



**The Effects of Marketing Mix Elements on Customer Satisfaction in Sports Betting
in Addis Ababa, Ethiopia: The case of Vamos Sport Betting Company**

**Research Thesis submitted to Addis Ababa University, School of Commerce in Partial Fulfillment
of the requirements for the award of Master of Arts degree in Marketing Management**

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**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
MARKETING MANAGEMENT PROGRAM UNIT**

**THE EFFECT OF MARKETING MIX ELEMENTS ON CUSTOMER
SATISFACTION IN ADDIS ABABA, ETHIOPIA: THE CASE OF VAMOS SPORT
BETTING COMPANY**

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Statement of Declaration

I, Hintsawelihans, hereby declare that this thesis work entitled as “The effect of Marketing mix elements on customers satisfaction in sports betting: the case of Vamos Betting Company”, is my own work and submitted by me in partial fulfillment of the requirements for the award of the degree of Master of Art of Marketing management to Addis Ababa University through School of commerce Marketing Management program unit, is original work carried out by myself. I have carried out the research work independently except the guidance and support of my research advisor. This study had not been submitted for the award of any degree/diploma in this or any other institution.

Hintsawelihans

Statement of Certification

This is to certify that this thesis entitled “The effect of Marketing mix elements on Customers satisfaction in sports betting: the case of Vamos Betting Company” is a work of Hintsa Welihans, who has carried out this research work under my guidance. I certify further, the work reported here is not taken from part of any project report or thesis on the basis of which a degree or award was conferred before on this or other researcher. This work is original in nature and is suitable for submission to the Master of Art Marketing Management.

Advisor: Tewodros Mesfin (Ph.D.)

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Abstract

For long lasting profitability and to attract potential consumers in the early stages of a market, it worth to note to satisfy the customers and their needs should be met. A firm can use the 7P marketing mix elements to provide a better level of satisfaction. Thus study is targeted on analyzing the marketing mix dimensions effects on customer satisfaction in the legalized sports betting market in Addis Ababa, Ethiopia in the case of Vamos Sport Betting Company. In this study a quantitative research method was employed and primary data sources were collected through questionnaire and results were analyzed using SPSS version 23 tool. The study selected 384 customers of Vamos sports betting and the collected data was analyzed using multiple linear regressions so as to predict the effects of the 7Ps of marketing mix elements on betting customer satisfaction. The findings showed that price, place, promotion and process have positive and statistically significant effect on customer satisfaction. In line with the findings, the study suggested that company should look in to devising creative new ways of promotion tools in order to increase customer satisfaction.

Keywords: *Customer Satisfaction, Marketing Mix Elements, Price, Place, Promotion, Product, People, Process, Physical evidence, sports betting*

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Marketing strategies generally deals with the marketing mix of 'four Ps' product, price, promotion and place. All the marketing mix variables help the company in formulating marketing strategies as competitive advantages (Jain, 1999). According to (Rust and Zahorik, 1993), businesses aim market advantage and strategic plan through a well-integrated program of marketing mix elements (primarily the 4P's of product, place, price, and promotion) that are suited to the specific needs and desires of prospective consumers in that target market. According to Reeder, Reeder, and Brierty (2005), actual marketing programs depend on a detailed understanding of how marketing strategy should differ depending on the type of company being focused and the products being marketed.

A key challenge for any business is to deliver satisfactory outcomes to its customers in ways that are cost effective for the company. As (Rust and Zahorik, 1993) described if clients are disappointed with the quality of the service, they will not be keen to pay much for it, if at all, if competitors bring superior. Most companies are facing the challenge of delivering effective products which can satisfy their customers. Most of the time, there is a gap between customer expectation and delivering abilities of companies. These gaps in expectation and delivery can be in product quality, price charged, promotional tools used and distribution channels employed.

According to (Zeithaml, Berry and Parasuraman, 1993), customer satisfaction or dissatisfaction is the consequence of a comparison between a customer's expectations about a product or service prior to usage and the perception of product or service performance after use. Again as per Collart (2000), one of the determinants of success of a firm is how the customers perceive the resulting quality, as the perceived quality is the key driver of perceived value. Asgedom (2012) also conducted a research with a title of "Marketing mix of 7p's for competitive advantage". The main aim of the study was to describe the importance of relationship of various components of marketing mix for attaining competitive advantage within the market. The study stated that the biggest challenges of the marketing professionals in today's world is to design an optimum marketing mix which takes care of both customer's satisfaction and organizational goals. So, a

firm which can make an optimum marketing mixes in today's world, will definitely achieve its stated organizational goal and satisfy the customers.

As Aġaoġlu et al (2010) explains sports betting dates back to primordial times in the world and the first bet in history is placed in the Olympic Games in 676 B.C. by Greeks. People wager their money when they believe one of the competing parties will come out as the winner of the contest. Studies show that this kind of human activity lasts centuries, starting from early Chinese Empire and mainly the Roman Empire where people bet for the winner among the gladiator fighters. People also bet on different occasions like if it will rain or not, who will win a sprint run, horse racing, football or tennis or cricket game, who will win a wrestling fight or a cockfighting etc. (Aġaoġlu et al, 2010). This indicates that gambling has a long lasting history with humans because these sports and non-sports events lived for millenniums.

In Ethiopia the betting marketing industry, even though it is on the starting stage, faced numerous challenges which includes legal issues, technological issues, promotional restrictions by the government, lack of awareness from the society towards legal gambling, intense competition for customers, similar of service/product offers and difficult process of building a brand. To overcome these challenges and stay in the market firms need to satisfy to retain and attract customers. In this regard, the purpose of this study focused on assessing how the marketing mix elements are affecting the customer satisfaction levels at sport betting companies at Addis Ababa, in the case of Vamos Sport Betting Company.

1.2 Statement of the Problem

Profit oriented businesses large or small are required to get in touch with their customers to sell goods and services. For a business to reach out to its potential customers, it needs a sound and appropriate marketing strategy. Marketing strategy is all of a company's marketing goals and objectives combined into a single comprehensive plan. To draw a successful marketing strategy business executives focus on the right utilization of marketing mix elements so that they can get the most profit and achieve greater customer satisfaction level (Jain, 1997).

Numerous benefits of the marketing mix can be listed and reasons why they should be used. Each firm has to allocate a portion of its precious resources towards its marketing efforts, and

they need to be used in the most effective way. Marketing mix provides a valuable framework for the efficient allocation of such resources (Ferrell and Hartline, 2010).

Marketing mix elements offer business organizations with a regular system for allocating assets. This in turn, helps company's plan their marketing based on selected criteria and effectively implement set objectives. Marketing mix allows companies to seek the different marketing considerations with a view to finding out how best to allocate the resources at their disposal (Lovelock and Wirtz, 2004).

As Homburg et al (2009) explained the planned marketing arrangement flows from the organization's goals to the selection of target markets, and the formulation of specific marketing mix and positioning objective for products the organization intend to put forward. Additionally, businesses also consider internal strength and how this strength can be leveraged through strategy to achieve sustainable competitive advantage. Besides, nowadays, no matter what business sector they operate in, most companies face some form of competition. Consequently, marketing mix strategy has become one of the important tools for companies to exist in this competitive environment and generate profits.

Furthermore, a well-blended marketing mix can promote customer satisfaction by delivering a special element in the mix. For instance "price" could be fixed in such a way that imposes minimum cost to the customers and "promotion" activities may be designed in a way to properly and completely communicate the message of the company to targeted consumers in the correct markets (Jain, 1997).

Moreover, previous studies regarding the effect of marketing mix elements on customer satisfaction carried out with regard to business in Ethiopia have shown marketing mix elements to have an effect on customer satisfaction and can lead to increase commitment of the customer to the brand and enhances the feeling of association. These studies pointed out business need to design an optimum marketing mix which takes care of both customer's satisfaction and organizational goals (Damtew, 2013; Asgedom, 2012). Even though the sport betting industry is growing rapidly in the past three years, there are no studies, to the knowledge of the researcher, towards customers' satisfaction on sports betting in Ethiopia. In addition, it is stated that businesses often encounter the challenge of delivering effective products which can satisfy their

customers. These gaps can be in product quality, price charged, promotional tools used and distribution channels employed. Hence, this study will try to examine whether there exists a relationship between the 7P'S (Product, Price, Place, Promotion, People, Process & Physical evidence) of marketing mix elements and customer satisfaction in sport betting businesses, as previous studies showed a significant relationship between the two in other service sector businesses.

Successful firms in betting market have been operating for a long period of time and have prospered solely due to their longevity, not due to any genuine excellence in their service. When competing for consumers, as Gustafsson, Johnson and Roos, (2005) found out, customer satisfaction is considered as a major differentiator and an increasingly important part of business strategy in today's competitive environment. It is also considered how the customers evaluate the service quality of a business company. In Ethiopia, although the practice of betting has a long history: betting legally as well as trading in the betting market has taken a very short time. As a result, there are no studies, to the knowledge of the researcher, on sports betting customers satisfaction and marketing mix elements in Ethiopia, especially in Addis Ababa, comparing to studies about betting in other countries. The huge amount of revenue from betting firms encourages the Ethiopian government to make sports betting legal and open for domestic investors.

For the satisfaction of bettors; firms must provide prize money, realistic odds amount, ease of access to their website, evidence of cash out their prize money, customer friendly approach of employees, protecting the privacy and personal information of bettors, availability of computers, reaching out to customers, internet access, affordable price of each bet, customer service before, during or after a bet and uninterrupted access to bet live are the main determinant factors of bettors satisfaction.

1.3 Basic Research Questions

The study targeted to answer the following questions.

1. How does product mix element affect customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?

2. To what extent does the marketing mix element of price affect customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?
3. What is the effect of the marketing mix element of place on customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?
4. Does the marketing mix element of promotion affect customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?
5. Does the marketing mix element of people affect customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?
6. Does the effect of the marketing mix element of process have an effect on customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?
7. To what extent does the marketing mix element of physical evidence affect customer satisfaction in sport betting industry in Addis Ababa, Ethiopia?

1.4 Objectives of the Study

1.4.1 General Objective

The study generally was conducted to examine which marketing mix dimensions affect customer satisfaction in the legalized sports betting market in Addis Ababa, Ethiopia in the case of Vamos Sport Betting Company.

1.4.2 Specific Objectives

The study was specifically conducted:

- To examine the effect product mix element on customer satisfaction in Vamos sports betting sport betting company.
- To look at the effect of the marketing mix element of price on customer satisfaction in Vamos sport betting company.
- To investigate the effect of the marketing mix element of place on customer satisfaction in Vamos sport betting.
- To show the effects of the marketing mix element of promotion on customer satisfaction in Vamos sport betting.
- To investigate the effect of the marketing mix element of people on customer satisfaction in Vamos sport betting company.

- To show the effect of the marketing mix element of process on customer satisfaction in Vamos sport betting company.
- To examine the effect of the marketing mix element of physical evidence on customer satisfaction in Vamos sport betting company.

1.6 Significance of the Study

The betting firm has a huge market potential. Although there are arguments about the way it is administered and its health related issues, as a marketer it is important to notice the market potential and clear the path forward. It is important to lay the foundation best when a market is at its infancy, so customers will stay satisfied and this in turn helps to achieve the goals of the business in long run. Sports bettors are getting experienced with time and can point out things that they want from the market, which the betting companies should pursue to get best out of their customers. So, this study was conducted in a sense to provide vital information on the effect of marketing mix elements on the satisfaction of sports betting customers. For this reason, this study was conducted to identify and evaluate the influence of the marketing mix elements on customer satisfaction within the sports betting firms in Addis Ababa, Ethiopia and provide key findings on the marketing mix elements in bettor's satisfaction. It can also be used as a source of information for researchers making future studies. This study was also intends to spawn practical and theoretical further research questions that can become useful study basis for future researchers. Melkamu (2020), studied to investigate the legal and institutional background of the sports betting industry in Ethiopia by comparing to other African countries legal frame work of the industry. But no research is done to address the effects of the 7P elements off marketing mix on customer satisfaction betting firms in Ethiopia. Consequently, the purpose of this study was to fill the void by examining customer satisfaction with marketing mix parameters of betting industry in Addis Ababa, Ethiopia; which has undergone enormous transformation over the years as a result of technological innovation and financial transaction turnovers.

1.7 Scope of the Study

As mentioned, legalized sports betting is new market to Ethiopia and conducting studies in every aspect of this market is difficult. To make the study manageable and due to different reasons like lack of knowledge to include customers through e-mails, lack of awareness of the society towards legal gambling and so on the study was focused on the customer satisfaction based on

the 7P's of marketing mix dimensions in Vamos sports betting company operating in Addis Ababa City.

