ናቸው					
ተፃማኒነት ያላቸው ናቸው					
በተደጋጋሚ የሚሻሻሉ ናቸው					

ክፍል 4: የጥቅል ግብይት ክፍሎች ትግበራና የአሰራር ዘዴ እንዲሁም በደንበኞች የእርካታ ደረጃ ላይ የሚያሳድረው ውጤት

የስምምነት ደረጃውን መሰረት በማድረግ እባክዎ የሚከተሉትን ጥያቄዎች ከዚህ በታች በተገለፀው መልኩ ደረጃ ይስጡ

1ኛ. በጣም ደስተኛ አይደለሁም 2ኛ. ደስተኛ አይደለሁም 3ኛ. መካከለኛ የሆነ ሐሳብ አለኝ 4ኛ. ደስተኛ ነኝ 5ኛ. በጣም ደስተኛ ነኝ

ተ.ቁ	ዝርዝር	1	2	3	4	5
28	የኢትዮ ቴሌኮም የፊት ለፊት የደንበኛ መስተንግዶ ሰራተኞች የሙያ ስነ ምግባርን የተከተለ መስተጋብር ያለው ነው					
29	የኢትዮ ቴሌኮም እያንዳንዱ የቴሌኮም አቅራቢዎች የአገልግሎት አቀራረብ ክህሎት አላቸው።					
30	በኢትዮ ቴሌኮም አገልግሎት አሰጣጥ ሂደት ላይ					
31	አገልግሎቱ ተፈፃሚ በሚሆንበት አካባቢ በኢትዮ ቴሌኮም በተሰጠኝ መስተንግዶና በተቀበልኩት የቴሌኮም አገልግሎትና የአገልግሎቱ ክፍያ አከፋፈል ወዘተ					
32	በደንበኞች ቅሬታ መስተንግዶ ስርዓትና በውጤቱ					
33	በአጠቃላይ በአዲስ አበባ የቴሌኮሙኒኬሽን ኮርፖሬሽን የስራ ክንውን					

34. የድርጅቱን አጠቃላይ የገበያ ስትራቴጅ ምን አይነት ግምት ለደረጃ ውጤት ይሰጡታል ?
 ውጤታማ አይደለም ውጤታማ ነው እጅግ ውጤታማ ነው

35. ኢትዮ ቴሌኮም የገበያ ስትራቴጅውን ተግባራዊ ለማድረግ ያጋጠሙት አባይት ችግሮች ምንድናቸው ?

36. በእርስዎ አስተያየት ኢትዮ ቴሌኮም የደንበኞቹን እርካታ ለማሟላት የተጋረዱበት ዋና ተግዳሮቶች ምንድናቸው ?

37. ከላይ ከተገለጹት ጥያቄዎች መስማማት ወይም አለመስማማቱን የመረጡበት ምክንያት እባክዎ ይግለጹ
