

ST. MARY'S UNIVERSITY



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DEPARTMENT OF BUSINESS ADMINISTRATION

GRADUATE PROGRAM UNIT

THE EFFECT OF MARKETING MIX STRATEGY ON CUSTOMER SATISFACTION

(A CASE STUDY OF TRASSTION MANUFACTURING PLC)

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JUNE, 2023

ADDIS ABABA, ETHIOPIA

**ST MARY’S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION**

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Advisor: Yibeltal N.(Asst. Prof.)

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DECLARATION

I declare that this thesis proposal is my original work and prepared under the guidance of Mr. Yibeltal Nigussie. All the sources of material used for this thesis proposal have been duly acknowledged. I further confirm that this thesis proposal has not been submitted either in part or in full to any other higher learning institutions for the purpose of awarding any degree.

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ENDORSEMENT

This is to certify that Erget Hailu Gezu has carried out her research work on the topic entitled “The Effect of Marketing Mix strategy On customer satisfaction Case of Transsion manufacturing plc . This work is original in nature and it is for the award of the Master’s Degree in Business administration for examination with my approval as a university advisor .

Mr. Yibeltal Nigussie (Asst. Professor)
Advisor



Signature & Date

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LIST OF ACRONYMS

4Ps: Product, Price, Promotion and place

ICT: Information and communications technology

SPSS: Statistical Packages for Social Science

VIF: Variance inflation factor

PLC: Privet limited company

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ABSTRACT

The purpose of the study was to examine the effect of marketing mix strategy on customer satisfaction at Transsion manufacturing plc. It conceptualized and developed four dimensions of marketing mix: product, price, promotion and distribution and the relationships between marketing mix, and Customer satisfaction. The study used quantitative research Method and used both descriptive and explanatory research designs. Convenience sampling methods were used .Data were collected from primary sources through questionnaire and 384 questionnaires is distributed and collected fully. The data analyzed through both descriptive and explanatory methods. The descriptive analysis was conducted by using mean and standard deviation. On the other hand, explanatory analysis was conducted by using Pearson correlation method and linear regression method. The result indicated that marketing mix has significant positive effect on customer satisfaction. Price, promotion and distribution have significant positive effect on customer satisfaction. Price has the highest effect and followed by promotion and distribution. But effects of Product have no statistically significant effect on Customer satisfaction. Based on the findings the researcher recommends that the company to take a close scrutiny in the four marketing mix elements in maintaining its customers. Specifically price of the company product is found to be a variable having detrimental effect on satisfaction of the customer.

Keywords: marketing-mix, customer and customer satisfaction.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Organizations develop a marketing strategy to communicate with customers about their attractive product and service structure. The strength of the relationship between the organization and the customer is manifested in the form of customer loyalty to the organization's products. Attract customers and sell the product profitably; Organizations focus on innovation and raising the quality standards for their services, which is reflected in the marketing strategy. (Nuseir1 & Hilda Madanat (2015).Paul (1994) argued that marketing strategy determines target market segment selection, positioning, marketing mix, and resource allocation. Marketing strategy involves selecting and analyzing target markets and creating and maintaining the right marketing mix that meets the needs of the target market and the business.

Marketing mix is a business tool used by the management of organizations that allows them to remain in a global and competitive environment. Marketing mix refers to the four main decision areas (4Ps) of the marketing process, which are mixed and matched to achieve the organization's desired outcomes to meet the needs and desires of customers. It is a set of controlled and tactical marketing tools for Product, Price, Place and Promotion (4Ps), which are variables that marketing managers can control to best meet customer needs (Shankar & Chin, 2011).To be successful in today's increasingly competitive marketplace, any business must deliver a quality product that meets customer needs, offers an affordable price, is committed to wider distribution, and backs it with an effective promotional strategy. Effective marketing mix management allows marketers to create a combination of elements that allows them to wisely manage the company's budget to achieve set goals. Companies that want to work efficiently and achieve their goals have to pay well to control all elements of the marketing mix (W., Ria, 2011). In order to achieve the best effect, it is not enough to use just one or a few elements. Modeling the elements of the marketing mix requires considering the characteristics of each element so that they can be adapted both to each other and to other areas of the discipline (Rahnama, R & Beiki, A H 2013)

Customer satisfaction is directly influenced by service quality, product quality, and value for money (Kumar & Petersen et al., (2012). Prior to obtaining client happiness, employee

satisfaction is equally crucial. Employees that have a favorable influence on customers can play a significant role in increasing customer satisfaction. Satisfaction is a fluid, changing aim that can change over time as a result of a variety of things. Satisfaction can be significantly variable depending on the point in the usage or experience cycle one is focusing on, especially when product usage or service experience occurs across time(Lovelock, C. and Wirtz, J. (2007)

Ethiopia has emerged as a country that is having a number of assembling plants in operation. The country is implementing an Industrial Park program and has implemented a tax structure that could potentially attract foreign direct investment in the export-led and labor-intensive manufacturing sector. Currently, there are around 14 companies engaged in assembling of mobile, power banks, chargers as well as television sets in Ethiopia. Tecno, now called Transsion Manufacturing Plc(produce TECNO, Itel and Infinix mobiles and Synix TV), Hidase Mobile ,Brillion, G-Tide, SMADL, O'King and Kinxinda They are among the producers. In this sector not only assembler but also o Agents distributing are widely available in the market for Samsung, gelorious, LG products.

Technology, especially Mobile phones & other electronics industry is one of the fastest growing industries in the world. This rapid pace is fueled by new product launches and constant updates that improve product quality and service. The fierce competition between different brands and the existence of counterfeit products are becoming a challenge for the industry (Mulupi, 2013).In order to become competitive and successful in such a market in today's highly competitive business environment, every company needs to analyze its marketing mix strategies to answer the fundamental questions i.e. The strategies should be used to win the opinion of the customers.

Although in other sector the Effect of marketing mix strategy on customer satisfaction has been addressed in the literature, the issue of marketing mix in the ICT (mobile phone & TV production) sector needs further investigation. The relationship between the variables and customer satisfaction particularly in this sector has not been fully addressed in literature. This research aims to fill this gap in identifying the relation of marketing mix elements"- four Ps (product, price, promotion and place) in enhancing customer satisfaction in this sector particularly in the case of Transsion manufacturing Plc by considering the consumers of the company's product located at Addis Ababa city.

1.2 Back ground of the organization

Tanssion manufacturing plc one of is a manufacturer of mobile phones based in Shenzhen, China. It was the largest smartphone manufacturer by sales in Africa in 2017, and also sells mobile phones in South Asia.

Since its inception, Transsion Manufacturing PLC has been committed to providing local users with high-quality smart terminal products and mobile Internet services centered on mobile phones. The brands that Ethiopia produces and operates locally include TECNO and itel, well-known mobile phone brands in emerging markets, Syinix, a home appliance brand, and Caricare, an after-sales brand. Brings together a group of people with ideas and ambition and work together on a meaningful undertaking. It manufactures phones in China, Pakistan, Ethiopia, Bangladesh and recently at India.

VISION

To become consumers' favorite smart device and mobile value added services provider with the highest brand influence in global emerging markets.

MISSION

- Be a moral conscious company.
- To provide users with smart devices and mobile value added services that their enjoy
- To provide partners with profit earning solutions and help them fulfill their potential and value;
- To create material and spiritual happiness for employees;
- To create value for shareholders
- Become an outstanding representative of Chinese private enterprises which establish their business overseas.

long-term strategy in product R&D is “think globally and act locally”, that always innovated and localized products based on local people's needs and to have many features loved by the local people, including stylish design, grease and sweat proof, fast charging and ultra-long standby time etc. In addition, TRANSSION also attaches great importance on social responsibility. Also the company carried out a number of public welfare activities in Africa, such as donating scholarships, laying street lights and donating supplies to those in need.

Marketing Mix Strategy of Transsion manufacturing plc

- **Products:** Company R&D aims to provide more features designed for African users, increase after-sales service centers and provide the employees with better technical knowledge.
- **Prices:** The focus is to continue keeping the prices of products lower than the competitors' (of similar level phones) and to keep the sales volumes up, that enables to penetrate poorer & underdeveloped markets.
- **Place:** Distribution is done both online and offline. Offline distribution channels used are specific retail stores, supermarkets and malls in wealthier.
- **Promotion:** Advertisement through the use of billboards and signposts, display, and so on. (Physical advertisement and Online advertisement) and also Sales promotion this is done by granting discount mostly during festive periods. Public relations by giving back to the community .additionally focus on social media that will work with local influencers in parallel with TV and YouTube ads

1.3 Statement of the problem

National or international, new or existing, small or large, private or public, they all operate in an unstable and uncertain market environment. With changing customer expectations, technological discontinuity, and growing environmental uncertainty, business leaders face significant challenges in making the right strategic decisions and setting strategic priorities to effectively transition from one function to another. Allocate resources to ensure business success. Because of this, managers must develop new tools, new concepts, new strategies, and new ways of thinking to deal with a turbulent and chaotic marketing environment that can lead to organizational failure (Burnett, 2008).

Every marketing strategy must have the consumer in mind. The design and development of marketing programs coupled with careful consumer research will lead an organization to "miss or near miss" problems (Nwosu, 2001). Consumer tastes and needs are dynamic, which means that each product must constantly look for ways to offer freshness in order to stay on the market.

Marketing mix is one of the most important indicators for decisions and assessments related to a company's marketing, since marketing mix or combined marketing strategy is one of the necessary elements for planning and executing any marketing activity. On the other hand, elements of the

marketing mix are controllable and interact with each other. Choosing one of these affects the actions of the other elements. When the elements of the marketing mix are brought together effectively so that both consumer needs are met and are compatible with the environmental forces of the entire selected market, an effective marketing system emerges. In fact, the marketing mix concept determines the performance path of the organization based on a set of controlled variables in the environment that have many uncontrollable factors (foreign market) (Moghimi, A. (2010),

Transsion is a mobile and TV manufacturing company. It manufactures products called Tecno and Itel in the mobile sector, and in the TV sector, it is operating in the market with a brand called siynix. However According to a market share analysis conduct in 2023, Samsung maintained its leadership position as the largest mobile device vendor in Ethiopia in 2023, accounting for around 48.97 percent of the market in March jan 2022 to jan 2023. Tecno, the next largest competitor, had a market share of 15.5 percent in the same month Huawi ,Infinix ,Apple ,Itel and other follows. And also Smart TV market share lead by Samsung, LG, Konka, JVC and Sony. On top of this, Fana, Kodad, Sky Worth, Superfine, Amazz, Classic, Siyinx and Mewe respectively follow the market share.

The sector has a high level of market competition and the competition is not only with domestically produced products, but also with internationally renowned products that are not produced locally, and this makes the competition tough. In order to inter into market, sustain in the market and increase market share, organizations in this sector should quickly check and improve their marketing strategy .However, based on the observation, among the company's products, Tecno has a good market share and is a product that is growing in demand, while the others are products at a low sales level. The lack of demand on company's product on the same level indicate that there is implantation gap on Marketing mix strategy (product, Price, Place and promotion) for each company's product .Therefore, the existence of such problems, if not properly fixed and improved, will create customer dissatisfaction, which will seriously damage the company's share in the market, and may even lead to the closure of the company. Therefor the research will try to asses and confirm the above mentioned problem and see the effect of the organization Marketing mix strategy on customer satisfaction

In addition to that there have been many studies from different part of the world under taken on the Effect of marketing mix strategy on customer satisfaction in different sectors. Most of the result

show marketing mix strategy have positive impact on customer satisfaction. However, the researcher could only access some studies undertaken related to this topic in Ethiopia, The studies found are mostly done on banking and brewery companies. Up to the best knowledge of the researcher, limited effort was given to study regarding the effect of marketing strategy on customer satisfaction in Ethiopia ICT sector and in this particular industry (Mobile and TV manufacturing sector). Therefore, this research attempted to examine how marketing mix strategy affect customers satisfaction in Transsion manufacturing plc and The findings of this study will serve as additional study and as a starting point in this field (sector), and it will help to point out the direction in which the organization should improve.

1.4. Research Questions

1. How does product affect customer satisfaction of Transsion manufacturing Plc at Addis Ababa City?
2. To what extant price affect customer satisfaction of Transsion manufacturing Plc at Addis Ababa City?
3. What is the effect of promotion on customer satisfaction of Transsion manufacturing Plc at Addis Ababa City?
4. How does distribution affect customer satisfaction of Transsion manufacturing Plc at Addis Ababa City?