1.8 Limitations of the Study

There is limited literature about legalized sports betting and that might also affect the outcome of the study to compare it with previous studies. Unlike other product/service industries sports betting markets are new and unique in their nature. So, tools to be used by the study might not as appealing as in other countries where they adopt different suitable tools to measure customer satisfaction based on marketing mix dimensions in different product/service firms.

1.9 Definition of Terms

Marketing: - is a social process in which people get what they need and want by making and trading goods and services of value to one another.

Product: - is anything offered to the customers for awareness, utilize, or meet demand in order to satisfy a desire or need. It is something a business offers that effectively addresses a problem in the market or meets a need or want of a customer.

Price: - is the amount of money that is set for a good, service, or resource during a transaction and it is the method that makes sure that demand and supply are in balance.

Promotion: - it entails the dissemination of information regarding a product, product range, brand, or firm.

Place: Place refers to the movement of goods from the producer to the target consumer. It is how a product/service is purchased and where it is purchased.

People: refers to those who provide services their degrees of skill & training, professional demeanor, choice in providing service/product, and attractiveness which all have a significant role in client satisfaction.

Process: Process describes the methods required to deliver your goods and services to the consumer. Additionally, it involves being "simple to do business with."

Physical Evidence: is the one that clients perceive while dealing with a company. This comprises the actual setting in which you offer your product or service, the style or interior design of your packaging, and your brand. Physical evidence can also apply to the attire and behavior of workers.

Customer satisfaction - Customer satisfaction relates to how successfully you, as a product or service provider, meet your consumers' requirements and expectations. This includes interactions before, during, and after the transaction.

Sports Betting - means any wagering of a stake of monetary value in the expectation of a prize of monetary value, subject to a future and uncertain occurrence related to a sports competition, in particular.

1.10 Organization of the Study

The research is divided into five chapters. The first chapter is the introduction, in which the study's context, problem statement, and objectives are described. The second chapter is review of related literatures where theoretical frameworks are discussed. The third chapter contains research methodology and the fourth chapter includes result and discussion where the collected are analyzed, discussed and translated. The last chapter is organized of conclusion and recommendations.

CHAPTER TWO

2. RELATED LITERATURE REVIEW

2.1 Theoretical Review

2.1.1 Marketing Strategy; an Overview

Marketing strategy is a process by which businesses respond to significant competitive situations and market forces, as well as external and internal influences, in order to achieve their goals in the target market. Marketing strategy is traditionally defined as a framework for achieving the firm's mission or how the company intends to achieve its marketing objectives within a given segment of the market (Moghaddam and Amir, 2012).

According to Cravens and Piercy (2009), marketing strategy comprises the analysis, strategy development, and execution in creating a vision about the market(s) of interest to the organization, identifying desired market strategies, setting priorities, and developing, implementing, and managing marketing program brand positioning designed to meet the value demands of clients in each targeted market. Business strategies consist of long-term goals and plans that corresponds the organization's unique qualities and capability to its customers, competitors, and the society (Reeder et al., 2005).

According to Kotler et al. (2010), a business unit's marketing strategy is the marketing logic that aims to create consumers value and ensure good relationships with customers. In addition, it includes marketing decisions regarding the company's marketing expenditures, marketing program, and allocation of resources in light of predicted environmental and competitive conditions. Businesses must be customer-centric to overcome the intense competition of rival firms. The business must retain their customers and win new customers from competitors, and improve customer trust and loyalty by providing them greater values than their competitors. A business can satisfy their customer by identifying which customers to serve and thoroughly analyze how it can create value for them better than its rivals. These requires careful analysis of customers' needs and wants which leads to designing the firms unique marketing mix elements(7P's) which can provide the planed values for customers.

2.1.2 Marketing Strategy Process

Strategy is a way for reaching the target of a business firm. Every commercial enterprise need to lay out a method for accomplishing its goals, which include a advertising, marketing method and a well suited technological method and sourcing method (Kotler, et al., 2009).According to Cravens and Piercy (2009), the strategic scenario analysis in the marketing strategy process includes market and competition analysis, market segmentation, and continual market awareness. Designing marketing strategy describes customer reaching and branding tactics, marketing relationship strategies, and product innovation plans. Preparation of a marketing strategy entails the creation and implementation of product, distribution, price, and promotion strategies that match the value criteria of target purchasers. Other studies add the rest 3P's of the marketing mix elements which are process, people and physical evidence.

2.1.3 Integrated Marketing Mix

After settling on its overall marketing strategy, the company is prepared to begin designing its unique marketing mix. The marketing mix refers to the set of strategic marketing instruments that a business employs to attain the ideal response from its target market. The marketing mix entails all the necessary processes that help the firm to influence the demand of a product. Product, Price, Place, and Promotion are the four groups of variables that make up the 4Ps, which represent the primary options (Kotler, et al., 2010).

2.1.4 Product Strategy

Jobber (2001) wrote a firm's product is the central component of the marketing mix because it meets the performance specifications that customers seek. Kotler et al., (2010) define product/service as anything that can be offered to the customers for publicity acquirement, use, or utilization that can fulfill a need. Product/service is a crucial component of the particular market as a whole. The first step in marketing - mix plan is to establish an offering that provides value to serve consumers. This product or service becomes the foundation upon which the firm creates good relationships with customers.

Industrial Product Life- Cycle Strategies

Introduction Stage Strategies

On the words of Reeder et al. (2005), product/service adoption during the introduction phase of an industrial product differs significantly from what is commonly observed in the consumer market. While some items are absorbed fast, others are accepted extremely slowly and require substantial market development prior hitting a stage of noteworthy growth. Moreover, they suggest that product adoption in the industrial market is influenced by the product's integration into the customer's entire process. When a product has the advantages of fast adoption (requires a low degree of leaning), the firm must be poised for intense competition from rivals. For those products requiring a high level of knowledge the marketing strategy must emphasize market expansion processes.

Growth Stage Strategies

As a product/service begins to adopt a significant growth, the focus on product strategy switches to enhancing product design, enhancing distribution system, and reducing pricing as rising product demand and cumulative production and technical experience begin to dramatically reduce production costs and improve efficiency. As market demand rises, the product design and other features of the product line must be modified to fulfill the requirements of both the low-end and high-end market segments. In addition, when product supply is limited, rivalry is pushed to enter the market. Sadly, though, too many businesses seem to disregard the need to reduce prices when costs decline. Research has shown that new competitors are weaker when prices are decreased in tandem with cost reductions, as opposed to when prices are permitted to lag behind cost reductions (Reeder, et al., 2005).

Maturity Stage Strategies

As market demand gets its maturity, customers have chosen suppliers whose offerings adequately satisfy their requirements and are not hunting for new suppliers or taking a significant role in promoting alternative offerings. Consequently, a company's marketing strategy should really be focused at maintaining the satisfaction of present customers and seeking possibilities to acquire new buyers and penetrate new markets through product modification and adjustments to certain other elements of marketing mix. However, it should be highlighted that unless

purchasers see major gains in product/service modification, enhancements in promotions alone are rarely beneficial (Reeder, et al., 2005).

Decline Stage Strategies

Reeder et al., (2005) stated that every manufacturer's sales and profits will inevitably decrease substantially of alterations in consumer preferences and technological advancements that produce superior alternate offerings. When a product reaches the decline phase, the firm must choose between discontinuing the product and implementing a "milking" approach in which expenditures are drastically diminished to maintain the maximum profitability.

Product Line Decisions

According to Kotler, et al. (2010), a product line is a series of items that are strongly related as they perform comparable functions, are offered to the same consumer groups, are offered through the same types of outlets, or fit into specified pricing ranges. In addition to decisions on particular products or services, product strategy requires the development of a new product category.

Product Mix Decisions

A product mix includes all product offerings & categories offered for sale by a particular firm. Product assortment has four essential aspects: breadth, length, depth, and consistency. In which breadth/ width represents the number of distinct product lines carried by a company, length represents the total number of products carried by a firm's product lines, depth means the number of available variants for each item within a line and consistency of the product mix is a measure of how closely the diverse product lines correspond to one another in requirements of end product specifications, distribution networks, or other factors (Kotler et al., 2010). These are the elements of the mix are the basis to create product strategy of a firm. Additionally, they proposed four ways in which a firm can expand its business. These including adding new product lines, lengthen its existing product lines, and add more variants of every product, thereby enhancing its product mix (Kotler, et al, 2010).

Product Support Services

Product marketing plan often include customer service. Typically, a company's offering includes support services, which might be a modest or substantial component or product. The first stage is to conduct frequent customer surveys to evaluate the benefits of existing services and collect ideas for new ones. Once the company has evaluated the performance of its various customer support services, it can take remedial action and create new offerings that will both please clients and expand revenue (Kotler, et al, 2010).

2.1.5 Pricing Strategies

According to Perreault and McCarthy (2005), one of the four primary strategic decision factors that a marketing manager manages is price. Pricing decision influences both the quantity of sales and the amount of money a business generates. Thus, marketing managers must design a set of pricing target policies based on the organizational objectives, outlining the price circumstances the company will encounter and how it will respond to them. These principles must describe (1) how flexible the prices will be, (2) at what point they would be established throughout the product's life cycle, (3) how, when and to whom will price reductions offered, and (4) how shipping expenses will be managed.

As per Kotler et al. (2010), pricing decisions are influenced by a variety of business, environmental, and level of competition. The significant pricing strategies currently on the market are future product pricing strategies for products in the initial phase of the product life cycle, product mix pricing strategies for related items in the product range, price adjustment strategies that account for customer differences and changing circumstances, and approaches for commencing price adjustments.

New Product Pricing Strategies

It is widely accepted that the majority of industrial marketers establish pricing for new items due to cost plus and change prices for previous versions of a product based on cost plus. In fact, Perreault and McCarthy (2005) suggest that marketing executives who control prices should deliberately establish a relative price policy. As companies start the business, they must (1) establish beginning price rates that may have long-term implications, (2) examine where the product life cycle is and how quickly it progresses, and (3) choose if their prices should be

higher, lower, or anywhere in between the market average. According to Kotler et al. (2010), product valuation strategies typically alter as a product's life cycle progresses. The first phase is very difficult. Businesses that introduce a new product encounter difficulty of establishing initial pricing. They can select between market skimming and market penetration pricing schemes.

Market Skimming Pricing

In order to "skim" revenue from the market on a layer-by-layer basis, several companies that develop new products set high initial prices. Skimming the market only stands to reason under specific conditions. First, the product's quality and reputation must support its increased price, and a significant number of consumers must be willing to pay it. Second, the expenses associated with manufacturing a small quantity cannot be so great as to nullify the benefit of generating more. Finally, it should be difficult for competitors to enter the market and meet the premium price (Kotler, et al., 2010).

Market Penetration Pricing

As demonstrated by Kotler et al. (2010), as opposed to placing a high initial price to skim off tiny but lucrative market segments, some businesses employ market penetration. They set a cheap starting price in order to quickly & completely enter the market, gaining a large number of customers and acquiring a significant market share. Due to the high sales volume, costs are decreasing, helping businesses to reduce their prices more. Several conditions must be fulfilled for this inexpensive procedure to be successful. These conditions include: the segmented market should be extremely sensitive for low-priced items, the production and distribution expenses must decrease as sales amount increase and the low price set must repel off competitors & the market penetration price should maintain the lowest price position, if not the competitive edge due to price will be temporary.

Product Mix Pricing Strategies

When a product is part of a product mix, the pricing strategy must frequently be modified. In this example, the business seeks a set of pricing that optimizes earnings across the whole product mix. Pricing is complicated because different items have varied levels of demand and cost, as well as variable levels of competition. The following are examples of product mix pricing techniques as Kotler et al., (2010) explained.

Product Line Pricing

Determining the price differences among separate goods/services in a product line given the cost differences, consumer evaluation of several features and competitors' pricing is how product line pricing is defined by Kotler et al., (2010). Scholars also described it as the process of evaluating and establishing prices for various products/services that a company provides in combination of others. As firms typically construct product lines rather than individual goods, these definitions indicates that pricing steps should consider the effects of cost variations between products in the line and, more crucially, differences in customer understanding of the quality of multiple attributes.

Optional Product Pricing

As noted by Kotler et al. (2010), several businesses use this pricing technique to sell supplementary or auxiliary products alongside their primary products/services. However, pricing these alternatives is difficult, and businesses must determine which items to include in base prices and who to sell as alternatives.

Captive Product Pricing

Another pricing, as explained by Kotler&Armstrong (1999), is captive product pricing and it is setting a price for items that has to be utilized in combination with another basic product, such as tooth brushes for tooth paste and microfilm for cameras. According to this concept, captive product pricing is employed by firms that produce goods that must be utilized in combination with the core product/service.