1.5. Objectives of the study

1.5.1. General Objectives of the Study

The general objective of this study is to examine the effect of marketing mix strategy on the level of customer satisfaction a case of Transsion manufacturing Plc.

1.5.2. Specific Objectives of the Study

The specific objectives of the study are to achieve the following:

1. To find out the effect of price on customer satisfaction in Transsion manufacturing Plc
2. To examine the effect of product on customer satisfaction of Transsion manufacturing Plc.

3. To identify the linkage between distribution and customer satisfaction of Transsion manufacturing Plc.
4. To find out the effect of promotion on customer satisfaction in Transsion manufacturing Plc.

1.6 Research Hypotheses

H1: Product has a statistically significant positive effect on customer satisfaction

H2: Price has a statistically significant positive effect on customer satisfaction

H3: Promotion has a statistically significant positive effect on customer satisfaction

H4: Place/distribution has a statistically significant positive effect on customer satisfaction.

1.7. Significance of the Study

The aim this study is to explore the effect of marketing mix elements on customer satisfaction of Transsion Manufacturing Plc. So the result of this study will help the company to know its customer satisfaction level with regard to the product quality, setting price, promotional and distribution aspects that will move it in parallel with the changing customers' need and wants. The research will also pinpoint areas that a local electronic company needs to build on in the future to be successful in the market. Because in today's competitive business world effective manipulation of these marketing mix elements strongly determines the long run survival of the company. Besides, the findings of the study will use for other similar studies in the future. The study will also being believed to benefit both academicians and other practitioners as a source of documented study in this area.

1.8. Scope of the Study

Conceptually, the study is mainly concern on the effect of marketing mix strategy on customer Satisfaction of Transsion manufacturing plc. It is concern in areas of marketing mix and categorize in to four main strategies such as pricing, product, promotional and distribution. And hence, it not include other areas of marketing strategies even though they have power in influencing customer satisfaction.

Geographically, this study focused on surveying sales outlet shops that are owned by Transsion manufacturing plc in Addis Ababa. There are Ten sales outlet shops that are located in Bole, Gurd-Shola, Lideta, Mebrat-Hayil, Megenagna ,Torhayhoch ,Piassa ,Mixico ,Jemo and Merkato. The research targets was consumers who have visited the aforementioned sales outlet shops at the time

of the data collection. The research used Quantitative approach and research design (descriptive & explanatory) used.

1.9. Definition of Key Terms

The researcher used the following conceptual definitions throughout this study.

Marketing: Marketing is defined in this study as the performance of activities that seek to accomplish an organization's objectives by anticipating customer or client needs and directing a flow of need satisfying goods and services from producer to customer or client (Ringold and Weitz 2007).).

Marketing mix: 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 (Badi, 2018).

Product: A product is anything that can be offered to a market for attention, use or consumption that satisfies a want or need (Adewale and Oyewale, 2013).

Price: Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Wantara, and Tambrin, 2019).

Promotion: The specific mix of advertising, personal selling, and public relations that a company uses to pursue its marketing objectives (Marketing, 2013).

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 (Chen and Popovich, 2003).

Customer Satisfaction: - is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance or outcome in relation to his or her expectations (Harker, 2009, Kotler and Armstrong, 2010).

1.10. Organization of the Study

The study is organized into five chapters. Chapter one deals with background of the study, statement of the problem, research questions, objectives of the study, significant of the study, Limitation of the study, Scope of the study, definition of key terms and organization of the study. Chapter two discusses about review of related literature of the study. Chapter three deals with the methodology of the study, chapter four presents about data analysis, findings and discussion of the gathered data, and finally chapter five focuses on the summary, conclusion and recommendation of the study.

CHAPTER TWO

LITERATUR REVIEW

Introduction

This chapter discussed about three main areas, theoretical review, empirical review and conceptual framework. The theoretical review elaborates different theories developed by different scholars. Similarly, in the empirical framework different findings in the area with the actual figures presented. And in the conceptual framework, the independent and dependent variables discussed both theoretically as well as in figure.

2.1 Theoretical review

2.1.1. Concept of Marketing

Walker (2008) defined marketing as a function of an organization with a specific process that creates, communicates and delivers value for customers and manages customer relationships in a way that is relevant to both the organization and its stakeholders.

Palmer (2011) also defines the notion of marketing today, which is associated with a number of changes in marketing history. The first concepts are a production concept where production managers pay more attention to increasing production efficiency, low cost and mass distribution. Then they came up with the product concept that consumers often prefer a highly innovative product offering. Then there was the sales concept phase, where the organization focused on selling their products to customers. Communication, advertising and branding have become more important as companies have demanded more sales than their competitors.

Kotler (2013) also emphasized the emergence of a customer-centric marketing concept. Their goal is to identify customer needs and manufacture products that meet those needs, so the market has become customer-centric. Baker (2012) has suggested that research is about understanding people's needs; make products that people want; Their competitive pricing and making it easy for people to purchase required effective planning and execution of distribution, promotion, pricing of goods and services and establishment of exchanges to meet individual consumer and consumer goals.

Therefore, marketing is always considered important for the functioning of an organization. It is a bridge between the production and consumption of goods and services. Marketing is an essential link between customer needs and the means to satisfy them.

2.1.2. Marketing Strategy

Silva (2006) suggested that the primary goal of increasing sales and gaining sustainable competitive advantage is marketing strategy. Marketing strategy allows companies to develop a plan that will allow them to offer the right product in the right market to gain a competitive advantage. It is also the process by which companies respond to competitive situations and market forces, or respond to environmental and internal forces in order for the company to reach its target market. Therefore, a marketing strategy is a plan to achieve a company's goal or how a company intends to achieve its marketing goals in a specific market segment.

Brodrechtova (2008) explained that marketing strategy is a roadmap for how a company allocates its resources and relates to its environment and achieves a business objective in order to generate economic value and maintain a competitive advantage. According to Levie (2006), the function of marketing strategy is to determine the nature, strength, nature and interaction between elements of the marketing mix and environmental factors in specific circumstances, and therefore companies must ensure that the actions taken are accepted by individuals. . Or organizations need at a certain point in time and need to create value. In fact, there are things that can limit the effectiveness of a marketing strategy.

In general, marketing strategy encompasses all of key short- and long-term activities that contribute to the company's marketing goals and objectives. Therefore, a successful marketing strategy depends on addressing several key issues. These include: what intends to produce, how much it will charge, how it intends to deliver its product or service to the customer; and how it intends to inform its customers about its products and services.

2.1.3 Marketing Mix Strategies

McCarthy (2011) defines strategy as the direction and scope for an organization to achieve its long-term goals by configuring its resources in today's dynamic business environment. The American Marketing Association (2008) stated that marketing mix is a mix of controlled marketing

variables or tactics available to managers. According to Walker (2008), companies seek competitive advantage and synergy through a well-integrated program of marketing mix elements. The marketing mix model combines a measure of marketing performance, such as B. Sales, market share and profitability, with variables describing the marketing mix.

The concept of a marketing mix strategy therefore involves a thoughtful and careful selection of an organization's strategies and policies in terms of product, price, promotion and place. All elements must be properly selected and mixed in the right proportions to add value to the product or service and make it attractive to the customer. Therefore, the importance of these strategies is paramount to as they determine how the organization's goals will be achieved. In order to achieve the goals, the marketing mix of must be constantly reviewed, since the external environment of is constantly changing. It can also change due to changing customer preferences and tastes, changing lifestyles, innovations and technology.

The marketing mix has many elements, these elements can be defined according to the main objective of the organization, the main elements of the marketing mix are related to the 4 “P” (product, price, place or distribution and promotion), this marketing mix can improve customer satisfaction (Raewf & Thabit, 2015).

2.1.3.1 Product

Product refers to the goods and services offered by the organization. So, in short, a product can be defined as a set of benefits that the retailer presents to the customer for a fee. The product can also be in the form of a service such as train travel, communication etc. Hence, the product is the main element of any marketing mix (Singh, 2012). For example, a product may contain specific colors, specific scents, and specific properties. A product is a physical product or service that includes a variety of product ranges, features, designs, packaging, sizes, service guarantees, and return policies (Londre, 2009). Product attributes, including brand name, quality, novelty, and affordability, can influence consumer behavior. In addition, the product's physical appearance, packaging, and label can also determine whether consumers perceive, see, and buy the product in-store (Owomoyela, 2013). The product is the most important element of the marketing mix, as a company's reputation is built on its product (Keegan, 1989). Kotler and Armstrong (2010) also

define a product as anything offered in the marketplace for participation, acquisition, use, or consumption that can satisfy consumers.

2.1.3.1.1 Product quality

One of the most important elements in business is to offer customers added value, which includes not only tangible but also intangible elements, i.e. H. Packaging, services, brand and production quality. Customer satisfaction and value are therefore related to product quality, which has a significant impact on the performance of the service or product itself (Kotler and Armstrong, 2012).

According to Rust et al. (2002) the term "quality" has been so misused that its meaning is not easily defined due to the attention it is given by scholars and practitioners. Furthermore, most authors accept Zeithaml's (1988) constraint on product quality, which states that product quality is defined either by external indices representing the external quality or by internal indices representing the internal quality of the product.

According to Teas and Agarwal (2000), the customer's perception of external indicators such as guarantee, brand, country of origin or price is based on external quality. The Winder (1996) and Chavan (2003) dimensions of product quality are the characteristics of a product that has the ability or capacity to meet consumer expectations. The customers will be very satisfied and will consider the product as higher quality and acceptable if the product meets their expectations. These dimensions, according to Garvin (1984), include: performance, functionality, reliability, compatibility, durability, serviceability, aesthetics, and perceived quality.

2.1.3.1.2 The Product (Service) strategy

The product strategy, the routes by which to reach your long-term product objectives need to be developed specifically for each product or service. But, in general there are said to be four basic products strategies for growth in volume and profit. They are presented in the following sections.

Market penetration is the most frequently used strategy is to take the existing product in the existing market and try to obtain improved penetration of that market (Kotler and Armstrong , 2010).

Product development: It involves a relatively major modification of the product or service, such as quality, style, performance, variety and so on (Kotler and Armstrong, 2010).

Market development: This depends on finding new uses for the existing product or service by taking it in to entirely new markets

Diversification: This quantum leap to a new product and market, involves more risk, and is more normally undertaken by organization which find themselves in markets which have limited, often potential (Ibid).

2.1.2.1.3 Product Branding, Packaging and Labeling

When conceiving, developing and managing its products, a firm needs to make and enact a variety of decisions regarding the brand, package and labels used with each item.

- **Branding:**

A brand is a name, term, design, symbol, or other features that identifies the goods and services of one seller from those of other sellers (Armstrong, 2009). Marketers should realize that the more customers equate quality with their brands, the more they buy. Consumers simply do not purchase brands that they either do not recognize or do not trust, no matter how much promotional activity is put behind them (Engle,2004). Therefore, managers need to brand their products in the best way possible to gain brand awareness by uses in a better way than competitors.

- **Packaging:**

Packaging is the activity of designing and producing the container or wrapper for a product (McDonald, 2004). Since in recent times, packaging has become a potential marketing tool, a company needs to design the package for the safety of the product, to make the product identifiable, and to make it more appealing so as to increase profit.

- **Labeling:**

A label is a tag or sticker attached to a container or package that provides information about the seller or the manufacture (McDonald, 2004). Labeling performs several functions. It identifies the product or brand and might also grade the product. It also conveys such information as who made it, where it was made, when it was made, what it contains, how is it to be used, and how to use it safety. But one thing what we have to know is that misleading

information is illegal action. Therefore, careful labeling should be necessary for the factory (Rediet, 2020; Donald, 2004).

2.1.3.2 Price

The second most important element in the marketing mix is price. It can be defined as the value charged for any product or service (Borden and Marshall, 1959). Determining the price of a product is a difficult task. Marketers should be aware that when setting a price, many factors such as the necessity of the product, the costs involved, the ability of the consumer to pay, government restrictions, competitor prices for comparable products, etc. can drive the process. In fact, pricing is a very critical decision area as it affects the demand for the product and the profitability of the organization (Singh, 2012).

2.1.3.2.1 Pricing objectives, strategy and methods

There are different objectives of pricing available for careful considerations. The selected pricing strategies can have their own impacts on the pricing strategy and market in which it relies on the objectives to employ.