Product Bundle Pricing

With the technique of product bundle pricing, marketers frequently mix many products and offer them at a discounted price. Additionally, price bundling can boost sales of items that customers may not have otherwise purchased, but the total price must be cheap enough for them to purchase the package (Kotler, et al., 2010).

Price Adjustment Strategies

As per Kotler et al. (2010), corporations typically change their basic rates to adapt for varying consumer characteristics and fluctuating circumstances. According to Reeder et al. (2005), because industrial products are supplied to different customer groups who purchase varying amounts and are situated in various geographic areas, pricing regulations require revising the base price to reflect these disparities. In industrial marketing, a flexible pricing strategy, defined as the readiness to vary prices or profitability on particular items as market climate shifts, is currently a common technique. Nevertheless, pricing flexibility does not always imply a discount in price of a product/service.

2.1.6 Promotion Strategy

Marketing Communication Mix

As stated by Farese et al. (2003), promotional mix is a blend of several methods of reaching out to customers. A company determines the promotional mix that will persuade potential consumers to buy and endorse its products/services. Any promotion's objective may be tied directly to the product/service or the company's brand. According to Cravens and Piercy (2009), advertising strategy is the development, implementation, and management of a company's interactions with its consumers and other intended market. The goal of advertising in the marketing strategy is also to fulfill the campaign goals set by management with each target. Designing and managing the overall promotion strategy and selecting the specific techniques for each part of the promotion are essential marketing responsibilities based on this definition.

According to Kotler and Armstrong (1999), a company's entire integrated marketing communication, often known as promotional mix and it comprises of the precise combination of advertising, direct marketing, sales promotion, and publicity instruments that it employs to achieve the firm's goals. According to Kotler and Keller (2006), the six key components of the promotional mix are advertising, sales promotion, event and experience, public relations and publicity, and personal selling. Additionally, Kotler et al., (2009), have asserted company's communication mix consists of eight forms of interaction and the following are their definitions:

i. Advertising: is a paid form of passing information the consumers about product/service or a firm.

ii. Sales promotion: A range of temporary offers to stimulate testing or acquisition of products/service. It is a marketing practice in which a firm uses a provisional campaign or offer to attract more customers or increase desire to engage in its product/service.

iii. Events and experiences: is creating or engaging in brand development and maintaining of a firm using special event interactions with their current or future customers.

iv. Public relations and publicity: Various programs intended to enhance or build the image of a company or its products/services.

v. Direct marketing: Direct marketing is a promotional strategy involving delivering information about a firm, product, or service directly to potential clients without the need of an advertising intermediary. It is a sort of promotion that delivers information that may be of importance to a buyer who has been identified as a likely purchaser. This strategy can be done using mail, e-mail, the internet, fax or by direct contact.

vi. Interactive marketing: Programs and initiatives intended to inspire customers or potential clients and raise public awareness, strengthen brand, or boost direct or indirect sales of products and services.

vii. Word of mouth marketing: Discussions involving consumers regarding the advantages, benefits or experiences of getting or using products or services of a specific brand.

viii. Personal Selling: In-person meetings with one or more potential purchasers to perform demos, resolve inquiries, and create sales.

According to Kotler et al. (2010), marketing communication extends beyond these specific promotional techniques. The design of the product, it's pricing, the form and color of its packaging, and the places where it is sold all say something to purchasers. Therefore, even if the product mix is the firm's major communication activity, the complete marketing mix, including promotion, product/service, pricing, people/employees and distribution channels must be harmonized for maximum communication effectiveness.

The Role of Marketing Communications

Marketing communications are organizations' attempts to explicitly or implicitly educate, seek, and inform people about the items and brands the firm sell. In a way, promotional strategies reflect the "mind" of the firm and its products and are ways for establishing a communication with customers and fostering close relationships with them (Kotler et al., 2009). Additionally,

Kotler and Keller (2006) explained that organizations are able to connect their brands to certain other customers, locations, activities, products, experiences, emotions, and things through marketing communications. Additionally, marketing communication strategy can help to brand equity by developing the company's identity and building its reputation on the consumers mind.

Promotional Mix Strategies

Two fundamental mix tactics are available to marketers: push promotion or pull promotion. The comparative focus on the promotional instruments varies between these two techniques. Kotler et al., (2010) characterized push strategy as a promotion technique that involves using the sales team and market communications to push the item via distributors. The producer promotes the product/services to distribution channel partner, who eventually sell it to ultimate customers. Pull strategy is a type of promotion that entails investing a considerable amount of money on advertising and consumer promotion in order to create a market gap that "pulls" the product through the distribution network. If the pull strategy is effective, purchasers will require the product from distributors, who will then request it from the producer. In a pull method, consumer demand "pulls" the product through the distribution channels.

2.1.7 Distribution Channel Strategies

Distribution is an integral component of the industrial marketer's product offering, demonstrating the significance of supply availability to the industrial buyer's procurement goals. In industrial marketing, distribution has two different yet connected definitions. First distribution consists of distributors who purchase and sell the product as it progresses down the supply chain. Second, distribution comprises physical flow of goods, the transfer and management of goods from the production to the end consumer. The first part is commonly referred to as the marketing channel, while the second is known as logistics (Webster, 1991).

After product, promotion, and price, the fourth "P" of the marketing mix is place, as outlined by Doyle (2002). Typically, this aspect of marketing management is referred to as distribution. Distribution strategy is the management of policies and procedures pertaining to the movement of goods and services from the manufacturer to the consumer. The selection and layout of the distribution channel are also significant since it is a long-term commitment that is

difficult to alter. Accordingly, distribution plan is a significant predictor of the company's long-term performance and efficiency.

Channels of Distribution for Industrial Products and Services

According to Etzel et al., (2004) a wide range of channels are ready to achieve businesses that combine the goods into their production methods or include them in their processes. Regarding the distribution of business goods, manufacturing distributors and wholesalers are associated. Because industrial users purchase unique and have different demands than consumers, they utilize distinctive place/distribution, according to Farese et al., (2003). The four common business product distribution channels are:

Channel A:

Producer-Industrial customer: It is the widely applied mode of delivery for significant machinery used in manufacturing industries. The producer's sales team relies on the industrial customer to sell their offers.

Channel B:

Producer - Industrial distributors - Industrial end-users: This distribution channel is most frequently applied for modest, common components and operational equipment required for operating a business. Distributors acquire goods, stock them, and distribute them to manufacturers as required.

Channel C:

Producer-Agents-Industrial distributors-Industrial users: Local companies who lack the capacity or finances to engage in direct sales may adopt this option. The agents sell the products to an industrial distributor, who stores, redistributes, and distributes them to corporate consumers. The benefit of this structure is that both the agency and industrial distributors are likely to be industry leaders. It may be tough for a small firm to replicate their own image and offerings.

Channel D:

Manufacturers/Producers - Agents - Industrial Users: When a producer somehow doesn't wish to employ its own sales team, this is an alternative distribution method. The agent represents the producer in the selling of the products without assuming any rank or ownership. The product is

sent straight from the factory to the industrial consumer. Frequently, construction equipment, agricultural items, and dry goods are sold in this manner.

As per Farese et al., (2003) channel A is the highly utilized channel in the industrial market, whereas it is the least utilized stream in the consumer market.

Determining Intensity of Distribution

As stated by Etzel et al. (2004), at latter phases of developing a channel, a company realizes of the marketing mix elements designated to distribution and the sorts of intermediaries that will be employed. In addition, Kotler and Armstrong (1999) assert that businesses must decide the size of channel partners to employ at every stage. They highlighted three potential distribution approaches: intensive distribution, exclusive distribution, and selective distribution.

Intensive Distribution

As per Etzel et al. (2004), during intensive distribution, a manufacturer sells their items through any channel on the market where a buyer could legitimately seek for it. Likewise, Doyle (2002) believes that for cheap utility or impulse goods, corporations will typically aim to optimize the amount of retail locations that they offer. Besides that, he argues that the more locations that hold the goods, will more be purchased. The larger the needed distribution intensity, the higher the effectiveness provided by middlemen.

Exclusive Distribution

Kotler and Armstrong (1999) explained exclusive distribution is the practice of granting a small set of distributors has an exclusive right to dispatch firm products within their regions. This demonstrates that, in comparison to the intensive distribution, certain manufacturers restrict the amount of middlemen who handle their items with intention.

Selective Distribution

Kotler et al. (2010) defined selective distribution as the employment of several intermediates, but less than those happy to carry the firm's goods. According to this concept, this type of distribution falls between intensive distribution and exclusive distribution. Thus, it provides manufacturers better marketing coverage with much less costs than intense distribution. Etzel et al. (2004) argue as a result that a company can shift towards a more selective distribution to

build the brand of its items, better customer service, boost quality assurance, and/or retain price impacts.

2.1.8 People

Persons who are engaged in the provision of goods and services are referred to as people. In service sectors, their levels of expertise, interpersonal attitude, sensitivity in giving service, and appearance all play a big effect in client satisfaction (Isa, 2015). In a study on the interrelationships among service quality, characteristics, customer satisfaction, and brand loyalty in the banking sector of Bangladesh, Siddiqi (2011) discovered that empathy (interaction with both staff and clients) has a significant positive effect on customer happiness.

The relationship between staff and customers results in satisfied customers. Customers depend on staff for guidance, complaints, and direction regarding certain service/products and distribution channels. When clients measure service quality, communication quality is a crucial aspect (Isa, 2015).

Mohammad et al. (2012) and Faris et al. (2016), who researched the influence of marketing mix elements on tourist experience on East Lake, Malaysia; discovered proof of a substantial association between individuals and customer happiness. However, Isa (2015) observed in his research that there is no connection among people and customer satisfaction in the research area. Consequently, the connection between individuals and customer happiness has been confirmed.

2.1.9 Process

Process is described as the procedure, systems, or activity streams used to provide the service to the customer (Mai and Ly, 2013). In another sense, it implies "business-friendly". The greater the level of increased contact service, the greater the need to perfect the procedure. Process illustrates the method for providing services (Isa, 2015).

Harrington and Weaven (2009), investigated the elements influencing consumer satisfaction in Australian e-retail finance. Utilizing element analysis and regression analysis, customer satisfaction factor structure was determined. The survey indicated that four solution criteria, including consumer demands, web management, customer-friendly sites, and productivity, were evaluated highly.

Al-Eisa and Alhemoud (2009) found much influential elements on consumer satisfaction with retail banks in Kuwait, as well as the level of total customer satisfaction among clients. They deemed prompt service and self-service finance to be significant characteristics.

According to Casalo, Flavian, and Guinaliu (2008), website accessibility was the most important element influencing consumer satisfaction in Spanish e-banking services. According to Jamal and Naser (2002), the quality of service given by service providing is a significant driver of consumer satisfaction. They suggested that banks develop an efficient service method to retain satisfied clients and acquire new customers. Isa (2015) discovered a substantial correlation between process and customer happiness in the field of study. Accordingly, a connection has been created among procedure and client pleasure.

2.1.10 Physical Evidence

Physical evidence represents the intangibility of service items, which finds it challenging for buyers to assess service offerings pre - purchase, especially in terms of quality and cost-effectiveness (Al-Debi & Fadhil, 2015). The general components of physical proof consist of all parts of a firm's physical structure, such as the services provided and other forms of tactile information (Zeithaml & Bitner, 2000).

This relates to the operating environment of the company, including the parking space, furnishings, décor, acoustics, and ventilation system. In their study, Souar et al. (2015) found no correlation among physical evidence and brand loyalty in the Algerian telecom sector.

Faris et al. (2016) found no correlation among physical evidence of the company and client satisfaction in the Malaysian tourism industry. But, Gan et al. (2011) discovered that physical evidence has a considerable impact on the overall quality of bank services in New Zealand. In addition, Isa (2015) discovered in his study on the effect of the marketing mix on client happiness that there is a substantial correlation among physical proof and consumer satisfaction in the studied region. Thus, a connection has been discovered among physical and consumer happiness.

2.1.11. Definition of Customer Satisfaction

According to Kotler et al. (2006), customer satisfaction is the degree of a user's state of feeling that results from evaluating a product's perceived performance or result to his or her own

expectations. Consequently, client happiness may be understood as a comparison of pre/post variables. Theoretically, customer satisfaction has been defined as the perception of post-purchase product utilization by users (Westbrook and Oliver, 1991). Consumer happiness is considered to be one of the most essential competitive elements for the coming and will be the main determinant of a company's success, according to studies. Moreover, Westbrook and Oliver (1991) propose that customer happiness will motivate businesses to enhance their brand and image, lower customer turnover, and pay more attention to client requirements. These activities will assist businesses in erecting obstacles to client defection and enhancing their relationships with existing clients. According to Parasuraman et al. (1985), services differ from goods in the way of their production, use, and assessment. They also argue that services are intangible because they tend to be emotions instead of tangible objects. Because services are varied, their performance differs greatly from provider to provider, client to client, and day to day. Moreover, the production and utilization of services cannot be separated. Unlike goods that can be engineered at a manufacturing plant and delivered intact to the customer, quality in services often occurs during service delivery, which is the interaction between a customer and a service provider. Given the differences between services and goods as previously mentioned, quality of service is more difficult for customers to evaluate than quality of goods. Customers evaluate service quality not only on the outcome of the service but also on the process of service delivery, and from how well a service provider actually performs, given their expectations of service performance.