2.1.3.2.2. Methods for price your product

A. Cost based pricing

To calculate the cost of products, you need to include the cost of manufacturing, advertising, and distribution. Add the company's desired profit level to the product cost subtotal to determine the price of the product. The profit amount to add to the product cost subtotal can be specified using three different methods (percentage of profit with product cost, adding a percentage to unknown product cost, and combining total profit and product cost). Each of the three cost-based evaluation methods described starts with a running sum of the costs of the product (Kotler, 2010). In this case, the company designs a product that it thinks is a good product, adds up the cost of manufacturing the product, and sets a price that covers the cost plus the expected profit.

B. Competition based pricing

Consumers will base their judgments of a products value on the prices that competitors charge for similar products (Kotler, 1996). The big advantage of competition-based pricing is that you are focused on your industry and therefore your competition. An industry focus looks closely at the types of existing and emerging competition.

C. Customer based pricing

Most business owners want to know “at what price do my customers think my product offers good value?” knowing your customers ensures you take a market focus with your business. You need to find out how your customer feels about various product prices and what they would do if the price changed. Customers change their buying habits according to product price. As a seller you need to find out how your target customers view your product and customer attitudes towards various prices or a price change (Kotler, 1996). As a result, pricing begins with analyzing consumer needs and value perceptions, and price is set to match consumers’ perceived value.

D. Discount and Allowance pricing

Having set the overall price, the suppliers then have the option of offering different prices (usually on the basis of a discount) to cover different circumstances. Accordingly, the customers’ need to balance the costs of producing a product with competition and the perception of your target customers to select the right product price. That is the reason why pricing takes creativity, time, research, good record keeping and flexibility. This Price consists of themes such as Trade Discount, Quantity Discount, Cash Discount, Seasonal Discount and Trade Allowances (Kotler & Armstrong, 2010). These types of discounts and allowances most often offered are:

1. **Trade Discount:** Members of supplier’s distribution chain (for example retailers and wholesalers) will demand and payment for their services (Kotler and Armstrong, 2010).
2. **Quantity Discount:** These who offer to buy larger quantities of the product or service are frequently given incentives). Sellers use the quantity discount to encourage buyers to buy more. This in turn can help the seller to reduce their own production costs, which can help reduce price for the buyers (Tilahn, 2018).
3. **Cash Discount:** Where credit is offered, it is sometimes decided to offer an incentive for cash payment or for prompt payment (Kotler and Armstrong, 2010).
4. **Seasonal Discount:** Suppliers to markets which are highly seasonal (such as holiday market) will often price their product or service to match the day and with the highest prices at peak demand (Kotler and Armstrong, 2010).
5. **Trade Allowances:** In the durable goods market suppliers often attempt to persuade consumers to buy a new pieces of equipment by offering allowance against trade-in of their

old one(Kotler and Armstrong, 2010). Generally speaking, these are simply hidden discounts targeted at a group of existing competitive users.

From the above different types of discounts and allowances we can conclude that, discounts and allowances are reductions to the selling price of goods or services, they can be applied anywhere in the distribution channel between the manufactures, middlemen distributors, whole sellers, or retailers, and retail customer. Typically, they are used to promote sales, reduce inventory, and reward or encourage behavior that benefit the issuer of the discount and allowance (Tewabet,2018). Thus, the company should focus the above price discount of seasons in order to serve and satisfy those customers in the best way and then in the long term the company achieving high profit from these price discounts.

2.1.3.3 Place (Channel of distribution)

Also known as distribution. This is how the product finally reaches the consumer (Borden, 1964). Distribution channels. Delivery of products to a location convenient for customers. This is how the product is delivered and distributed to the customer (Hutchison, 2009). From the consumer's point of view, the channel through which they buy the products offers the most direct relationship with the supplier (McDonald, 2013). Therefore, developing a channel strategy is important for the company's relationship with the customer. There are many delivery systems

1. Indirect Distribution Channel

The indirect channel is used by companies who do not sell their goods directly to consumers. Suppliers and manufacturers typically use indirect channels because they exist early in the supply chain (Aaker, 2001). Depending on the industry and product, direct distribution channels have become more prevalent because of the Internet. Distributors, wholesalers and retailers are the primary indirect channels a company may use when selling its products in the marketplace. Companies choose the indirect channel best suited for their product to obtain the best market share; it also allows them to focus on producing their goods (Aaker, 2001).

2. Direct Distribution Channel

A direct distribution channel is where a company sells its products direct to consumers. While direct channels were not popular many years ago, the Internet has greatly increased the use of direct channels. Additionally, companies needing to cut costs may use direct channels to avoid

middlemen mark-ups on their products. Selling agents and Internet sales are two types of direct distribution channels (Anderson et al, 2006). Selling agents work for the company and market their products directly to consumers through mail order, storefronts or other means. The Internet is an easy distribution channel because of the global availability to consumers (Bakosi et al, 2006).

3. Wholesaling

Wholesaling includes all activities involved in selling goods or services to who buy for resale or business use. Manufacturers use wholesalers because wholesalers can perform function better and more cost effectively than the manufacture can. These functions are not limited to selling and promoting, buying and building bulk barking, warehousing, and transporting financial risk bearing dissemination of marketing information and provision of management services consulting. Like retailers wholesaler must decide on target market, product assortment and services promotion and place (Berman, 1996). The most successful wholesalers are those who adopt their services to meet and target customer's needs, recognizing that existing add value to the channel (Berman, 1996).

2.1.3.4 Promotion

Promotion is one of the most powerful elements of the marketing mix. Promotional measures are advertising, public relations, fairs and shows, etc. (Culton, 1948). The marketing manager decides on the amount of marketing spend for the promotion. Promotional activities are primarily intended to supplement face-to-face selling, advertising and promotions (Burnett, 2008). The promotion helps the retailer and salespeople to effectively introduce the product to customers and encourage them to buy. Promotion consists of many combinations of its components that serve the marketing purposes of the organization. Promotion is a powerful element of the Promotion mix (Singh, 2012). The main purpose of Promotion is to create and shape the product image at the exhibition center. It is one of the essential competitive tools that keeps the industry dynamic. The action set determines the positioning of the product in the reference market.

In addition, John (2008) asserts the following four components that make up marketing communication are (John, 2008).

Advertising: Any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor. Although some advertising is directed to specific individuals (as, for example,

in the use of direct mail), most advertising messages are tailored to a group, and employ mass media such as radio, television, newspaper, and magazines.

Personal selling: An oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales. It includes several different forms, such as sales calls by a field representative (field selling), assistance by a sales clerk (retail selling), having an Avon representative call at your home (door-to door selling), and so forth.

Public relations: A non-personal stimulation of demand for a product, service, or business unit by planting commercially significant news about it in a published medium (i.e., publicity) or obtaining favorable presentation of it through vehicles not paid for by the sponsor. Although commissions are not paid to the various media, there are salaries and other expenses that mean public relations are not a costless form of promotion.

Sales promotion: Those marketing activities that add to the basic value of the product for a limited time period and thus directly stimulate consumer purchasing and dealer effectiveness. These activities include displays, shows and exhibitions, demonstrations, and various nonrecurring selling efforts not in the ordinary routine. As the provision for an additional incentive to buy, these tools can be directed at consumers, the trade, or the manufacturers own sales force.

These elements, in addition to attracting a new customer, can also be used to maintain customers and satisfy them on the purchase decision that they have made (Palmer, 2000, Woldekiros, 2019). The above-mentioned forms of promotion are Interdependent. This means the success of the promotion is dependent up on the success of each form of promotion. Advertising will not succeed unless good personnel selling and sales promotion support it. Marketers must work hard to communicate openly and honestly with consumers and resellers (Kirbel, 2018). Consumers base their expectations on information they receive from marketers, friends and any other sources. If the marketer exaggerates the product performance through its promotional tools, consumer expectations will not be met, and dissatisfaction will result. In addition, the promotion can be made in the following promotional tools: They are Televisions:

Television news usually tells fewer stories in few worlds. And the producer decides which stories to include in news casts, how long they should be and in what order they appeal.

Radio: Radio stations can be great for reaching a wide audience their news departments usually cover news with the smallest staffs, in the shortest time for each story, and with the most frequent deadlines.

Magazine and other publication: Are a way to read a very specific audience with a story? These publications are typically organized around an interest group such as business, health care or higher education.

Newspaper; It is the simplest and cheap way to find out latest news.

Websites: The Company in the current globalized world needs to reach out the internet technology friendly customers through web, designed to promote it.

2.1.4. Customers Satisfaction

2.1.4.1. The concept of customer satisfaction

Kotler and Keller (2009) defined customer satisfaction as a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to expectations. Customers are having their own standard of expectation, and if the performance is not meet their standard, it will make the customer disappointed, on the other hand if it's more than they expect, it will definitely make the customer satisfied (Kotler & Keller, 2009; p. 128). According to Kotler and Keller (2009), customer satisfaction can be measured by measuring customer expectation gap with management perception.

Most researchers agree that satisfaction is an attitude or evaluation that is formed by the customer comparing their pre-purchase expectations of what they would receive from the product to their subjective perceptions of the performance they actually did receive (Sriyam, 2010). Kotler and keller (2006) defines satisfaction as a person's feelings of pleasure or disappointment resulting from comparing a products or service's perceived performance (or outcome) in relation to his or her expectations.

Customer satisfaction is also defined as an "evaluation of the perceived discrepancy between prior expectations and the actual performance of the product" (Samuel, 2006). These definitions of customer satisfaction have in common that, if the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If

the performance exceeds expectations, the customer is highly satisfied or delighted. In conclusion, customer satisfaction is defined as a result of customer's evaluation to the consumption experience with the services. However, the customers have different levels of satisfaction as they have different attitudes and perceived performance from the product/service.

2.1.4.2. The relationship between Marketing mix elements and Customer satisfaction

Marketing focuses on the fundamental practices that every company has to carry out - identifying customers, researching their needs and preferences, analyzing factors that influence their purchasing decisions and persuading them to buy products and services from you rather than a competitor (CIM, 2015). Several researchers found that there is positive or negative, significant or insignificant relationship between the marketing mix tools; 4P's and customers' satisfaction. Some of the authors that create relationship between the 4P's marketing mix and customers' satisfaction are as indicated below:

2.1.4.2.1 Product and Customer Satisfaction

Products are defined as something that includes physical objects, services, events, persons, places, organizations, ideas, or mixes of these entities. Mammon (2012), Ateba et al. (2015) and Faris et al. (2016) indicated that among marketing mix elements, product significantly influences customer satisfaction. Ateba et al. (2015) in their research found that 104 (78.8%) participants agreed that product influences their satisfaction to their service providers. Moreover, Isa (2015) conducted a study on marketing mix tools for customer satisfaction in marketing found that product/service significantly affects customer satisfaction in the bank. Flowing from the relationship product and customer satisfaction of the studies above, one of the ways companies can increase market share is through having viable products. Organizations must encourage customers to open account and increase the service quality with different product innovation in order to achieve competitive advantage (Isa, 2015). Therefore, the relationship between service and customer satisfaction has been recognized.

2.1.4.2.2 Place and Customer Satisfaction

Place refers to the seller must be able to figure out where their target customers usually shop for the product. By knowing where the place their customer conduct the purchasing act, they will be able to maximize their service to the customer and also minimize the cost of distribution and increase revenue (Kotler & Keller, 2009). The place where customers buy a product, and the means

of distributing your product to that place, must be appropriate and convenient for the customer (CIM, 2015). The place aspects of the marketing mix are closely related to the distribution and delivery of products or services (Shin, 2001).

Mohammad et al. (2012), conducted research on impact of marketing mix elements on tourist satisfaction on East Lake assured significant relationship between place and customer satisfaction in the study area. Similarly, Ateba et al. (2015) in their study on the Marketing mix: its role in customer satisfaction in the South African banking retailing reflected that 115 (86.4%) participants agreed that price influences their satisfactory needs from the service provider. Faris et al. (2016) found that there is significant relationship between the place/distribution and customer satisfaction. However, Isa (2015) found that distribution/place of banking sector is insignificantly related to customer satisfaction. Therefore, the relationship between place and customer satisfaction has been established.