Although many businesses are interested in maximizing customer satisfaction, it is not because customer satisfaction is the ultimate objective in itself. The underlying motive is that satisfied customers yield greater profits. Companies with more satisfied customers will be more successful and more profitable.

Customer satisfaction relates to a customer's perceptions about his shopping experience. Customer satisfaction is a combination of a customer's pre-purchase expectation and post-purchase evaluation of the shopping experience. A positive experience will result in a satisfied customer. A business benefits from satisfying its customers through increased revenues due to customer retention and new customers due to word-of-mouth endorsements. Customer satisfaction can be influenced by a variety of factors. Some factors that affect customer

satisfaction are speed of service, quality of products, and the cleanliness of the place of business. Customers often want a service performed quickly, so slowness usually leads to poor satisfaction ratings. The quality of the service matters too, because customers are not happy when treated rudely or in a rushed manner. Cleanliness is not just something typically required by law; appearance is important to a lot of customers. In addition, the ease of communication can greatly affect a customer's overall experience with a business. Knowing what these factors are can help the business consistently satisfy its customers.

Matzler et al., (2002) classify factors that affect customer satisfaction in to three factor structures:

a) **Basic Factors:** These are the bare minimums that must be present in a product or service in order for the consumer to be pleased. They do not always result in satisfaction, but if they do not exist, they lead to discontent. These are the elements that contribute to the achievement of the product's basic need. These are the fundamental characteristics of the product or service. Despite the fact that they constitute a necessity for contentment, they have little effect on it.

b) **Performance Factors:** are those that, when met, lead to satisfaction and, when not met, can lead to discontent. These qualities include dependability and kindness.

c) **Excitement Factors:** These are factors that, if satisfied, boost customer happiness but do not produce discontent if not met. This includes giveaways for loyal or new buyers.

2.1.12 Sports Betting

According to Law Insider definition sports betting means to operate, conduct, or offer for play wagering conducted under this act on athletic events and other events approved by the respective entity. The Ethiopian National Lottery Administration Re-establishment Proclamation No.535/2007 Article 2 (4) defines sport betting as, '*a lottery for betting arranged on the basis of in-door or out-doors sport competitions and in which the prize is distributed in money or in kind.*' The meanings of sports wagering expressed above fuse the three components of betting, so that there is no question that sports betting is a gambling and not a talent based contest. While chance remains a significant factor in determining the outcome of a bet in sports betting, understanding and analyzing important game factors such as the quality of the two teams, recent forms of the teams, information on injury and suspension of key players, referring to match

previews by renowned game analysts, and so on may help the bettor have a better chance of correct prediction (Strumbelj, 2014).

The continued global expansion of professional sports and accompanying betting markets as a direct result of consumer demand driven by technology developments has supplied both corporate sectors with clear fiscal benefits and enhanced their symbiotic connection (Oxford Economics, 2017). This has shown itself in a variety of mutually advantageous business initiatives, including direct sponsorship of athletic events, athletes, and clubs, as well as countless indirect benefits to both goods via media advertising arrangements centered on sports. For example, the Ethiopian Premier League is sponsored by betting company called BetKing.

In majority of the worlds' population gambling is a social activity. Betting is a type of gambling which is putting money on the outcome of a game, race, or other uncertain event (Ağaoğlu et al, 2010). It's a two-way street. This arrangement is called a bet. In betting, the person who forecasts the wrong outcome loses anything agreed upon. Two friends betting on the final score of a football match is a simple illustration. The side who miscalculates must pay the other party the agreed-upon sum. Sports' betting is split into two categories: retail, which includes everything from licensed betting shops to backstreet bookmakers, and online betting (Bell, 2004). The two activities are intertwined because some betting providers allow customers to wager in their stores using smart phone apps and websites, and traditional bookies can use internet markets to hedge their financial risks. A twinned market combines a number of characteristics, including the draining of a highly liquid physical market and the conversion of large cash assets into electronic bank money.

In Ethiopia, Lottery and sports betting investment is restricted to domestic investors under Article 4(26) of Ethiopian Council of Ministers Investment Regulation No. 474/2020. And the new establishment directive called *Sport Betting lottery Directive No. 172/2021* is effective as of Sep.1 2021. Studies show that there are more than 31,000 betting companies globally. Ethiopia is clearly one of the world's least liberalized and least gambling-intensive countries. This is changing since government-owned sectors have been privatized in recent years. According to the Ethiopian National Lottery Authority's annual income report for the Ethiopian fiscal year 2013,

the sport betting sector generated approximately \$2.3 million in revenue. This is a sizable sum considering betting business is still in its infancy.

Sports betting are all about beating the "Odds-makers" and making money. You can also have some fun by betting on your favorite athletic event. Your wager, type, and stake amount must all be specified. In sports betting, you forecast individuals' or team's performance and then wager on whether or not it will happen. Most sports wagers are put on American football, soccer, basketball, baseball or hockey. Auto racing, athletics events, and boxing are popular bets too. Besides athletic events, a betting includes non-human competitions like reality TV shows, political elections, and illegal cockfighting.

According to Sam et al. (2019), Ward (2011) and other findings, there are twelve beneficiaries of sports betting services namely - the league (EFF, NBA, EP) or an association (like PGA and FA), a specific sport (i.e. tennis, football, rugby, horse racing), teams (NY Yankees, Everton FC, Watford FC, Bournemouth FC, West Bromwich Albion, Stoke City FC) and individual players (like Tom Brady, Carlos Vela, Zlatan Ibrahimovic), Sponsors of various sports entities, fans, the media, the gaming industry in general, online betting agencies, gamblers, the hospitality industry, Governmental entities, and society-at-large; Sports betting providers in Ethiopia are required to donate 20% of their annual revenue to charitable activities (Melkamu, 2020).

As a study conducted by Oxford Economics (2017) explained, sport betting is a monopolistic market, with most operators fighting for the same customers; a market structure in which numerous companies provide comparable but not identical products to the same group of clients. Similar-looking websites, identical bonus structures, and similar odds on the same sporting events are just a few examples of how this is true. With so many parties offering essentially the same product to a single target group, it is critical to differentiate yourself in some way. Because strong brands are trusted and believed to be of higher service quality, advertising campaigns and brand development, customer relationship management and improving service quality are critical. Some of the most successful organizations in the bookie market have been operating for a long period of time and have prospered solely due to their longevity, not due to any genuine excellence in their service.

Online sports betting

Online gambling (or Internet gambling) refers to any type of gambling that takes place through the internet using mobile phone and computers. Sport is the field in which gambling corporations have invested the most, drawn by the wide variety and large number of sporting events offered, as well as the lower social stigma associated with this type of betting (Barrera-Algarín & Vázquez-Fernández, 2021). Again, Barrera-Algarín & Vázquez-Fernández (2021) argued that technology in sports betting dramatically improved the gambling sector's online service in recent years, making it simpler for bets to be placed virtually instantly, and for gamblers to be driven by the rush of almost instantaneous fulfillment, increasing its addictive nature. In-play betting has a number of elements that increase the likelihood of a link with problem gambling. Most notably for the media and communication industry, in-play betting often occurs in the context of sport viewership, as the ability to wager on what people are watching is the product's main selling point (Lopez-Gonzalez et al., 2018). Lopez-Gonzalez et al. (2018) discussed that in-play betting (also known as in-running or live action betting) is the type of gambling that occurs when gamblers place their bets after sport events have begun.

Expectedly, extant literatures are gorged with established relationship between betting on sporting activities, digital advancements and customer satisfaction in various sectors (Lopez-Gonzalez et al., 2018; Kalia et al., 2021; Espinosa-Sáez et al., 2021, Frimpong & Dwomoh, 2017). Interestingly, the betting sector in Ethiopia lacks similar literature. That's one reason that the customer satisfaction in sports betting business needs to be empirically investigated using the elements of marketing mix.

2.2. Empirical Review

Moggahadam (2012), in his study titled “the influence of marketing strategy elements on market share of firms in the case of polymer sheet manufacturing co.”, the central theme of the research was to explore the factors that influence its sales. The findings suggested that marketing strategy consist of product, price, promotion, and place strategies influence market share. In the product strategy quality, variety, sale service and product specification increased market. These findings indicate that firms need to manufacture a product with better quality, and this issue requires more attention in this competitive market. The researcher concluded that in the competitive

environment of the market share, it is very important for a firm to be looking forward to the determinants of market share.

One of the important items in quality is the material of products that has the significant impact on quality of products. As noted by market needs different kinds of product with special specification in size, color, cover and thickness. Customers need after-sale service and information, especially about applying this kind of product for different production. So, managers who wish to gain market share must enhance quality, launch new products or a range of items, and adhere to client size and color specifications, and hire specialist employees for after-sales care. According to analysis pricing, period of payment, offer of discounts, which are under the pricing strategy to increase sales volume. Companies need to decrease their cost to offer better price to customers due to the first important item for buyers, which is price of goods. In order to differentiate the price, one of Porter generic strategy is applied by many companies in their attempt to obtain these capabilities. In addition, period of payment and discount offering provide more value for buyers.

Abeselom (2013), conducted a research with a title of “Assessment of marketing strategy practice in Ethio-Telecom”. This research adopts a combination of primary and secondary source of information. The primary data was collected through the closed ended questionnaire distributed to marketing department staffs and personal interviews with top management of the company.

The selection of the respondent is by using census and from 52 questionnaires 50 usable questionnaires were collected and interview questions were forwarded to 3 chief officers of the company and used for analysis of the paper. The finding of the study revealed that the customer’s primary reason for buying the company’s product and service are because of the customer has no option to buy from other competitor, the company’s product and service quality were rated as below average, the price of company’s product and service were affordable, the company’s product and service availability and accessibility are good, communication effectiveness between marketing department and other departments were rated as below average there is no segmentation for the residential customers and the company is facing problems to implement the marketing strategies.

Among the problems ineffective communication, structure problem in the marketing division, lack of coordination and network quality problem are the majors. In general, the study shows that the marketing factor is a crucial predictor of marketing strategy. Marketing mix also increases consumer commitment and improves the sensation of relationship. Based on these findings, it suggested Ethio Telecom to review its marketing approach and reassess its actual performance in relation to the problem.

Asgedom (2012) also conducted a research with a title of “Marketing mix of 4p’s for competitive advantage”. According to the study the marketing mixes are the basic variables before launching a new product or service. The firms should also plan on these different components and they are product, price, promotion and place. The main aim of the article was to describe the importance of relationship of various components of marketing mix for attaining competitive advantage within the market. the study focused a broad view of Marketing Mix of 4P’s, as the biggest challenges of the Marketing professionals in today’s world is to design an optimum marketing mix which takes care of both customer’s satisfaction and organizational goals. So, a firm which can make an optimum marketing mixes in today’s world, will definitely achieve its stated organizational goal and satisfy the customers.

2.3 Conceptual Framework of the Study

The goal of marketing mix elements emerges in two ways action such as providing good value to customers against their spending and building strong bond with customers by satisfying customers’ needs resulting in profitability. Devising strong and result oriented marketing mix element requires valuable and precise analysis of the market and diagnostic evaluation of the factors associated with the market such as competitors’ business approaches, customers’ needs and organizational capacity in the form of available resources to compete in the market (Winer, 2004).

Product and customer satisfaction

Product quality is a significant part of theory and practice of marketing, as it is the primary determinant of customer happiness and commitment. Higher product endurance or design lifespan corresponds to an improvement in the flow of the system utility (Saleh, 2008). Product quality has a strong correlation with market share growth (Tellis et al., 2009). Enhanced perceptions of product quality stimulate client contentment (Cameroon et al., 2010).

Herrington and Weaven (2009) & Feigenbaum (1991) also argued that the implementation of quality control and high-quality manufacturing increases product reliability and satisfies customers.

H1: Product has a significant positive effect on customer satisfaction in betting

Price and customer satisfaction

Research conducted by Vinita Kaura, demonstrate that perceived price has a substantial positive effect on pricing fairness. When consumers perceive prices to be reasonable, they are significantly more likely to create a favorable impression of the product, company, and brand. According to the report of a 2004 study by the Solvay Brussels School, clients are more likely to create trust, loyal business connection when pricing seems reasonable and in accordance with the level of value the product delivers.

H2: Price has a significant positive effect on customer satisfaction in betting

Promotion and customer satisfaction

According to Keller (2005), in order for a firm to be profitable and competitive, it must first attract customers. Sometimes even when the product is available and can be bought, clients typically do not realize what the product accomplishes or how it compares to the items they are already using. Thus, a company employs a product promotion to persuade customers to choose its products or services over those of rivals. If the marketers mixes the four dimensions of the marketing mix properly, additional customers will be happy and remain loyal, leading to more successful product sales. Thus, promotion is required for the success of customer service.

H3: Promotion has a significant positive effect on customer satisfaction in betting

Place and customer satisfaction

The marketers must select distributors who can reach clients most efficiently, as well as middlemen who deliver benefits to the distribution process (Engle, 2009). To support the aforementioned ideas, the purpose of the distribution channel is to make the items accessible to the biggest number of customers at the lowest possible distribution and selling cost.

H4: Place has a significant positive effect on customer satisfaction in betting

People and Customer Satisfaction

Service companies provide services that are consumed at the same time as it is produced; both staff and other consumers can influence perceptions of service quality (Smith 2008). This is particularly true for high contact services where staff members 'are part of the service being consumed. This strategy involves management of human resources management policies and practices, developing a customer oriented culture throughout the firm and empowering employees to provide quality services, managing leadership, job re-design, and systems to reward and recognizing outstanding achievement (Berry, 1981). People component in service marketing mix also includes management of the firm's customer mix as other customers who are being served can also influence one's satisfaction with a service (Lovelock, 1996).

H5: People has a significant positive effect on customer satisfaction in betting

Process and Customer Satisfaction

Identifying process management as a separate activity is a prerequisite of service quality improvement (Lovelock 1996). Processes refer to the steps that a consumer progresses through in order to receive a service and those processes a service provider performs in order to deliver the hotel service (Smith 2008). For example: queuing for booking, submitting to security screening, finding the right room etc.

Company processes should be integrative in nature and aimed at meeting the strategic goals of an organization as well as creating, enhancing and delivering customer value and ultimate satisfaction (Mutsikiwa 2012). Processes should also be conducted in an appropriate way so that they do not take away customers' perceptions of expected quality of the product or service and real time delivery.

H6: Product has a significant positive effect on customer satisfaction in betting

Physical Evidence

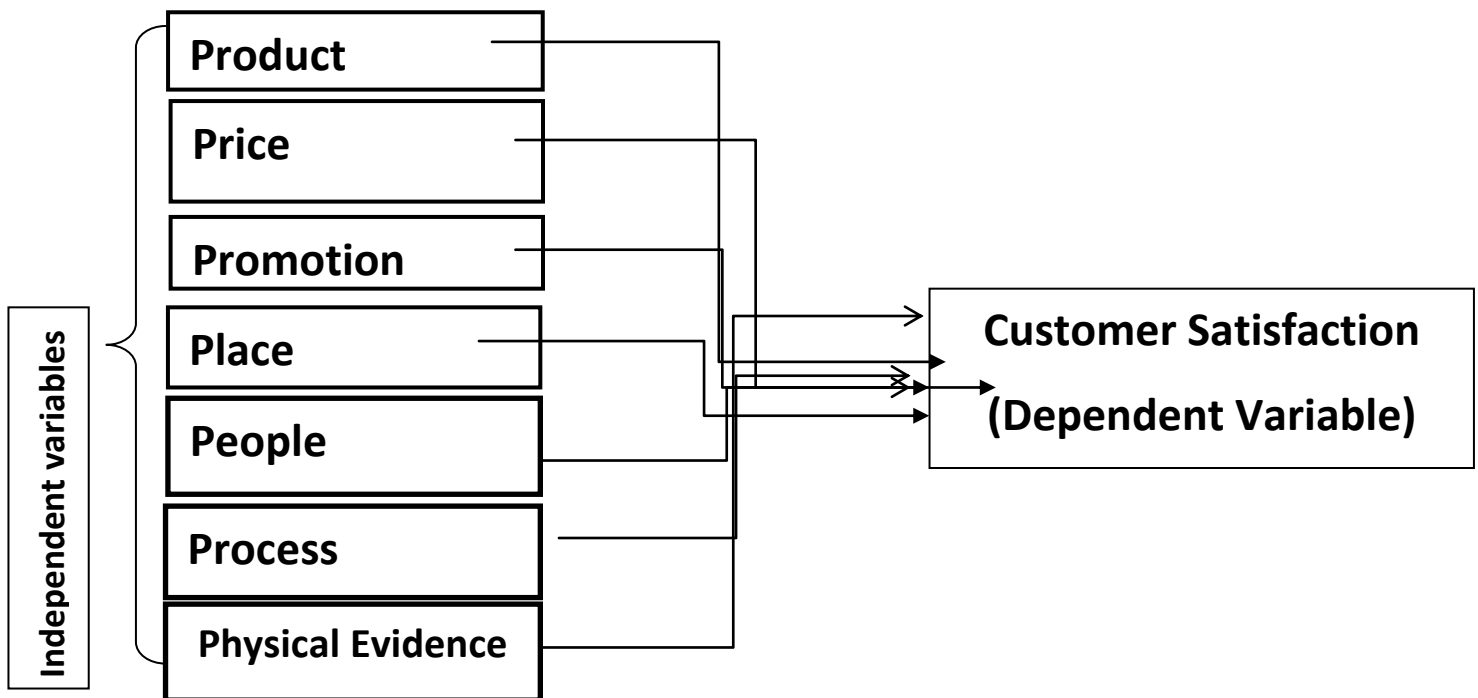
A service is not tangible and is subjective, making it harder for a marketer to sell it as a commodity, standardized in quality and physical shape (Shiburyet al., 2009). Physical evidence therefore represents visual and/or tangible clues of the service product that make a service more tangible to the customer prior to purchase, during purchasing, and post purchasing it, reinforcing

service quality. Physical evidence must be redesigned to be consistent with the personality that the firm wishes to project in the market place (Betts, 1994). Physical evidence includes: the design and construction of the facility, well groomed employees, clean and well maintained premises, well-manicured lawns and excellent presentation. Actual surrounding and other visible cues can have a profound effect on the impression customers' form about the quality of the service they receive (Bitner, 1992).

H7: Physical Evidence has a significant positive effect on customer satisfaction in betting

Based on the related literature review and the above points with regard to each element of marketing mix and their effect on customer satisfaction level, the conceptual framework is developed. The framework shows the variables of the study which include marketing mix elements of product, price, promotion and place as the independent variable that affect the customer satisfaction (dependent variable).

Figure 2.1: Conceptual framework



Source: Researcher formulation based on literature review.

CHAPTER THREE

3. RESEARCH METHODOLOGY

The discussion includes research design, the research sampling and population, data collection and analysis.

3.1. Research Approach

There are three basic approaches to research, quantitative approach, qualitative and mixed approach. In order to investigate the problem, the study uses a quantitative approach. Quantitative research entails the collection of statistical data that may be submitted to a formal and structured statistical analysis. This usually means survey research where a sample of population is studied (questioned or observed) to determine its characteristics, and it is then inferred that the population has the same characteristics (Kothari, 2004).

Consequently, the study required analyzing the relationship between variables and testing using statistical procedures. Due to this nature of the study it used quantitative research approach.

3.2. Research Design

The series of techniques and procedures applied to collect and interpret data on the variables indicated by the study problem is termed as research design. The study used explanatory research design. Explanatory research, also known as analytical research, is a sort of cross-sectional research intended to find any relationship among the key variables relevant to the research problem. Explanatory research will be employed in this study to examine the effect of the selected factors on customer satisfaction. As described by Suryabrata (2003), explanatory method is a method that describes the study systematically, factually and accurately utilizing facts, behaviors and relationship between the variables being studied.

This study explains the effects of marketing mix elements (7P's) on customer satisfaction in sport betting sector of Addis Ababa, Ethiopia. The research employed correlation and regression analysis to test its hypotheses. As is customary for case-based correlation studies, questionnaires are administered and the results are analyzed, hence the study used cross sectional approach of data collection.

3.3. Population, Sampling Procedure, and Sample Size

3.3.1 Target Population

The study basically targets customers of Vamos sport betting company. The study chose Vamos sport betting because it's one of the earliest and biggest (in terms of prize money offered and branches) among the betting companies operating in the country. Customers were contacted branch shops of Vamos sport betting found in Addis Ababa, Ethiopia. This study chooses the branches because of its high customer number compared to the other betting shop branches.

3.3.1 Sampling Procedure

To achieve the study purpose, convenience sampling technique was applied in selecting a sample to distribute questionnaires to the customers of Vamos betting company.

3.3.2 Sample Size

To administer the questionnaires due to the infinite number of consumers and it is challenging to compile a consumers list, because the firm doesn't share customers' personal information, the researcher used survey from the sample population. Using the sample size calculation described in Bill Godden (2004), the researcher generates samples from the sample population in this instance.

Sample Size – for Infinite Population (where the population is greater than 50,000)

$$SS = \frac{Z^2 * (p) * (1 - p)}{C^2}$$

Whereas,

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal (0.5 standard deviation)

C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points)

A Z-value (Cumulative Normal Probability Table) represents the probability that a sample will fall within a certain distribution.

The Z-values for confidence levels is 1.96 = 95 percent confidence level

$$Ss = \frac{(1.96)^2 * 0.5 * 0.5}{0.05^2}$$

Sample size = $384.16 \cong 384$

In accordance with the above formula, the sample size for this study is 384 customers.. Consequently, the researcher will distribute questionnaires for three hundred eighty four (384) sampled respondents.

3.4 Data collection Instruments

To obtain data from pertinent sources, a primary data collecting method was utilized. The data was conducted in the form of structured questionnaires that was distributed to customers of Vamos sport betting.

The questionnaire was prepared to get ideas about the customers' experience on marketing mix elements. For understanding and ease of analysis the importance and satisfaction of each dimension a 5-scale questionnaire was used (1=strongly disagree, 2=disagree 3=neutral, 4=agree, 5=strongly disagree).The questionnaire was translated in to Amharic considering that target audiences and to reduce language barrier.

3.5 Method of Data Analysis

The study analyzed data collected from respondents through questionnaire by using SPSS version 23.0 software tool. The study presents the collected data from primary sources by using tables which are expressed in the form of mean and standard deviation. To examine the relationship the study uses descriptive statistics and Pearson's Correlation coefficient. Moreover, to examine the effect of each independent variable has on customer satisfaction the study conducts multiple linear regressions after conducting reliability test, descriptive statistics and Pearson correlation.

According to the conceptual framework presented in Chapter 2, the regression equation on the variables can be stated as follow;

$$Y = \beta_0 + \beta_1 P_1 + \beta_2 P_2 + \beta_3 P_3 + \beta_4 P_4 + \beta_5 P_5 + \beta_6 P_6 + \beta_6 P_6 + E_i$$

Where:

Y is the response or dependent variable –Customer satisfaction

P1 = Product

P2 = Price

P3 = Place

P4 = Promotion

P5 = People

P6 = Process

P7 = Physical Evidence

E_i = Error term set up to demonstrate the unexplained portion of the dependent variable through the above seven important exogenous variables.

In addition, β_0 represents a constant that represents the magnitude or value of happiness when the coefficients for the seven explanatory variables listed above become zero.

3.6 Reliability

The reliability of tools tests the accuracy of tools. The reliability of the tools is viewed by Creswell (2003) as the degree of accuracy demonstrated by the tools or method. A standardized test's reliability is typically expressed as a coefficient of correlation, which calculates the intensity of the association between variables

Before progressing to the main analysis, the researchers performed a reliability test. The importance of the reliability test was to assess the possible limitations of the testing instrument so that it could influence steps to mitigate the errors found.

The Cronbach's alpha was used to assess the reliability of the scales used for this research.

Table 3.1; Reliability Test Statistics

Variables	No of Items	Cornbach's Alpha result
Product	5	0.711
Price	5	0.843
Place	7	0.725
Promotion	6	0.704
People	6	0.751
Process	4	0.774
Physical Evidence	6	0.821

Source; own survey & SPSS output (2022)

In order to achieve internal reliability, various authors accept different values from this test, but the most widely accepted value is 0.70, as it should be equal to or greater than internal reliability (Hair et al., 2003). The Cronbach Alpha values for each area in the questionnaire are shown in Table 3.3 above. As can be seen from the table, Cronbach's Alpha is in the range of 0.704-0.843 for each variable. This range is considered high; the result ensures that each area of the questionnaire is accurate.