2.1.4.2.3 Promotion and Customer Satisfaction

The purpose of sales promotion is to attract new customers and increase satisfaction for existing customers (Alma, 2013). Satisfaction is one of the factors that can influence repurchase intentions, consumer behavior in the future is influenced by consumer satisfaction and dissatisfaction (Yolandari and Kusumadewi, 2018). The results of research Novianti et al. (2018) stated that promotion has a significant direct effect on consumer satisfaction at CikarangMedikaFarma Pharmacy. This effect is positive, which means that it shows that the better the consumer's perception or assessment of the promotion carried out by the CikarangMedikaFarma Pharmacy, the higher the level of consumer satisfaction. Research conducted by Jennifer (2014) found that consumer satisfaction has a positive and significant effect on repurchase intentions. In Redjeki and Ngatno's research (2019), it is concluded that the variable of customer satisfaction is significantly as a mediating variable the influence of promotion, company image and service on repurchase intention. Research conducted by Azazi et al. (2019) found that customer satisfaction plays an important role in mediating the relationship between sales promotion, service quality, and product quality on customer loyalty.

2.1.4.2.4 Product Pricing and Consumer Satisfaction

Price is regarded as something that can be calculated according to several measures, such as a reasonable price, a competitive price, a discounted price, a retailer's price, and price suitability.

Value is a higher-level definition than quality and price because it is more individualistic and personal. A satisfied consumer believes that the value of goods and services is comparable with the price, which will encourage them to repurchase the products. According to Zeithaml (1988), “quality can be characterized as superiority or excellence in a broad sense.” From the customer’s perspective, “The price is given up or sacrificed to get the product or service” (Zeithaml, 1988). According to Bei and Chiao (2001), “[P]rice is described as giving or sacrificing for the acquisition of a service or product,” while Kotler et al. (2012) proposed that “the price is the amount paid for a product or service and the sum of the value exchanged by consumers for the advantages of a product or service available or being used.” The perceptions of customers of a given price can have a direct relationship with their decision to buy a product (Zechmeister et al., 1997). Customers will pay attention to the prices paid by their peers, and no one wants to spend more money than their peers do. The fairness of a price can affect the perception of consumers of the product, and ultimately their desire to become a consumer.

2.2. EMPIRICAL REVIEW

Woldekiros Haftu (2019) also examined the impact of marketing mix tools on customer satisfaction in Wegagen bank. The study applied explanatory cross sectional research design for which information was collected from both questionnaires and interview that were distributed among the customers and the higher officials of the bank during the banking hours respectively. The descriptive result of the study indicates customers are highly satisfied on promotion, People and physical evidence of the marketing mix tools; while, they are moderate on the remaining four marketing mix tools compare to these three variables. Besides, most customers have high overall satisfaction on the implementation of the marketing mix tools in the bank. And it recommends that the bank should exert much effort to improve the overall level of customer satisfaction on the marketing mix tools namely; product, price, place, people and process through introducing new and diversified process options, fair service charges and commissions, cooperative and skillful employees, enhancing customers and employee’s technology knowhow and introducing fast and modernized services (Woldekiros Haftu , 2019).

Kirubel Wube(2018) assessed effects of the marketing mix strategy on customer satisfaction in The case of Ethiopian Trading Enterprise. The study used quantitative and descriptive method of research design. Both primary and secondary data collection instruments are used to collect data.

Using questionnaires as data gathering instrument with simple random sampling, 150 respondents were gathered from three stores, who are active customers to the company. The data obtained then analyzed using correlations and linear regressions. The result shows that 4P's of Marketing Mix simultaneously has significant impact, however individually 4P's of Marketing Mix only price variable has proven to be significant toward customer satisfaction. The researcher recommends that the company should focus on its product and place lineup while maintaining the other factors such as price and product.

Rediet Melaku (2020) also assessed impact of the marketing mix tools on customer satisfaction in Habesha Breweryshare company. The study used quantitative and descriptive 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 the study is consumers of the company. The study was taken from customers found in the Addis Abeba city to select kolfe and lideta sub cities with distributing 384 questionnaires. Quantitative methods of data analysis were used. Thus in order to assess those factors which influence customer's satisfaction, four variables (price, product, promotion and placement) are taken in to consideration. The finding asserts that all variable are found to be influential to determine customer satisfaction. The researcher recommends that the company to take a close scrutiny in the four marketing mix elements in maintaining its customers. Specifically price of the company product is found to be a variable having detrimental effect on satisfaction of the customer.

Mezgebu (2015) attempted to study the impact of customer relationship marketing on customer satisfaction; the case of the Commercial Bank of Ethiopia. Research suggests there is a significant association between components of relationship marketing, including trust, commitment, communication, conflict management, and customer satisfaction ability, as well as regression testing testing all variables simultaneously for customer satisfaction; the results showed that all components have a significant impact on customer satisfaction.

According to Latwal & Sharm (2012) entitled Impact of Brand Value on Purchasing Intent: An Empirical Study Focusing on Car Owner in West Delhi. The result shows that there is a direct causal relationship between these brand value dimensions and purchase intention; however, one dimension of brand equity, brand awareness, shows no significant impact on purchase intentions.

The study recommended that marketers carefully consider the elements of brand equity when designing their strategies.

Olga Madodo (2015) conducted a research study on factors affecting beer customer satisfaction in the brewery industry, in the case of east Africa breweries limited in Kenia. The finding depicted that the relation between individual factors, brand preference, perceived value, perceived quality and loyalty were significant in enhancing customer satisfaction.

Apuke Destiny (2016) further discussed in his research entitled the impact of marketing strategies on customer satisfactions in Nigeria Bottling Company. The finding recommends that the company should focus building commercial capabilities, increasing their CRM strategy to ensure that they serve their customer better. This can further enhance they continue to be innovative in meeting the customer demands in a proactive manner for sustainable business capabilities, customer loyalty, retention, and satisfaction.

The study impact of internal marketing on customer loyalty (Case study: Iran Insurance Company - Kermanshah province) is also carried out by FarhadRahmati, et.al, (2013). The results of this study showed that internal marketing through the marketing mix and customer satisfaction has influenced the customer loyalty. Also, the results showed that employees and organizations must consider the process of overall marketing strategies with regard to competitive conditions in order to attain customer loyalty and satisfaction.

Apuke Destiny (2016) further discussed in his research entitled the impact on marketing strategies on customer satisfaction in Nigeria Bottling Company. The finding recommends that the company should focus building commercial capabilities, increasing their CRM strategy to ensure that they serve their customer better. This can further enhance they continue to be innovative in meeting the customer loyalty, retention and satisfaction.

2.3. Conceptual Framework

A conceptual framework is a theoretical framework of assumptions, principles, and rules that connects the ideas that make up the overall concept. Jabareen (2009) explains a conceptual framework as a network or layer of related concepts that together provide a comprehensive understanding of a phenomenon or phenomena. The conceptual framework provides connections between variables, such as independent variables and dependent variables that are the subject of

the research title, objectives, research methodology, and literature review. The main variables of this study are the elements of market composition (product, price, promotion, and location/distribution), the independent variable, and customer satisfaction (the dependent variable). Therefore, this study will cover the four main elements of the marketing mix in terms of product, price, location and promotion. Consequently, the researcher adapted the conceptual framework from (Yohannes, 2018) to show the key variables and their relationship to customer satisfaction. Marketing mix elements (4P's)

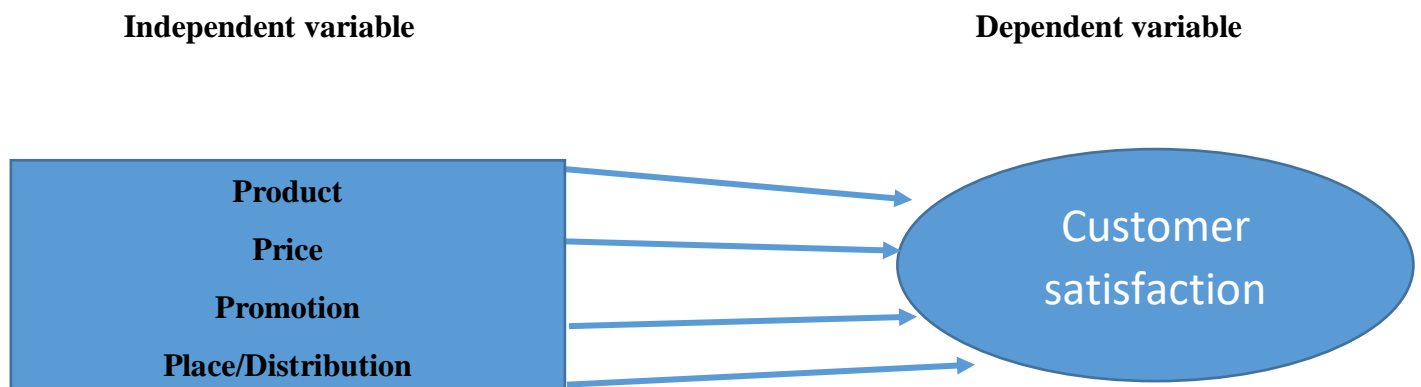


Fig 2.1 Conceptual framework of the study Source (Yohannes, 2018)

CHAPTER 3

3. RESEARCH METHODOLOGY

This chapter deals with research methodology ,research approach and design, population sample size and sampling procedure, data sources and data collection methods, reliability and validity of data collection instruments ,methods of data analysis and ethical considerations .

3.1 Research approach

The research approach used for this study is quantitative in nature. The researcher use quantitative methods to examine the effect of marketing mix strategies on customer satisfaction because Creswell (2003) indicated that quantitative approach is the one in which the investigator primarily uses postpositive claims for developing knowledge that is the cause and effect relationship between known variables, and collect data on predetermined instruments that yield statistical data.

3.2 Research design

Kothari (1985) defined research design as blue-print or maps that details how the research collected information that is relevant to addressing the research questions. It is a general blue-print for the collection, measurement and analysis of data, with the central goal of solving the research problem. It includes the outline of what the research did, from writing the hypothesis and its operational application to final analysis of data

Therefore, this study adopted Descriptive and explanatory research Design because it attempts to connect the marketing strategies with customer satisfaction. Creswell (2005) asserted that explanatory research is useful for identifying the type of association, explaining complex relationships of multiple factors that explain an outcome, and predicting an outcome from one or more predictors.

3.3 Population and Sample Design

3.3.1 Target Population

Target population refers to all members or a set of people, events or objects to which a researcher wishes to generalize the results of the study (Borg and Gall 2003). Similarly, Mugenda, O. M., & Mugenda, A. G. (1999) stated that target population is the population to which the researcher generalizes the results of a study. From the perspective of this research, the target population will be Transsion Manufacturing Plc product users in Addis Ababa.

3.3.2 Sample Frame

A sampling frame is a list, directory or an index of cases from which a sample is selected (Mugenda, O. M., & Mugenda, A. G. 1999). The sampling frame of this study is Transsion Manufacturing Plc product users who are come to buy Mobile and TV product from 10 brand shop in Addis Ababa.

3.3.3 Sampling Technique

To determine the sampling technique of this study, non-probability sampling techniques used due to the lack of access to have a list of the population being studied. In this sampling technique the chances or probability of each unit to be selected is not known or confirmed. Also the technique does not allow the estimation of sampling errors, and may be subjected to a sampling bias (Rahi, 2017). From the types of non-probability sampling techniques, a convenience sampling will be use in the research. This technique is also known as accidental or opportunity sampling where a sample is drawn from the part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012). In this study, sample of respondents will be gather when consumers come across the Transsion sales outlet shops, which will make it easy and convenient for the researcher to collect consumers' perspective.

3.3.4 Sample Size

When the size of population is unknown and infinite, the representative sample size determined by using estimation method. The sample size for this particular study computed based on the formula suggested by (Corbetta, 2003). Sample size is directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept.

Thus, the sample size is calculated for the list favorable case $p = q = 0.5$ The sample size in this research was determined as follows:

$$n = z^2 pq / e^2$$

n = stands for the sample size which will be drawn

e = level of precision or sampling error

P = population proportion

$$\begin{aligned}
 z &= \text{level of confidence} \\
 n &= ((1.96)^2 \times 0.5(0.5)) / (.05)^2 \\
 n &= (3.8416 \times 0.25) / .0025 \\
 n &= 0.9604 / 0.0025 \\
 n &= 384.16 \\
 n &= \underline{\underline{384}}
 \end{aligned}$$

3.4 Data Collection instrument/tools

In this research, the researcher select a sample of respondents from a population and distributed a standardized questionnaire to respondents. These questionnaires was a closed ended since the research is quantitative by its nature.