3.7 Validity of Instruments

Validity is defined as the degree to which an instrument accurately measures what is supposed to measure. It is concerned with how well the concepts are defined by the measures (Hair et al., 2007). In this study, structured questionnaire was developed based on the conceptual framework of the study designed to address the intended assessment questions and objectives. To establish the validity of the data collection instrument, the researcher examined previous research works and developed the questionnaires based on the reviewed literatures.

3.8 Ethical Consideration

According to Collin (2007), when conducting research, treating people unfairly and using or encouraging others to use the knowledge gathered during the research work to hurt people is unethical. Reasonable research ethics are taken into account in this report. The respondents are told that they are required to provide accurate information and that they have the right to privacy, not to be misled, and to be informed about all aspects of the study. According to Creswell (2003) a researcher has a duty to respect the informants' privileges, needs, values, and wishes, so the rights, needs, values, and interests of respondents are respected. Throughout the study method, the researcher followed legal and morally correct procedures. The data was obtained with the participants' full consent, and the researcher explicitly explained the intent of the study, maintained objectivity, and protected the subject's rights and confidentiality.

Chapter Four

4. Results and Discussions

The main objective of the study was to assess the effect of marketing mix dimensions on customer satisfaction in the legalized sports betting market in Addis Ababa, Ethiopia in the case of Vamos Sport Betting Company. To attain the objective of the study, data from primary source was collected through questionnaires distributed to sampled customers at three Vamos betting shop branches.

In this chapter data presentation, interpretation and discussion are presented. As stated in the previous chapter the study took a sample size of 384 customers. Thus, 384 questionnaires were given to customers of Vamos sports betting. Of which 342 questionnaires were correctly filled in and returned which makes a response rate of 89%. This response rate was good enough to make conclusions for the study. The data of the respondents is analyzed by using appropriate statistical tools. The first part of this chapter discusses about the demographic characteristics of respondents, while the rest deals with the analysis and interpretation of findings of the study.

4.1. Descriptive Statistics

The respondents were asked to rate their response on a five point Likert scale ranging from one (strongly disagree) to five (strongly agree). Based on this, each independent variable is first analyzed descriptively using percentile, mean and standard deviation (SD).

The resulting Mean score values were interpreted using the scale proposed by Best (1977). That is, mean score values between 1 to 1.8 represent high level of disagreement; mean score value between 1.81 to 2.6 represent disagreement; mean values between 2.61 to 3.40 represent neutral level towards the proposed statement; mean values between 3.41 to 4.20 show agreement; and mean score value greater than 4.21 show high level of agreement with the proposed statement.

The study sought to establish the view of the respondents regarding the product offers they get from Vamos sport betting. To do so the study asked respondents questions related with product offers. The responses are presented in table 4.1 below.

Table 4.1; Respondents opinion about product

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Company's Product offers has features that meet customers' needs.	1.2	11.1	26.3	59.6	1.8
Quality of Products meets customers' expectations	0.6	13.5	28.7	52.0	5.3
The company's Product offers possess unique features than competitors	-	10.5	23.4	64.9	1.2
There is continuous improvement in winning bonuses	0.6	12.9	21.1	62.6	2.9
The company introduces new offers and packages that satisfy customers' needs.	1.8	15.8	35.1	43.9	3.5
Item Mean	3.48				
Item S.D	0.782				

Source: Own survey & SPSS output (2022)

As presented in table 4.1 above, the first statement sought to establish the degree to which respondents agreed whether product offers has features that meet their needs. About 12.3% of the respondents strongly disagreed or disagreed, 26.3% of the respondents felt neutral and 61.4% of the respondents agreed or strongly agreed. This shows that most respondents agreed that there are product offers that have features that meet customers' needs at Vamos sport betting company.

According to table 4.1 above, more than half of the respondents (66.1%) either agreed or strongly agreed that the company's Product offers possess unique features than competitors. In addition, customers were asked to show their opinion if there is continuous improvement in winning bonuses. More than half of the customers (65.5%) agreed or strongly agreed with this regard. In addition, with regard to the company introducing new offers and packages that satisfy customers' needs (47.4%) agreed (in cumulative term).

In general, as could be observed in table 4.1 above, the overall mean of the set of items was 3.48. This implies that customers are satisfied with the product offers of Vamos. The overall standard

deviation for the items presented above was less than 1.00, suggesting that the respondent's perception were relatively similar.

4.1.2 Price

According to Robbins (2001), when consumers perceive prices to be reasonable, they are significantly more likely to create a favorable impression of the brand, firm, and item. With this in mind the next set of items in the questionnaire inquired respondents' opinion about price attributes at Vamos betting. Results are presented in table 4.2 below.

Table 4.2; Respondents opinion about price

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Cheaper offers are provided compared to competitors.	1.2	16.4	25.7	50.3	6.4
Prices of products are affordable.	0.6	12.3	35.1	44.4	7.6
The company's products are affordable than competitors.	1.8	13.5	26.9	55.0	2.9
The company offers price discounts.	2.3	12.3	29.2	48.5	7.6
Prices of the product offered by the company are stable through time	1.8	14.0	45.0	33.9	5.3
Item Mean	3.42				
Item S.D	0.852				

Source: Own survey & SPSS output (2022)

As it can be observed from Table 4.2 above, 56.7% of the respondents either agreed or strongly agreed that cheaper offers are provided compared to competitors. Similarly, 51%, 57.9% and 56.1% of the respondents agreed or strongly agreed with the statements; prices of products are affordable, the company's products are affordable than competitors and the company offers price discounts. In contrast, most respondents (45.0%) felt neutral about the last statement presented in

table 4.2 above. This shows customers' opinion is neutral regarding prices of the product offered by the company being stable through time.

In general, as could be observed in table 4.2 above, the overall mean of the set of items was 3.42. These results show customers have positive attitude towards the price of products offered by Vamos sports betting company. The overall standard deviation for the set of statements presented above was less than 1.00, suggesting that the respondent's perception were similar.

4.1.3 Place

According to Engle (2009), the marketer must select wholesalers who efficiently reach its clients and other intermediates who bring value to the distribution process. In this regard, responses regarding the marketing mix element of place are presented below.

Table 4.3; Respondents opinion about Place

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Shops are easily accessible at different neighborhoods	2.3	18.1	41.5	32.7	5.3
Long queues are not encountered	1.2	18.1	48.0	31.6	1.2
Customers can use internet/website to bet	.6	6.4	52.0	39.8	1.2
The company distribute its service as promised with consistence service and customer demand	.6	5.8	56.7	35.7	1.2
The company have attractive betting website design	1.8	17.5	28.1	43.9	8.8
The company has convenient working hours	1.8	18.7	26.3	42.7	10.5
The company has more number of branches available than competitors	4.1	17.0	42.1	34.5	2.3

Item Mean	3.28
Item S.D	0.812

Source: Own survey & SPSS output (2022)

As presented in table 4.3 above, the majority of the respondents felt neutral for the statement that shops are easily accessible at different neighborhoods (41.5%). Similarly, 48%, 52% and 56.7% of the respondents felt neutral with the statements; long queues are not encountered, Customers can use internet to bet and the company distributes its service as promised with consistence service respectively. In contrast, the majority of the respondents agreed (in cumulative term) with the statements; the company have a betting website (52.7%) and the company has convenient working hours (52.7%).

In general, as could be observed in table 4.3 above, the overall mean of the set of items was 3.28. This implies that customers' opinion about place attribute of the marketing mix is close to neutral. The overall standard deviation for the set of statements was less than 1.00, suggesting that the respondent's perception were alike.

4.1.4 Promotion

In order for a firm to be profitable, it must first attract customers. Even when the product is available and can be purchased, clients typically do not know what the item accomplishes or how it compares to the items they are already consuming (Keller, 2005). With this in mind the next set of items in the questionnaire inquired respondents' opinion about statements relating with marketing mix element of promotion. Results are presented in table 4.4 below.

Table 4.4; Respondents opinion about Promotion

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
The company utilizes a free bet reward for repeated usage		11.7	35.7	46.8	5.8
The company uses web ads for promoting its product and services	6.4	39.8	52.0	1.8	

The betting firm have smart phone app	.6	13.5	43.9	40.9	1.2
The company's communication strategy effectively tells about the features products offered by the company		5.8	50.9	42.7	.6
The company utilizes awards to encourage customers		12.3	55.6	31.0	1.2
The company offers free trials for new customers	.6	18.1	47.4	32.2	1.8
Item Mean	3.33				
Item S.D	0.696				

Source: Own survey & SPSS output (2022)

As presented in table 4.4 above, the first statement sought to establish the degree to which respondents agreed if the company utilizes a free bet reward for repeated usage. About 11.7% of the respondents disagreed, 35.7% of the respondents felt neutral and 52.6% of the respondents agreed or strongly agreed. However, in the remaining items in table 4.4 above most respondents felt neutral about the statements related to the promotion practice of the betting company.

In general, as could be observed in table 4.4 above, the overall mean of the set of statements was 3.33. This implies that customers' are neither satisfied nor dissatisfied with the promotion practice of Vamos sport betting company. The overall standard deviation for the item was less than 1.00, suggesting that the respondent's perception were similar.

4.1.5 People

The study also sought to establish the views of the respondents regarding the marketing mix element of people and resulted are presented below.

Table 4.5; Respondents opinion about people

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Employees provide necessary advices to bettors	1.2	14.8	28.1	48.5	7.8
Employees are honest and cooperative	1.2	8.8	34.5	41.5	14.0
Employees have courtesy		12.3	29.8	49.1	8.8
Employees are enthusiastic to respond customers' questions	4.7	22.2	29.8	36.3	7.0
Employees' have skills and knowledge to sale the products	2.3	16.4	26.9	48.0	6.4
There are enough number of employees	.6	12.3	31.6	52.6	2.9
Item Mean	3.43				
Item S.D	0.879				

Source: Own survey & SPSS output (2022)

Table 4.5 above presents opinions' of customers about the marketing mix element of people. As it is presented in the table, in all the items in the above table most respondents agreed (in cumulative term), with the proposed statement concerning the issue. Moreover, the mean score value for the statements was 3.43. This implies that customers' opinion about people attributes of Vamos sports betting company is positive.

4.1.6 Process

The study next sought to establish the views of the respondents regarding the marketing mix element of process and resulted are presented below.

Table 4.6; Respondents opinion about process

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
Customers get the choice to get self-services	.6	12.1	40.8	43.7	2.9

Employees Investigate and resolve bettors' problems during betting		10.9	45.3	40.4	3.4
Employees are quick to respond for customer inconveniences		8.6	39.7	46.6	5.2
Betting offers are categorized based on customers' convenience		12.6	39.1	43.1	5.2
Item Mean		3.46			
Item S.D		0.835			

Source: Own survey & SPSS output (2022)

As it can be observed from Table 4.6 above, 46.7% of the respondents either agreed or strongly agreed that customers get the choice to get self-services. Similarly, 51.8% and 48.3% of the respondents agreed or strongly agreed with the statements; employees are quick to respond for customer inconveniences and the betting offers are categorized based on customers' convenience. In contrast, most respondents (45.3%) felt neutral if employees are quick to respond for customer inconveniences.

In general, as could be observed in table 4.6 above, the overall mean of the set of items was 3.46. These results show customers have positive attitude towards the process dimension of marketing mix at Vamos sports betting company. The overall standard deviation for the set of statements presented above was less than 1.00, suggesting that the respondent's perception were similar.

4.1.7 Physical Evidence

Physical evidence must be redesigned to be consistent with the personality that the firm wishes to project in the market place. Physical evidence includes: the design and construction of the facility, well groomed employees, clean and well maintained premises, well-manicured lawns and excellent presentation (Betts, 1994). With this in mind the next set of items in the questionnaire inquired respondents' opinion about statements relating with marketing mix element of physical evidence. Results are presented in table 4.7 below.

Table 4.7; Respondents opinion about Physical Evidence

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A
There is beautiful decoration of the shop		11.7	35.7	46.8	5.8
Shop provide proper amenities like waiting areas		6.4	39.8	52.0	1.8
Shops provide physical facilities like computers, pen/writing pads	.6	13.5	40.9	43.9	1.2
There is calm and enjoyable environment at the shops		5.8	42.7	50.9	.6
The logo of the company is appealing		12.3	31.0	55.6	1.2
The shops are clean and well maintained	.6	18.1	32.2	47.4	1.8
Item Mean	3.46				
Item S.D	0.796				

Source: Own survey & SPSS output (2022)

Table 4.7 above presents opinions' of customers about the marketing mix element of physical evidence. As it is presented in the table, in all the items in the above table most respondents agreed (in cumulative term), with the proposed statement concerning the issue. Moreover, the mean score value for the statements was 3.46. This implies that employees' opinion about the physical attributes at Vamos is above average.