The closed ended items measured by five point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree that were prepared in English, and translated to Amharic accordingly to increase the quality of the tools (<https://www.simplypsychology.org/likert-scale.html>).

3.5 Data Sources and Types

The findings of Kothari (2004), suggested researchers to consider two types of data, i.e, primary and secondary as sources of information. So the researcher used both primary and secondary sources of data in order to gather relevant information. Primary sources of data will collect by using structured questionnaires directly from the aforementioned respondents. As Kibera and Waruinge (1998), stated that a questionnaire was used when researchers require information on consumer feelings and attitudes. The secondary data were collected by reviewing related books, previous research works, articles and journals, and online information available

3.6. Method of Data Analysis

The data obtained from the respondents analyzed by using statistical packages for social science (SPSS). The data gathered from respondents were summarized using a descriptive statistic method through tables, frequency counts and percentages. In order to determine the overall trends of the data set, a mean score and standard deviations also use to offer a condensed data. In addition, correlation analysis used to examine the relationship of the variables whereas a multiple linear regression analysis was also used to find out the effect of independent variables that are Price, Product, Distribution and Promotion on customer satisfaction which is the dependent variable.

3.7.1 Validity

According to Mugenda and Mugenda (2003) content validity is a measure of instrument and it provides adequate coverage of the investigative questions guiding the study. For survey, each question is given to a panel of subject matter expert analysts, and they rate it. They give their opinion about whether the question is essential, useful or irrelevant to measuring the construct under study. So, Content validity uses a more formal and statistics-based approach because experts in the field judge the questions on how well they cover the study issues. Hence, in this study content validity is determined by consulting the Advisor. In order to improve the instruments, this research advisor looked at every question in the questionnaire and did his own analysis and gave a comment to ascertain that the questions answered the research objectives of the study.

3.7.2 Reliability

The researcher tested the reliability using Cronbach's Alpha (α) which is an internal consistency test that measures the degree to which the items or measurements consistently measure the underlying construct. It has mentioned that its value varies from 0 to 1 to establish how closely related the variables are in the study, a Cronbach's alpha test was done. According to Andrew, Pedersen, and McEvoy (2011), Cronbach's values range from 0 to 1. However, values at or above 0.7 are desirable.

Reliability Statistics

Variable	N of Items	Cronbach's Alpha
Product	6	.714
Price	5	.722
Promotion	5	.746
Place	4	.704
Total	20	.818

From the above table 2 evidenced that in this study reliability tested, the alpha value for six variable were measured, tested and number of question in the instrument identified, finally alpha

result was determined this increase confidence that the instrument would yield acceptable results and it proved that scales with coefficient alpha acceptable for further analysis (Zikmund , et.al, 2010).

3.8 Ethical considerations

Ethical considerations in research are a set of principles that guide your research designs and practices. These principles include voluntary participation, informed consent, anonymity, confidentiality, potential for harm, and results communication. Participation of respondents will be strictly on voluntary basis. Participants will fully informed as to the purpose of the study and consent verbally. Measures are taken to ensure the respect, dignity and freedom of each individual participating in the study. In addition, participants will notify that the information they provide will be kept confidential and not be disclosed to anyone else.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

The main objective of this paper is to investigate the effect of marketing strategy on customer satisfaction in case of Transsion manufacturing plc. In this chapter, the data obtained in the study are analyzed, presented, interpreted and discussed. The chapter starts by providing the demographic and personal information of the respondents. The descriptive and inferential statistics are presented thereafter.

A total of 384 questionnaires were distributed to the respondents of Transsion manufacturing plc customers using nonprobability (convenience sampling) techniques. This sampling technique is selected because it enables the researcher to draw representative data by selecting samples from the population who are conveniently available and volunteering to participate in study. Also, the researcher used this technique in order to gather the data quickly. Even though there are some risks in adopting a convenience selection such as representativeness which question the credibility of the findings. In order to have a representative sample, the researcher is disseminated the administrated questionnaire to sampled respondents with different backgrounds in terms of periphery, age, gender, education background, and income.

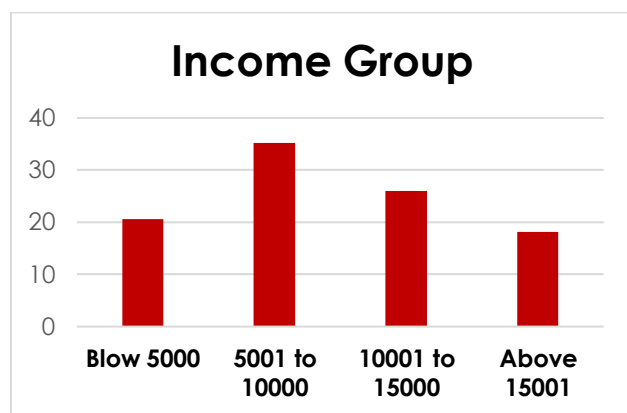
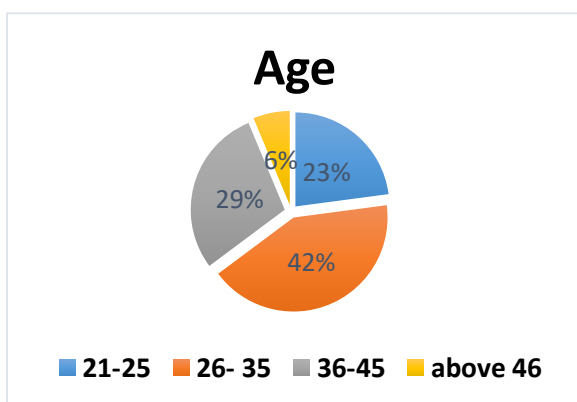
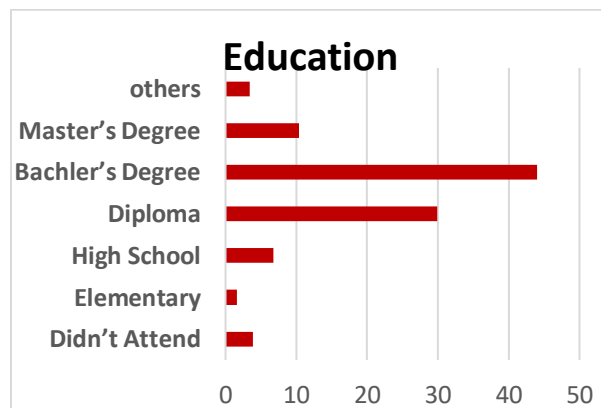
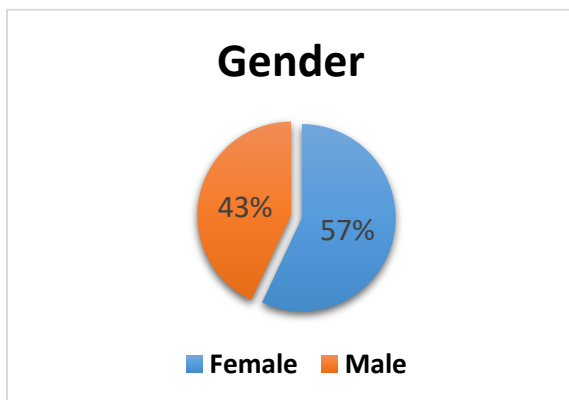
4.1 Demographic Information of Respondent

The first section of the questionnaire demanded personal information from respondents. These questions include: gender, age, level of educational income level and marital status.

Table 4.1

Demographic profile	Category	Frequency	Percentage
Gender	Female	219	57.0
	Male	165	43.0
Total		384	100.0
Age	21-25	88	22.9
	26- 35	161	41.9
	36-45	111	28.9
	above 46	24	6.3
Total		384	100.0

Education	Didn't Attend	15	3.9
	Elementary	6	1.6
	High School	26	6.8
	Diploma	115	29.9
	Bachelor's Degree	169	44.0
	Master's Degree	40	10.4
	others	13	3.4
Total		384	100.0
Income Group	Below 5000	79	20.6
	5001 to 10000	135	35.2
	10001 to 15000	100	26.0
	Above 15001	70	18.2
Total		384	100.0



From the data presented in table 4.1, the majorities (57%) of the respondents were Female and the Remaining (43%) of the respondents were male. This specified that out of 384 respondents around 219 were female and the remaining 165 were male. Therefore, the study comprises both male and female customers of Transsion products. Likewise as explained in the table below, the majorities (41.9 %) of the respondents were at the age group of 26-35 years old followed by age group of 36-45 years accounted for 28.9 %. The remaining 22.9 % accounted from age group of 21-25, low rates which is 6.3% from the age group above 46. This implied that the majorities 41.9% (26-35 year) of the respondents were young people and economically active population at the same time they are fond of the product of Transsion .

The study covered the upper and lower level income level. The less than 5,000.00 Birr income group, income group 5,001.00-10,000., income group 10001-15000, and income group above respondents were representing 20%,35%, 26%,18.2% respectively. This indicated that the analysis comprising different income section of the population.

Moreover, regarding the Educational status Didn't Attend , Elementary, High School, Diploma, Bachelor's Degree, Master's Degree and Others respondents were representing 3.9%,1.6%, 6.8%,29.9%,44%,10.4% and 3.4% respectively. This proved that the analysis encompasses various educational background.

4.2. Descriptive Statistics discussion for General Information about the marketing mix

Variables	Category	Frequency	Percent
How long have you been in using the products?	Never used before	137	35.7
	one to two years	161	41.9
	more than two years	86	22.4
	Total	384	100.0
Which products of the company do you prefer more?	Tecno	232	60.4
	Itel	41	10.7
	Infinix	80	20.8
	Synix TV	31	8.1
	Total	384	100.0
Your reason for choice of the products is	Price	171	44.5

	Availability	93	24.2
	Quality	120	31.3
	Total	384	100.0
Your opinion on the quality of the product is grouped in	Very Good	40	10.4
	Good	260	67.7
	Medium	84	21.9
	Total	384	100.0
How do you evaluate the price of Transsion products	Very expensive	30	7.8
	Expensive	120	31.3
	Fair	234	60.9
	Total	384	100.0
Is there a price discount on the company's products	Yes	94	57.3
	No	290	42.7
	Total	384	100.0
Does the factory provide credit sales for consumers	Yes	0	2.6
	No	384	97.4
	Total	384	100.0
Are the products are promoted in any medium	Yes	364	94.8
	No	20	5.2
	Total	384	100.0
If your answer in item 12 is yes, in which media are promoted	Radio	85	22.1
	Social Media	135	35.2
	Road adv & Event	164	42.7
	Total	384	100.0
How do you evaluate the quality of the promotion	Very Good	167	43.5
	Good	274	56.5
	Total	384	100.0
How do you evaluate the Product Availability?	Good	98	25.5
	Fair	226	58.9
	Poor	60	15.6

	Total	384	100.0
Are you satisfied with the distribution system	Highly Satisfied	50	13.0
	Fair	254	66.1
	Never Satisfied	80	20.8
	Total	384	100.0

Table 2. Product related issue respondent result

Source: own summary from primary data source, 2023

As shown in the table, in terms of using the products, 161 of the respondents answered that they have used the products for one to two years, and 137 of them said that they had never used them before, and 86 of the respondents indicated that they had used them for more than 2 years.

As shown in the table, when the product choice collected from the customers who come for shopping is seen, Tecno, Infinix, Itel and Synix TV show 237, 41, 80 and 31 respectively selected product. This Shows that customers who come to wholesales shop comes to buy

Tecno products and product is more preferred over others. According to the responses that were asked about the reason why they Chose to buy the product, 171 responded that is Price of the product, 120 responded that the product is quality, and the remaining 93 responded that Availability respectively is there reason to choice Product.

The result implies that the price of the product is preferred in the market. Also when asked about the quality and price of the product, most of the respondents select 260 good and 234 Fair, which shows that most of the respondents have a moderate opinion about the Quality and price of the product. According to the question whether the company offers Price discount and credit sales that can be used for product marketing, most of the Respondents answered No, 290 and 384 respectively, which shows that the company does not use this type of marketing method.

In response to the question regarding promotion, we found that the organization uses Different Mediums to promote its products, and they use Radio, Social Media and Road advertisement & Event 85, 135 And 164 respectively as medium options. In addition, regarding the Promotion quality, 274 Respondents answered that it was good, while 167 answered that it was very good. Regarding Product Availability, the biggest response is Fair, which is 226, while 98 responded well, And 60 Poor.

In addition, when asked to rate the satisfaction of customers regarding the Distribution system, most of the respondents answered Fair, and Highly Satisfied and Never Satisfied 50 and 80 respectively. They responded that the organization needs to do a lot regarding Product Availability in general.

4.3 Descriptive statistics for marketing mix elements

Descriptive statistics recommended for Likert scale items included the mean for central tendency and standard deviation for variability. Based on this, the effect of marketing strategies on customer satisfaction analyzed descriptively using Mean and Standard deviation (SD) as follows.

4.3.1 Descriptive statistics for Product

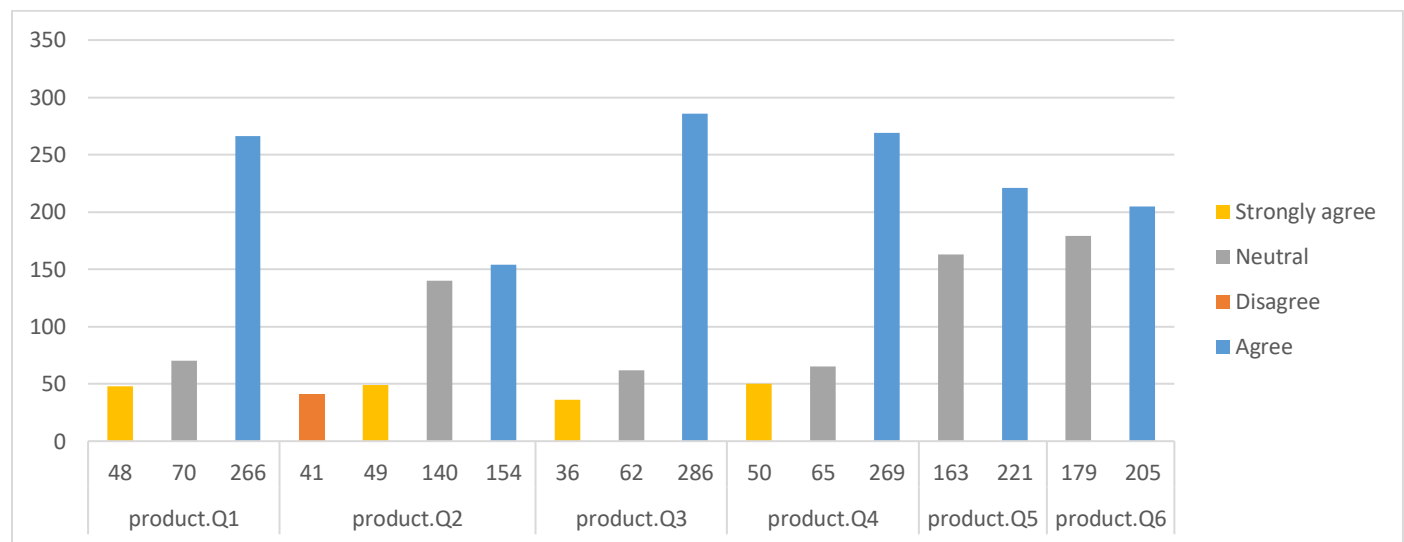


Figure 2. Product related issue respondent result

Source: own summary from primary data source, 2023

Table 4.3.1 Product

Product Related Issues	Mean	SD
The packaging system of the products are modern	3.9427	.55209
The quality of the products is consistent	3.5495	.84745
Company product has verity of Model and Brand	3.9323	.50128
Company product comes with new design and future	3.9609	.54656

Company's Products is different from competitors	3.5755	.49491
Company give warrants for the product against faulty manufacture and / or defective material	3.5339	.49950
Average	3.7491	0.5736

Source: Questionnaire, 2023

As can be inferred from the table 4.3.1 there is a fairly high agreement for that Company bring product with new design and future(Mean =3.96 SD-0.54)and packaging system of the products are modern (Mean=3.94 SD-.552) and product has verity of Model and Brand (mean= 3.93 SD-0.501) major factors which affect the satisfaction of its customer. But there is a relatively lower mean score of transsion product on product quality consistence (mean=3.54 SD-.847) and warrants and related (maintenance service.) (mean=3.53 SD-0.499

Generally, the respondent aggregate response on the effect of product on their satisfaction on Transsion products shows highly agreed which was confirm their agreement mean value of 3.88

4.3.2 Descriptive statistics for price

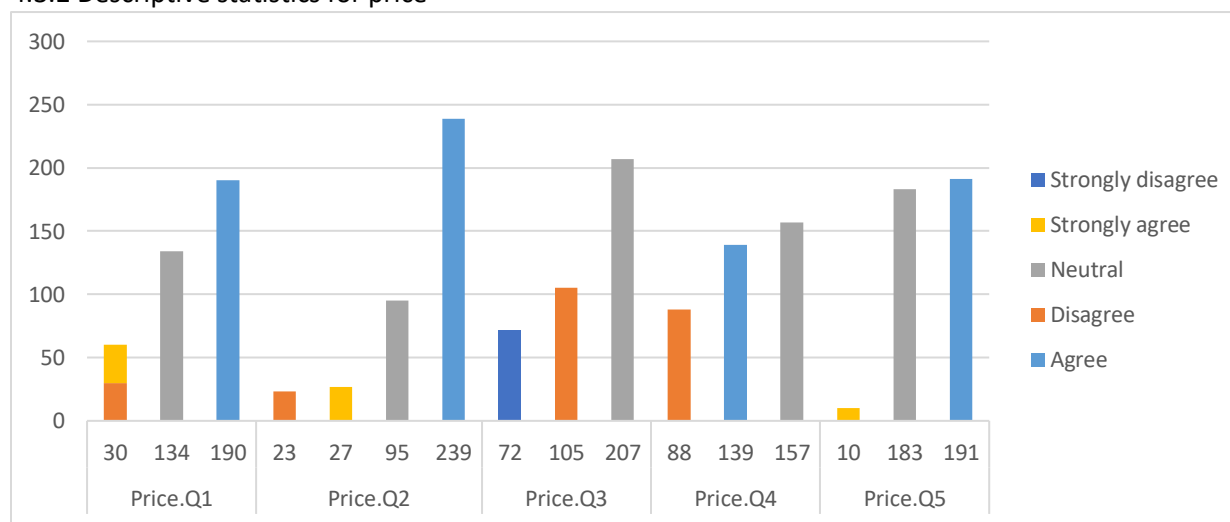


Figure 3. Price related issue respondent result

Source: own summary from primary data source, 2023

Table 4.3.2 Pricing

Price Related Issues	Mean	SD
The price deserves the actual quality	3.5729	.74742
The price is fair compared to other Mobile and TV price	3.7031	.68584
The company gives price discount	2.3516	.77752
The price of the products are consistent	3.1328	.75829
The pricing strategy helps the company's market share	3.5495	.54810
Average	3.26	0.70

Source: Questionnaire, 2023

Regarding price dimensions, respondents were requested to rate based on the five point Likert scale ranging from 5 for strongly agreed to 1 for strongly disagreed. As revealed in table 4.3.1, the mean the mean score is found between 2.35 and 3.70. And majority agree on the price is fair compared to other Mobile and TV price with the scored mean value of 3.70 with standard deviation of 0.681 and the respondent also agreed on the price deserves the actual quality mean = 3.5 , SD- 0.74 and price strategy mean value 3.5 and SD-.548. Hence the customers of Transsion plc somehow agreed to the prices dimensions however regarding with price discount and price consistence scored a lowest mean score 2.35 and 3.13 respectively. Generally, the research findings indicated that the overall mean result of the respondent's scored a mean value of 3.26 which is moderate or neutrals on effecting customer satisfaction

4.3.3 Descriptive statistics for Promotion

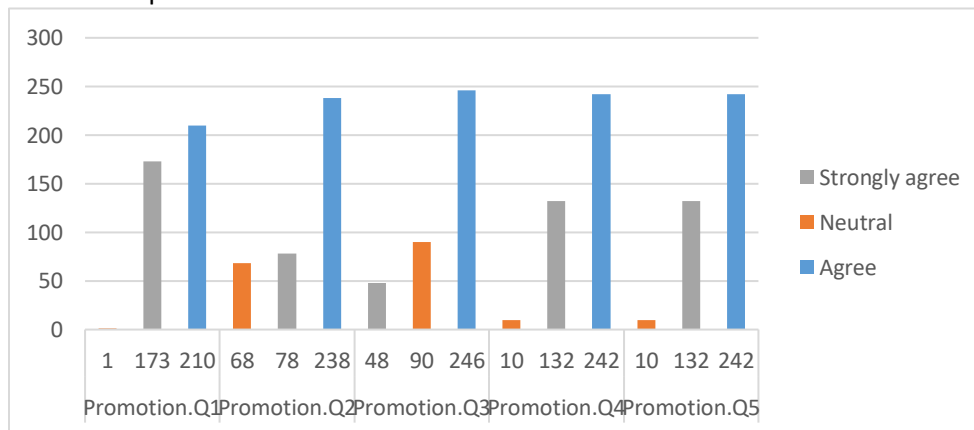


Figure 4. Promotion related issue respondent result

Source: own summary from primary data source, 2023

Table 4.3.3. Promotion

Promotion Related Issues	Mean	SD
Promotion is Important for profit	4.4479	.50315
Promotion is made properly and clearly	4.0260	.61686
Promotional methods are addressed to the consumers	3.8906	.59019
Company Uses social media for promotion	4.3177	.51919
Company collects feedbacks from final consumers	3.5365	.59037
Average	4.04	0.56

Source: Questionnaire, 2023

Obviously, promotion is one of the backbones of any business because it generates the required Awareness about the products or services among customers. A good promotional strategy should correlate well with the long-term marketing plans and goals of the business. Kotler, (2003) confirmed that promotions have become a critical factor in the marketing campaign and best tool to attract potential customers and in general to pursue the marketing objectives of the companies. The mean values from the research finding in the table 4.4 also explained that the respondents perceptions on promotional and they rate of those questions as; Promotion is made properly and clearly (Mean=4.02, SD=0.61), Company Uses social media for promotion (M=4.31, SD=0.51), have high score value to influence customer satisfaction .also related to promotion methods used to address customer and the e influence of promotion on company profitability get high mean sore (Mean=3.89 SD- .59) and (Mean=4.44 SD- .50) of But there is a lower mean score of on promotion dimension on feedbacks collection from final consumers (Mean=3.53 SD- .590). Generally, the respondent aggregate response on the effect of product promotion on their

satisfaction on Transsion products shows highly agreed which was confirm their agreement mean value of 4.04 .

4.3.4 Descriptive statistics for Placement (distribution)

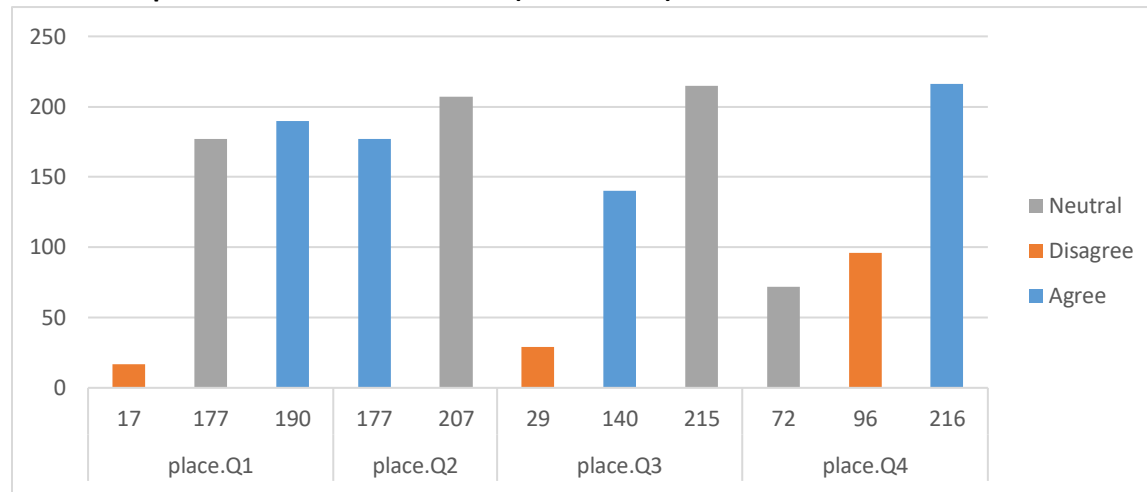


Figure 5. Place related issue respondent result

Source: own summary from primary data source, 2023

Table 4.4. Distribution

Placement(distribution) Related Issues	Mean	SD
Products are available easily	3.4505	.58049
Products are found at wholesale and retail shops and markets in different model and Brand	3.4609	.49912
Products distribution system is attractive	3.2891	.59789
Customers get the actual amount of product on time	3.3125	.84659
Average	3.38	0.63

Source: Questionnaire, 2023

As depicted in the table 7, ‘Company Products are available easily and product availability on retail and wholesale in different model and brand. It had registered the highest score (Mean=3.45 SD-.58) and (Mean=3.46 SD-.499) respectively and Products distribution system attractiveness and availability in term of quantity had got the relatively least mean score values of (Mean=3.28 SD-.59 and (Mean=3.33 SD-.84) relatively. Therefore, high score value implied that these factors

are paramount important in affecting customer satisfaction. Generally, the respondent aggregate response on the effect of product placement on customer satisfaction on Transsion shows has moderate value which was confirm their mean value of 3.38.