4.1.8 Customers Satisfaction

Table 4.8; Respondents opinion customer satisfaction

	Percent (%)				
	S.D	Disagree	Neutral	Agree	S.A

I am satisfied with the price		4.7	34.5	50.9	9.9
I am satisfied with the amount of possible winners' award money		1.8	34.5	52.0	11.7
I am satisfied with the company's different betting packages provided		4.7	31.0	50.3	14.0
I am satisfied with the simplicity of withdrawal and deposit of money		2.9	31.6	56.1	9.4
The branch shop has sufficient number of employees		9.9	37.4	44.4	8.2
I am satisfied with the convenient timing of the company for betting		9.9	37.4	41.5	11.1
Item Mean		3.68			
Item S.D		0.721			

Source: Own survey & SPSS output (2021)

Table 4.8 above presents opinions' of customers about the regarding their satisfaction as a result of being the customer of Vamos betting. As it is presented in the table, in all the items in the above table most respondents agreed (in cumulative term), with the proposed statement concerning the issue. Moreover, the mean score value for the statements was 3.68.

4.2 Correlation Analysis

Correlations are used to determine the direction and relationship between two variables. The correlation coefficient, which ranges from +1 to -1; a correlation coefficient of +1 depicts a perfect positive link in which each +1 change in one variable corresponds to a +1 change 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 (Field, 2005). Accordingly, Pearson's rho correlation coefficient was employed to find out the relationship between the independent variables and the dependent variable.

To interpret the strength of correlations between variables, Field (2005) criteria are used. His classification of the correlation coefficient (r_{ho}) is as follows: if correlation coefficient (r_{ho}) is between 0.1 and 0.29 there is a weak correlation, if correlation coefficient (r_{ho}) is between 0.3 and 0.49 there is a moderate correlation and if correlation coefficient (r_{ho}) is greater than 0.5 there is a strong correlation. Table 4.9 correlation exhibits the results of the correlation analysis made using correlation data analysis technique.

Table 4.9; Pearson's rho correlation coefficient

		Customer Satisfaction
Product	Pearson Correlation	.723**
	Sig. (2-tailed)	.000
Price	Pearson Correlation	.742**
	Sig. (2-tailed)	.000
Place	Pearson Correlation	.793**
	Sig. (2-tailed)	.000
Promotion	Pearson Correlation	.598**
	Sig. (2-tailed)	.000
People	Pearson Correlation	.493**
	Sig. (2-tailed)	.000
Process	Pearson Correlation	.770**
	Sig. (2-tailed)	.000
Physical Evidence	Pearson Correlation	.517**
	Sig. (2-tailed)	.000

** . Correlation is significant at the 0.01 level (2-tailed)

Source: Own Survey & SPSS output (2022)

As per table 4.9 above, Pearson Correlation Coefficient was used to assess the relationship among the independent and dependent variables. The result of the correlation coefficient show that all independent variables are positively related with dependent variable (customer satisfaction) within the range of 0.493-0.793 and all are significant at $p < 0.01$ level.

As can be seen from the above table, Place formed the highest Pearson Correlation value of $r = 0.793$, indicating that place has positive, strong and significant correlation with customer satisfaction. It was followed by Process ($r_{ho} = 0.770$) also interpreted to have positive and strong correlation with customer satisfaction. Price has a correlation value of $r = 0.742$, depicting that positive, strong and significant correlation with customer satisfaction. Product also has a positive, strong and significant association ($r = 0.723$) with customer satisfaction. Promotion ($r = 0.598$) and Physical evidence ($r = 0.517$) also depict positive, strong and significant association with customer satisfaction. In contrast People has a positive, moderate and significant correlation ($r = 0.493$) with customer satisfaction.

The above correlation result implies that the six of the above independent variables have positive and strong association with customer satisfaction. In addition, the findings revealed that People have moderate, significant and positive relationship with customer satisfaction. This implies there is significant association between the independent variables and customer satisfaction.

4.3 Regression Analysis

4.3.1 Diagnostic Tests

Before to test the regression model and discussion of its result, diagnostic tests were carried out to make sure that the data fit the basic assumption or not. Test of normality and multi-collinearity are conducted before regression was carried out.

4.3.1.1 Test of Zero Mean

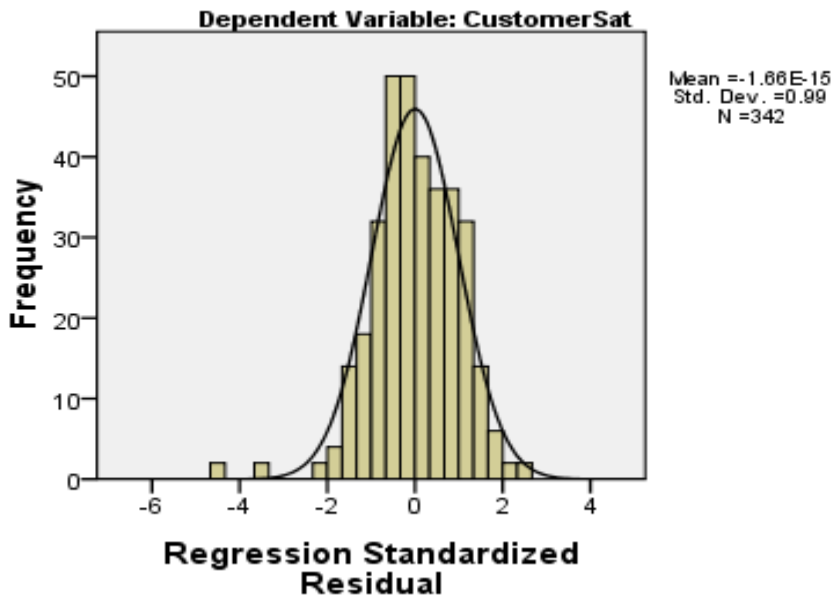
According to Brook (2014), this assumption requires that the average value (mean) of the error is zero. In fact, if the constant term is included in the regression equation, this assumption will never be violated. Since there is a constant term (C) in the regression, the mean value of the errors is zero.

4.3.1.2 Test of Normality

Another important diagnostic test conducted in this paper is the normality assumption (i.e. normally distributed errors). According to (Park, 2006), Statistical methods are based on various underlying assumptions. One common assumption is that a random variable is normally distributed. In many statistical analyses, normality is often conveniently assumed without any

empirical evidence or test. But normality is critical in many statistical methods.

Figure 4.1; Result of Normality Test



If the residual is normally distributed, the histogram should be bell shaped. And the figure above points has a bell shape which confirms that the model is free from normality problem.

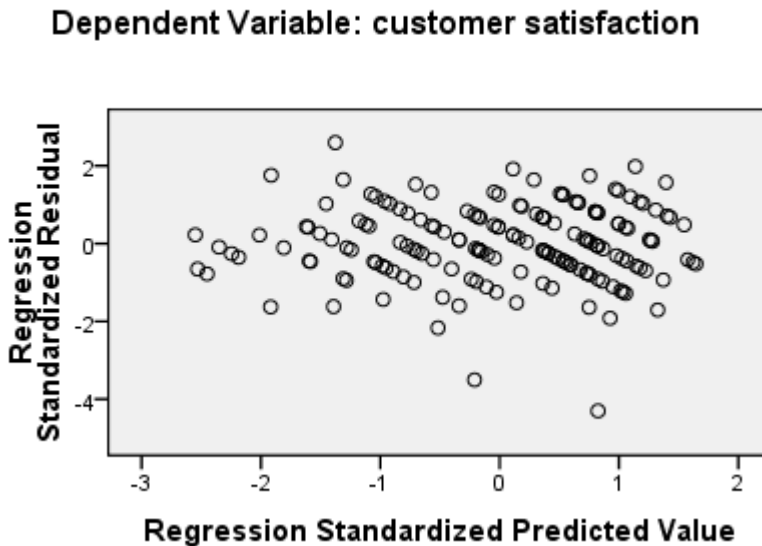
4.3.1.3 Test of Heteroskedasticity

This assumption can be used to check whether the variance of error is constant or not. If the assumption of constant variance is violated, the standard error could be wrong and any inference made from them became misleading. In other word, if the errors do not have a constant variance, they are said Heteroskedastic (Brook, 2014).

To check Heteroskedasticity there are a number of methods used, this study employed the visual inspection of residual scatter plot graph. The residual scatter plot is a figure that depicts one axis for the standardized residuals and the other axis for the predicted values. If the Heteroskedasticity assumption is met, the standardized residuals will scatter randomly around a horizontal line which represents the standardized residuals equaling zero (Stevens, 2009).

Based on the Scatter plot output in figure 4.2 below, it appears that the spots are diffused and do not form a clear specific pattern. So it can be concluded that the regression model does not occur Heteroskedasticity problem.

Figure 4.2; Heteroskedasticity Test



Source; SPSS output (2022)

4.3.1.4 Test of Multi-collinearity

Multicollinearity means that there is a linear relationship between explanatory variables which may cause the regression model biased. It is used to check whether there is a linear relationship between explanatory variables included in the model. If such relationship is there, the regression model could be biased. The primary concern for this test is that as the degree of Multicollinearity increases, the regression model estimates of the coefficients become unstable and the standard errors for the coefficients can get wildly inflated (Gujarati, 2003).

This can be done by checking the value of Pearson correlation coefficient among predictor's variables. If Pearson correlation coefficient (r) value among predictors are below <0.9 , there is no substantial correlation between predictor variables so there is no multi-co linearity problem (Field, 2005).

As shown in table 4.10 below, all the Pearson correlation coefficient values (r) between predictors are below 0.90. Therefore, this study is free from multi co linearity problem.

Table 4.10; Result of Multicollinearity Test

	Product	Price	Place	Promotion	People	Process	Physical Evidence
Product	1	0.770	0.722	0.515	0.327	0.754	0.444
Price		1	0.751	0.474	0.278	0.737	0.472
Place			1	0.623	0.548	0.816	0.606
Promotion				1	0.529	0.586	0.818
People					1	0.571	0.438
Process						1	0.555
Physical Evidence							1

Source; SPSS output (2022)

4.3.2 Regression Results

4.4.2.1 Determination of the Model goodness of fitness

Table 4.11; Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852 ^a	.726	.720	.29476

a. Predictors: (Constant), physical, people, product, price, promotion, place, process

b. Dependent Variable: customer satisfaction

Source; SPSS output (2022)

From the above table 4.11, It can be observed that the coefficient of determination i.e. the adjusted R-square (R^2) value is 0.720, representing 72% variation of the dependent variable (customer satisfaction) is due to the independent variables; physical, people, product, price, promotion, place, process, while, the remaining 28% could be due to the effect other of extraneous variables that were not considered in this study. Furthermore, the R- Value suggested that there is a strong effect of these independent variables on customer satisfaction.

4.4.2.2 Analysis of Variance (ANOVA)

Table 4.12; ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.006	7	10.715	126.857	.000 ^a
	Residual	28.323	334	.085		
	Total	103.329	341			

a. Predictors: (Constant), physical, people, product, price, promotion, place, process

b. Dependent Variable: customer satisfaction

Source; SPSS output (2022)

The F-ratio in the ANOVA (Table 4.12) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables can significantly predict the dependent variable, $F(7,334) = 126.857$, $p(.000) < .05$ (i.e., the regression model is a good fit of the data).

4.3.2.3 Determination of Coefficients

Table 4.12; Coefficients

Coefficients				
Model	Un-standardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.627	.179		3.495	.001
	product	.098	.059	.123	1.659	.099
	price	.193	.060	.244	3.231	.001
	place	.262	.078	.285	3.379	.001
	promotion	.233	.092	.199	2.525	.013
	people	.074	.056	.075	1.310	.192
	process	.172	.085	.175	2.027	.044
	physical	-.137	.086	-.119	-1.590	.114

a. Dependent Variable: customer satisfaction

Source; SPSS output (2022)

In order to establish the impact that each independent variable has on the dependent variable, the study checked the Un-Standardized Coefficients. As indicated in the above table 4.12, four of the independent variables were significant at P-values less than 0.05 indicating that the four independent variables (price, place, promotion and process) considered are statistically significant. However, product, people and physical evidence have insignificant ($p > 0.005$) influence on customer satisfaction.

From the above model summary table 4.12, the regression equation is (after removing the insignificant variables):

$$Y = + 0.627 + 0.193 P_2 + 0.262 P_3 + 0.233 P_4 + 0.172 P_6 + E_i$$

Where:

Y is the response or dependent variable- customer satisfaction

P₂ = Price

P₃ = Place

P₄ = Promotion

P₆ = Process

E_i = Error term

Furthermore, the standardized coefficients are useful to know which of the different independent variables is more important. They are used in comparison of impact of any independent variable on the dependent variable. As indicated in the regression coefficients table 4.12, place had the highest standardized coefficient (0.285) followed by price (0.244), promotion (0.199) and process (.175). This explains that place has higher relative effect on customer satisfaction.