4.3.5 Descriptive statistics for customer satisfaction

CUSTOMER SATISFACTION	Mean	SD
I am satisfied with the all company products because the design, feature, style & benefits are sympathetic to use it.	3.6693	0.82233
I am satisfied with the price of Product offerings	3.5208	0.71506
I am satisfied with the availability of product offerings	3.6094	.66898
I like the promotional methods the company use to addressed to consumers	3.9193	.52731
I would be glad to continue purchasing Company products in the future.	3.7578	.63096
I would be recommend Company products to my family and friends	3.6224	.66279
Average	3.6832	0.6712

The above table shows the level of customers' satisfaction on the listed marketing mix items. Accordingly, the highest mean score is 3.91 by Item 4, indicating that customers like promotional methods the company use to address to consumers. Regarding to "I would be glad to continue purchasing Company products in the future." item mean value score 3.75 and standard deviation was .63, this result proven that the Transsion customers are satisfied.

Similarly, the two statement mean score shows that agree on the item of "I am satisfied with the price of Transsion offering" (3.52) and I am satisfied with the all company products because the design, feature, style & benefits are sympathetic to use it. (3.66). The mean value for this attribute shows that customers are agreed.

Generally, the total aggregate mean value of customer satisfaction shows that 3.68 and standard deviation was .0712. The respondent's response confirm their agreement were agreeing on their satisfaction on Transsion products.

4. 4 Correlation Analysis

Bivariate correlations measure the direction and association between two variables. The correlation coefficient, which ranges from +1 to -1; a correlation coefficient of +1 describes a perfect positive relationship in which every change of +1 in one variable is associated with a change of +1 in the other variable. A correlation of -1 describes a perfect negative relationship in which every change of -1 in one variable is associated with a change of -1 in the other variable. A correlation of 0 describes a situation in which a change in one variable is not associated with any particular change in the other variable. Hence, in this research Spearman's correlation was computed to check whether the sales performance has any association with the independent variables.

Table 5. Correlation analysis (n=384)

	Product	Price	Promotion	Distribution	Customer Satisfactions
Product	1				
Price	.244**	1			
Promotion	.254**	.563**	1		
Distribution	.095	.372**	.273**	1	
Customer Satisfactions	.278**	.585**	.489**	.396**	1

Source: SPSS Version 23 output

Pearson Product-Moment Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). The result shows in the Table 4.8 indicating that independent variables are statically significant with the p-value of 0.000 at 0.01 significant levels. As can be seen from the Table 4.8, Price formed the highest Pearson Correlation analysis with $r = 0.585$ indicating that relationship has positive and high correlation with promotion toward customer satisfaction.

Besides, promotion and place (distribution) ($r = 0.489$) and ($r = 0.396$) respectively also interpreted to has positive and Moderate correlation with marked relationship toward customer satisfaction.

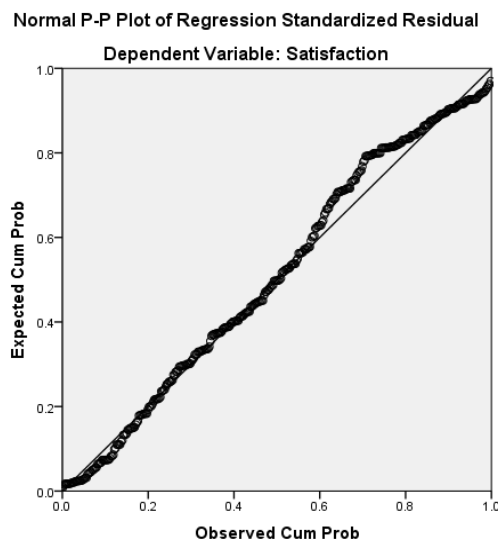
However, product has the lowest correlation strength when compared to other elements with the value of $r = 0.278$. Based on the finding, the result indicates that all the variables (price, product, place and promotion) have positive correlation with customer satisfaction respectively when referred to the strength of association.

4.4. Regression analysis

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). Regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable (marketing mix strategies, Branding strategy and relationship marketing strategy) explains the dependent variable that is customer satisfaction.

4.4.1 Regression Assumption Tests

4.4.1.1. Linearity test



The Normal P-P plots shows that there is most likely linear relationship between Customer satisfaction and Marketing Mix element. Thus the assumption is reasonably supported in this study.

4.4.1.2. Normality test

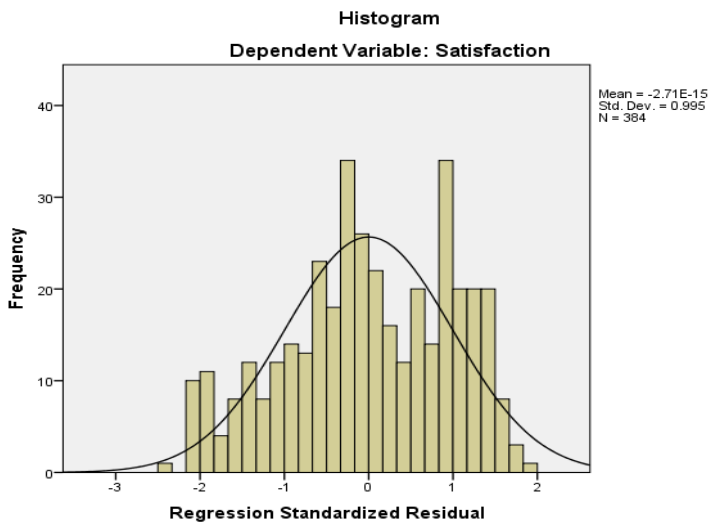


Figure 6 Independent grouped frequency distribution for customer satisfaction

Source: SPSS Version 23 output

The above graph indicated that the frequency distribution of respondents respond on independent variables were almost normal distribution that influence customer satisfaction scale. Data meet the assumption of error being normally distributed and the variance of the residual being constant.

4.4.1.2 Multi collinearity Test

This refers to the relationship among the independent variables. Multicollinearity exist when the Independent variables are highly correlated (Pallant, 2007). Small degree of multicollinearity is Tolerance value and VIF value are above 0.10 and below 10 respectively.

Independent variables	Collinearity Statistics	
	Tolerance	VIF
Product	.921	1.086
Price	.622	1.609
Promotion	.663	1.507
Place	.856	1.168

Source: SPSS Version 23 output

As seen from the above table 4.9 the tolerance value of all variables is above 0.1 and also their VIF value is below 10 which indicate that there is no degree of multi collinearity problem among variables.

4.4.1.3 Homoscedasticity test

Homoscedasticity is the variability in scores for variables of independent should be similar at all values of variable dependent. In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). For a basic analysis it is worth plotting ZRESID (Y-axis) against ZPRED (X-axis), because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met. Decision rule: If there were certain variant, such as organize shaping dot (waves, fuse and narrow), therefore no homoscedasticity happened. If there were not certain variant, and dots spreads above and below 0 numbers in axis Y, then homoscedasticity did happen (Pallant, 2005).

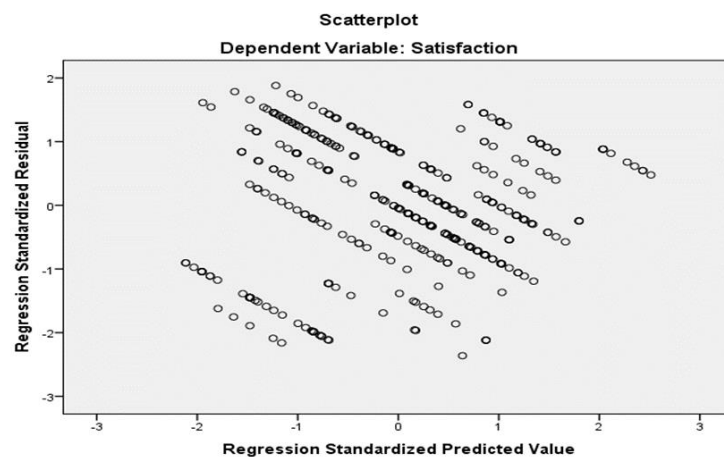


Figure 7. Homoscedasticity test graph

Source: SPSS Version 23 output

The Normal P-P plots show that there is homoscedasticity. Thus the assumption is reasonably supported in this study.

4.4.1.5 Autocorrelation test

Regression analysis is based on uncorrelated error/residual terms for any two or more observations (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2 (see table 4.5.4 below), and an acceptable range is 1.50 - 2.50 (Pallant, 2005). In this study the Durbin-Watson value was 1.516, which is blow to 2 and lay down on acceptable range.

Table 4.5.4 Model summary of Durbin Watson

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.651 ^a	.423	.417	.37567	1.516

a. Predictors: (Constant), Place, Product, Price, Promotion

b. Dependent Variable: Satisfaction

4.4.2 Multiple Regression analysis of marketing mix strategy and customer satisfaction.

Hypothesis test was employed by linear regression which was test independent variables such as promotion, price, place, and product quality and also include customer satisfaction can predict customer satisfaction and help to determine to what extent predict the variable.

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.651 ^a	.423	.417	.37567	.423	69.512	4	379	.000	1.516

a. Predictors: (Constant), Place, Product, Price, Promotion

b. Dependent Variable: Satisfaction

Source: SPSS Version 23 output

The model summary table shows that R Square was found to be .423 (42.3%). Therefore, the result indicating that independent variables (product, price, promotion, and place) altogether explained 42.3 % of the variance in the dependent variable (customer satisfaction) at the significant level of $p = .00$ was also F-statistic $(4, 379) = 69.512$. Which indicate that changes in the index can explain some of the movement, but not the majority.

A simple linear regression test simple linear regression test predictor variable and one predicted variable (customer satisfaction). Findings of the regression analysis showed that price, promotion, and place have positively significantly determined customer satisfaction. However, product relatively did has positive but a small significant effect on customer satisfaction.

Next, the adjustment of the relative standardized beta weight (β) values of the four predictor variables on the dependent variable is reported in table below.

Coefficients ^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.213	.259		.821	.412	-.297	.723
Product	.155	.053	.119	2.926	.004	.051	.260
Price	.378	.050	.374	7.562	.000	.279	.476
Promotion	.241	.059	.195	4.076	.000	.125	.357
Place	.202	.044	.192	4.555	.000	.115	.288

a. Dependent Variable: Satisfaction

The above table result indicates that Price was the highest ($\beta = 0.378$, p value <0.05) determinant and predictor to customer satisfaction. Likewise, Promotion ($\beta = 0.241$, p value <0.05) and place ($\beta = 0.202$, p value <0.05) positively affected customer satisfaction. Also similarly Product has positive effect on customer satisfaction ($\beta = 0.155$, p value <0.05).

4.5 Hypothesis Testing and Discussions

Hypothesis testing for this study is based on standardized coefficients beta and P-value to test whether the hypotheses are accepted or not.

H1: Product has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product was positive and significant effect on customer satisfaction (beta=.119, $p<0.05$).Therefore, H1 is partially accepted,

H2: price has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of price was positive and significant (beta=.374, $p>0.05$).Therefore, H2 is accepted,

H3: Distribution has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of distribution (place) was positive and significant (beta=.192, $p<0.05$).Therefore, H3 is accepted,

H4: promotion has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of promotion was significant (beta.195, $p<0.05$).Therefore, H4 is accepted,

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter consists of three sections which include summary of the findings, Conclusion and recommendations.

5.1 Summary of the major Finding

The research on the title: The Effect of Marketing Strategy on customer satisfaction of Transsion products taking Addis Ababa market as area of the study. As a result of the analysis and interpretation, the following are the summary of the findings.

- Overall mean score value of product is (mean=3.74) indicated that respondents have showed agreement responses on the issues related to product related dimensions. In line with this, the respondents also disclosed that for product verity model and brand the Update new design and future and packaging system are found to have a high mean score.
- Largely the mean values (mean=3.26)of the respondents confirmed that the price strategies items are good however the existence of no price discount provide for customer scored a lowest mean score .
- The overall mean score value for promotion strategy is(mean= 4.04)indicated that most of the respondents agreed on Transsion products participation the promotion method used and the way of addressing and promotion impact on profitability of the company got mean=above 0.4).However relative to other in regard to feedback collation from customer scored has lowest mean score.
- The overall mean score for the distribution strategy dimension (mean=3.38), the accessibility and availability of the Transsion product has high mean value and related with distribution system of company scored lower (mean=3.28).
- Pearson product moment correlation coefficient was used to assess the relationship among variables (independent and dependent variables). As a result Price formed the highest correlation with $r=0.585$.It indicating that Price has positive and higher correlation towards customer satisfaction.

- Also Promotion and Place has positive and Moderate correlation with marked relationship with customer satisfaction with the value of ($r=0.489$ and $r=0.396$) respectively.
- However, product has Positive and lowest correlation strength when compared to the other elements with the value of $r=0.278$.

Under Regression analysis test the Finding shows that normality test of the study shows that frequency distribution of respondents respond on independent variables were almost normal distribution that influence customer satisfaction scale so the data meet the assumption of error being normally distributed and the variance of the residual being constant. And tolerance value of all variables is above 0.1 and also their VIF value is below 10 which indicate that there is no degree of multi collinearity problem among variables. Also Autocorrelation test the finding shows that Durbin-Watson value was .943, which is blow to 2, therefore it can be indicate that a positive correlation between the adjacent residuals.

Hypothesis test was employed by linear regression analysis R Square was found to be .423 (42.3%). Therefore, the result indicating that independent variables (product, price, promotion, and place) altogether explained 42.3 % of the variance in the dependent variable (customer satisfaction) at the significant level of $p = .00$ was also F-statistic (4, 379) = 69.512. Which indicate that changes in the index can explain some of the movement, but not the majority. Additional linear regression test predictor variable and one predicted variable (customer satisfaction). Findings of the regression analysis showed that price, promotion, and place have positively significantly determined customer satisfaction. However, product did has positive relatively a small significant effect on customer satisfaction. Result indicates that Price was the highest ($\beta = 0.374$, p value <0.05) determinant and predictor to customer satisfaction. Likewise, Promotion ($\beta = 0.195$, p value <0.05) and place ($\beta = 0.192$, p value <0.05) positively affected customer satisfaction. Also similarly Product has positive effect on customer satisfaction ($\beta = 0.119$, p value >0.05).

5.2. Conclusion

Marketing strategy is one of the functional strategies of the companies, which collectively make up an overall business strategy. The success of achieving customer satisfaction is the corner stone for maintaining competitive edge. And for a given company is largely influenced by the reactions of customers for different marketing strategies in the particular market. This study has been conducted to investigate the effect of marketing mix strategies on customer satisfaction of Transsion manufacturing plc products.

Therefore, in light of the objective(s) and the research findings of the study concluded that marketing strategies (product, price, promotion and distribution) were positive significant and joint predictors of sales performance of Transsion in Addis Ababa Mobile and TV market at 5% level of significance.

Most of respondent (60% of respondent) come to the purchase Tecno product and remain come to buy other product like Infinix, Itel, Synix) we can conclude that the Tecno brand highly needed product. The main reason for the selecting the product is price and it has fair price and as per respondent given for quality of product is good

In terms of the pricing strategy Transsion in general set fair pricing strategy for its customer's the current economic situation of the country shows high inconsistency in price of product, which is reflected in the price of transsion products .in addition ,according to the study, the company not offer price discount this impact on customer satisfaction is not easy . According to the price strategy dimension most of the respondents agreed on price is fair compared to other Mobile and TV price and as we found in the research, the reason why customer chose the product is the price of the product. From this we can conclude that the customers of transsion product are price sensitive.

Moreover, the respondent's claim that Transsion product has a good position in terms of product quality and packaging and in containing updated design, technology and future and coming in to market with different brand and Model .There is fairly high agreement for items of transsion product quality, Updated product, packaging, first impression. Highest mean score or most of respondents agreed on Transsion product adding new features, changing design and bringing new products.

From promotion strategy dimensions we can conclude that The Company uses different ways of promotion and that help company product easily recognized by the customers, but the lowest score

was given regarding receiving the opinions of the customers about the product. It also prevents the customer from pointing out things that need to be improved. The company use different type of media like TV, Radio and Social Media effectively.

In terms of the distribution strategy, the response from the customers gave a moderate value to the company's product distribution system, it because of the company's face shortage of products due to that the product do not distributed fairly and abundantly. And Lower mean score give for is attractiveness of Products distribution system than other. It implies that the company need to work on this area.

5.3. Recommendation:

- As a telephone and TV manufacturing company, there is speedy technology change and high competition in the sector. Transsion marketing managers should work together with the relevant party to ensure that there is an up-to-date and quality product in the market to override completion and increase customer satisfaction.
- The Company's price strategy shows that it should be low compared to competitors, and the process of doing that is good, but it is not that cheap compared to the market price. If this price competition cannot be maintained, in addition to the well-known Samsung, iPhone and Safaricom products that have entered the market, they will also enter our country's electronics products illegally, which will greatly affect the price of the products in the market. Therefore, in order to increase customer satisfaction of the product the management of Transsion company ought to use a strategy to undermine the competitiveness of the competitors by offering lower prices ,price discount or other incentives and this can be achieved by Minimizing the associated production and transaction cost.
- A business company should strive to offer its customers greater advantages over its competitors in order to increase customer satisfaction and success. This is accomplished through shift management efforts that encourage responsible employees to design new products or develop unique product features. This measure is important for customer satisfaction by meeting their expectations and needs. Therefore, appropriate management should focus its efforts on response to changing customer perceptions so that customers are privileged to have more options to choose from.

- Currently Transsion product is a popular brand already especially Tecno Mobile the finding revealed that the company used different medium to promote its product but still it needs aggressive promotion work for other brands like Infinix, Itel and Synix to be competitive in the market in different brands. Therefore, the study suggests that the promotional strategy of Transsion should encompass other forms of promotional tools like prize linked promotion and combine different price discount and incentive utensils to further reinforce the present outcome of the promotional tools on customer satisfaction of Transsion in Addis Ababa market especially for other brands like Infinix, Itel and Synix.
- The finding of the study revealed that product distribution system of Transsion was not attractive. To solve the problem for better allocation of resources the company needs to develop a market distribution system. And when the market system is developed, the goods are produced and pass through a proper channel or supply chain. That will ensure that goods effectively reach the end consumer.
- In short, the top management of Transsion Company must look at a wider range of issues than those highlighted here. Nevertheless, the importance of this study analyses should not be minimized. It provides a useful way to focus on policy work by indicating marketing strategy variables and their effect on customer satisfaction.

5.4 Recommendation for Further studies

Although the product is sold throughout the country, this study has geographically focused only in Addis Ababa that limits generalization for the company. Therefore, further studies are recommended to consider other parts of the country because of possible effects of Product, distribution, promotion and price particularly in the ICT or Technology sector. Since this study is conducted by using only primary data through questionnaire further studies are suggested to use secondary data to make the findings more reliable by supporting with facts. To reach a more generalized result further studies are recommended to include other companies since this study has used customers of only one company.

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- Reporter news

Appendix
Questionnaire

(Questionnaire to be filled by Transsion manufacturing Plc Product consumers)

Dear Respondent,

I am a post graduate student at St. Mary University School of post graduate studies.

Currently, I am undertaking a research to identify

**ANALIZING THE MARKETING MIX STRATEGY OF TRANSSION
MANUFACTURING PLC**

The result of the study will assist Transsion manufacturing Plc in improving the product to satisfy customers. Your participation in this survey is voluntary. Please do not write your name or contact details on the questionnaire.

PART 1: GENERAL INFORMATION

Instruction: please use an X on the appropriate letter that describes you best.

1. Gender: A. Female ☐ B. Male ☐
2. Age: A. 21-25 B. 26- 35 C. 36-45 D. above 46 ☐
3. Highest Educational Level Obtained:
A . Didn't Attend ☐ B. Elementary ☐
C. High School ☐ D. Diploma ☐
E. Bachelor's Degree ☐ F. Master's Degree ☐ G. ☐
4. How often do you use the product in a given week?
A. Every Day ☐ B. Once Per Week ☐
C. 2 Days per Week ☐ D. 3 Days per Week And Above ☐
5. Select your income level (Ethiopian Birr per month)
A. below 5000 ☐ B. 5001 to 10000 ☐ C. 10001 to 15000 ☐
D. Above 15001 ☐

Part 2: Questions Related Marketing Mix

6. How long have you been in using the products?

- A. less than one year ☐ B. one to two years ☐
C. more than two years ☐ D. Never used before ☐

7. Which products of the company do you prefer more?

- A. Tecno ☐ B. Itel ☐ C. Infini ☐ D. Synix ☐ V

8. Your reason for choice of the products is

- A. Price ☐ B. Availability ☐ C. Quality ☐

9. Your opinion on the quality of the product is grouped in

- A. Very Good ☐ B. Good ☐ C. Medium ☐ D. Poor ☐ E. Very Poor ☐

10. How do you evaluate the price of Transsion products?

- A. Very expensive ☐ B. Expensive ☐ C. Fair ☐ D. Cheap ☐

11. Is there a price discount on the company's products?

- A. Yes ☐ B. No ☐

12. Does the factory provide credit sales for consumers?

- A. Yes ☐ B. No ☐

13. Are the products are promoted in any medium?

- A. Yes ☐ B. No ☐

14. If your answer in item 12 is yes, in which media are promoted

- A. Tv ☐ B. Radio ☐ C. Magazine ☐ D. Social Media ☐

15. How do you evaluate the quality of the promotion?

- A. Very Good ☐ B. Good ☐ C. Not Good ☐

16. How do you evaluate the Product Availability?

- A. Very Good ☐ B. Good ☐ C. Fair ☐ D. Poor ☐

17. Are you satisfied with the distribution system?

- A. Highly Satisfied ☐ B. Fair ☐ C. Never Satisfied ☐

Direction: Please indicate your degree of agreement/disagreement with the following Statements by putting 'X' the appropriate number. Key:

1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree and 5-Strongly agree

Product Related Issues		Response scale				
		1	2	3	4	5
17	The packaging system of the products are modern					
18	The quality of the products is consistent					
19	Company product has verity of Model and Brand					
20	Company products Come with new design and future					
21	Company's Products is different from competitors					
22	Company give warrants for the product against faulty manufacture and / or defective material					

Price Related Issues		Response scale				
		1	2	3	4	5
23	The price deserves the actual quality					
24	The price is fair compared to other Mobile and TV price					
25	The company gives price discount					
26	The price of the products are consistent					
27	The pricing strategy helps the company's market share					

Promotion Related Issues		Response scale				
		1	2	3	4	5
28	Promotion is Important for profit					

29	Promotion is made properly and clearly					
31	Promotional methods are addressed to the consumers					
32	Company Uses social media for promotion					
33	Company collects feedbacks from final consumers					

Placement(distribution) Related Issues		Response scale				
		1	2	3	4	5
34	Products are available easily					
35	Products are found at retail shops and markets in different model and Brand					
36	Products distribution system is attractive					
37	Customers get the actual amount of product on time					

CUSTOMER SATISFACTION		Response scale				
		1	2	3	4	5
38	I am satisfied with the all company products because the design, feature, style & benefits are sympathetic to use it.					
39	I am satisfied with the price of Product offerings					
40	I am satisfied with the availability of product offerings					
41	I like the promotional methods the company use to addressed to consumers					
42	I would be glad to continue purchasing Company products in the future.					
43	I would be recommend Company products to my family and friends					