4.4 Hypothesis Testing and Discussions

The above section of this chapter presents the overall results of the study. In this section of the study, the researcher presents a further detail discussion on each of the signs and significant relationship between the dependent variable and explanatory variables.

4.4.1 Product and Customer Satisfaction

The regression test of relationship between product and customer satisfaction was conducted to come up with an insight on the impact of product attributes and customer satisfaction. Based on the regression results, product is positively (Beta = .098) associated with customer satisfaction but it is statistically insignificant (P=.099).

This result is inconsistent with studies made about customer satisfaction and product mix element in other sectors. For instance studies by (Saleh, 2008). (Tellis, Yin, & Niraj, 2009) (Cameroon, Moizer, & Pettinicchio, 2010) has showed a positive and significant relationship between customer satisfaction and product mix element in other sectors. However, the positive sign can be justified by the mentioned studies who stated that Product quality is an essential part of marketing theory and practice, as it is a major determinant of customer happiness and brand loyalty.

This result is somewhat inconclusive and doesn't necessarily mean product is not vital for customer satisfaction in sport betting industry.

4.4.2 Price and Customer Satisfaction

Based on the regression results, price is positively (Beta = .193) associated with customer satisfaction and it is statistically significant (P=.001). This result implies that a positive change in the price attribute results an improvement in customer satisfaction. Hence, based on the findings of the regression analysis, price is one of the major reasons behind attaining expected level of customer satisfaction in Vamos betting company.

The result of the study is consistent with the consensus among researchers in the area that stipulate when pricing appears to be fair and in line with the amount of value the product provides, customers are more likely to develop a trusting, loyal commercial relationship.. Other studies, such as the study by Kaura (2007), show that perceived price has a significant positive impact on price fairness. Price decision influences both the quantity of sales and the amount of money a business earns. Thus, marketing managers must design a set of pricing objective policies based on the company's goals, outlining the price circumstances the company will face and how it will respond to them.(Savareikiene, 2014; Wright, Christensen, and Isett, 2013). Moreover, studies by Shagari (2014) and Muae (2016) have also showed a positive association between price and customer satisfaction in particular. The results in the study and the above discussions show that price plays an important role in customer satisfaction.

Based on this result, the hypothesis formulated at the start of the study is accepted.

i.e. *H2: Price positively and significantly affects customer satisfaction.* (Accepted)

4.4.3 Place and Customer Satisfaction

The regression result of this study points that place is positively (Beta = .262) associated with customer satisfaction and it is statistically significant (P=.001). So, having the right strategy distribution and placement has positive and significant effect on customer satisfaction.

This result support the consensus among researchers, who stated the marketer must select distributors who effectively reach its clients and other intermediates who provide value to the delivery process. To support the aforementioned ideas, it is important to note that the purpose of the distribution channel is to make items accessible to the biggest number of people at the least possible delivery and selling cost; hence increasing customer satisfaction. It is argued in a number of studies (Shen, 2014; Gintis, 2014; Bishop, 1994 and Asencio, 2016) that the choice and design of the distribution channels is also strategically important because it is a long term decision and not easily changed. Marketing channel strategy is therefore, a major determinant of the firm's long term effectiveness and efficiency.

Based on this result, the hypothesis formulated at the start of the study is accepted.

i.e. *H3: place positively and significantly affects customer satisfaction.* (Accepted)

4.4.4 Promotion and Customer Satisfaction

The results obtained from the study indicated, a positive (Beta=0.233) and significant (P =0.013) relationship between promotion and Customer Satisfaction. Based on this; holding other things constant; a positive change in promotion results an increase in customer satisfaction in sport betting companies.

The result is consistent with the studies of Belfield and Marsden (2003), Peters (2010) and Solomon et al. (2013), who all concluded that a business can be successful; it must attract people in buying its goods or services. Even though the product is available or where it can be purchased, customers will not usually know what the product does or how it is performing than other products they are currently using.

Based on this result, the hypothesis formulated at the start of the study is accepted.

i.e. *H4: Promotion positively and significantly affects customer satisfaction.* (Accepted)

4.4.5 People and Customer satisfaction

The regression result of this study points that people is positively (Beta = .074) associated with customer satisfaction but it is not statistically significant (P=.192).

This means that the marketing mix element of people is not effective on customer satisfaction at sport betting companies. This is in contrast to several studies who found a positive and significant association of people and customer satisfaction in other sectors.

4.4.6 Process and customer Satisfaction

Based on the regression results, the process has positive (B= .172) effect on customer satisfaction and was statistically significant (P=.044).

This result is consistent with the findings of Blair (2016) which revealed that a company processes should be integrative in nature and aimed at meeting the strategic goals of an organization as well as creating, enhancing and delivering customer value and ultimate satisfaction (Mutsikiwa, 2012). Several other studies like (Eric, 2015; Engman, 2005; Efunboade, 2014 & Oluwafemi, 2015) have showed that processes should also be conducted in

an appropriate way so that they do not take away customers' perceptions of expected quality of the product or service and real time delivery.

Based on this result, the hypothesis formulated at the start of the study is accepted.

i.e. *H6: Process positively and significantly affects customer satisfaction.* (Accepted)

4.4.7 Physical Evidence and Customer Satisfaction

Based on the regression results, the physical evidence has negative ($B = -.137$) effect on customer satisfaction and was statistically insignificant ($P = .114$).

Chapter Five

5. Summary of findings, Conclusion and Recommendations

This study was intended to investigate the effects of marketing mix dimensions on customer satisfaction in the legalized sports betting market in Addis Ababa, Ethiopia in the case of Vamos Sport Betting Company. This chapter is intended to draw the summary of major findings, conclusions and recommendations are presented.

5.1 Summary of Major Findings

To meet the objectives of the study the study collected primary data from sampled customers at Vamos sports betting company. The data collected was analyzed by using descriptive statistics, inferential statistics and multiple regressions. Based on the results of the study the summary of major findings are as follows.

The descriptive analysis of the survey found that the majority of the consumers are happy with Vamos' product offerings. The study's findings also revealed that clients were pleased with the prices of items given by the Vamos sports betting organization. Customers' perceptions of the state of promotion and distribution marketing mix elements, on the other hand, were close to neutral.

In addition, the Pearson Correlation Coefficient was employed to evaluate the link between variables (independent and dependent variables). Six of the seven independent variables (product, price, promotion, procedure, site, and physical evidence) were shown to have a positive, strong, and significant association with customer satisfaction. According to the findings, the marketing mix element of people has a favorable, moderate, and substantial link with customer satisfaction.

A multiple regression analysis was also performed to estimate the impacts of product, pricing, promotion, process, place, people, and physical evidence on customer satisfaction. Customer happiness was predicted statistically substantially by the model. Four of the seven independent variables (price, place, process, and promotion) contributed statistical significance to the model. Place (0.285) was the most influential predictor, followed by price (0.244), promotion (0.199), and procedure (0.199) and process (.175). According to the study's findings, goods, people, and physical evidence have a negligible relationship with consumer happiness.

5.2 Conclusion

Based on the regression results, price is positively (Beta = .193) associated with customer satisfaction and it is statistically significant (P=.001). This result implies price incentives results an improvement in customer satisfaction.

The regression result of this study also pointed out that place is positively (Beta = .234) associated with customer satisfaction and it is statistically significant (P=.001). So, having the right strategy distribution and placement has positive and significant effect on customer satisfaction. It is stated that marketer must choose distributors that reach its customers most effectively and other intermediaries that add value to the distributive process.

In addition, results obtained from the study indicated, a positive (Beta=0.233) and significant (P =0.013) relationship between promotion and customer satisfaction. Furthermore, based on the regression results, the information process has positive (B= .172) effect on customer satisfaction and was statistically significant (P=.044).

5.3 Recommendations

The study recommends the following points based on the analysis;

- A business firm is expected to make unreserved effort to provide its customers with more advantages than its competitors in order to increase customer satisfaction and be successful. In line with this, Vamos Betting Company should exert more effort in introducing new products that can meet customers' need in order to be more attractive than competitors and increase satisfaction level of its customers. This can be done by assessing markets to identify gaps in products offered and by assessing customers' to

learn about changes in their perceptions. By doing so the company can develop new products that will have a good demand in the market and can address the change in customers' need. Thus, strengthening customer satisfaction and giving customers the privilege of choosing from the many options.

- Promotion strategies of a company lets potential customers know about what is being offered to them. In order to convince customers to buy a product, a company's promotion should explain to customers what the product is, how to use it and why they should buy it. To do so, the company should devise an effective promotion and communication strategy that can influence customers' and efficiently communicate about the features of products offered by the company. This can be done by employing promotional strategies that convey clear messages which are targeted to a certain audience and are done through the appropriate channels.
- The success of a promotional technique used by a company depends upon its ability to effectively tell about the company's product offer in a way that is better than competitors. To do so, a business must use promotion techniques that can convince customers to select its products instead of competitors. And in order to convince customers better than competitors, a company should have a better understanding of its customers and their preferences. In line with this point, Vamos Betting Company should work on devising this kind of tools that can incorporate customer feedbacks and enables it to convey its message effectively and create a good image in its customers' minds than competitors. This can be achieved by incorporating customer communication strategies that can either be done by live interactions with customers, like a phone call or in person conversations, or it can be through digital interactions.
- Finally, it should also be noted that, the company should work on finding new creative advertising tools because the newly introduced law has banned advertisement of betting companies in broadcast Medias which were the main tools used for promotion. This can be achieved by promoting the company's product through sales promotion (like, discounts & free samples), using social media influencers and holding special events during matches.

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**Addis Ababa University
School of Commerce
(Questionnaire to be filled by customers of Vamos Sport Betting Company on
Customer Satisfaction)**

Dear Respondents

The purpose of this questionnaire is to enable me to carry out a research for partial fulfillment of the requirement for Masters of Arts Degree in Marketing Management. The research has the topic of ***“The Effects of Marketing Mix Elements on Customer Satisfaction in Sports Betting: The Case of Vamos Sport Betting Company”***. Hence, to gather information, I kindly request your assistance in responding to the questions listed below. Any information you present will be kept absolutely confidential and will only be used for academic purpose. Your cooperation and prompt response will be highly appreciated.

NB

- Writing your name is not necessary
- Please put **“X”** for your choice in the box

Part I. General Information of Respondents

1. Gender:

- Male (_____)
- Female (_____)

2. Age (in year):

- 21 to 30 (_____)
- 31 to 40 (_____),
- 41to 50 (_____),
- above 50 (_____)

3. Occupation;

- Government employee (_____)
- Non-government employee (_____)
- Private business owner (_____)
- Unemployed(_____)

4. Monthly income;

- Below 1000 (_____)
- 1001-3000 (_____)
- 3001-5000 (_____)
- 5001- 7000 (_____)
- Above 7000 (_____)

5. Frequency of company's product & service consumption

- Daily (_____)
- More than once per week (_____)
- Once per week (_____)
- Less than once per week (_____)

Part 2 Questions related to the study

Answer the following questions and put “X” in the box that is given in each of the cell below

The values of scales are 5= strongly agree, 4= Agree, 3= Neutral, 2= Disagree, 1= strongly disagree

No	Questions	1	2	3	4	5
A. Company’s product						
1	Company’s Product offers has features that meet customers’ needs.					
2	Quality of Products meets customers’ expectations					
3	The company’s Product offers possess unique features than competitors					
4	There is continuous improvement in winning bonuses					
5	The company introduces new offers and packages that satisfy customers’ needs.					
B. Company’s Prices						
6	Cheaper offers are provided compared to competitors.					
7	Prices of products are affordable.					
8	The company’s products are affordable than competitors.					
9	The company offers price discounts.					
10	Prices of the product offered by the company are stable through time					
C. Company’s Product Availability (Place)						
11	Shops are easily accessible at different neighborhoods					
12	Long queues are not encountered					
13	Customers can use internet to bet					
14	The company have a betting website					
15	The company distribute its service as promised with consistence service and customer demand					
16	The company has convenient working hours					
17	The company has more number of branches available than competitors					
D. Company’s Communication with Customers (promotion)						
18	The company utilizes a free bet reward for repeated usage					
19	The company uses web ads for promoting its product and services					
20	The betting firm have smart phone app					

21	The company's communication strategy effectively tells about the features products offered by the company						
22	The company utilizes awards to encourage customers						
23	The company offers free trials for new customers						
E. Company's Personnel (People)							
24	Employees provide necessary advices to bettors						
25	Employees are honest and cooperative						
26	Employees have courtesy						
27	Employees are enthusiastic to respond customers' questions						
28	Employees' have skills and knowledge to sale the products						
29	There are enough number of employees						
F. Company's procedural Management (Process)							
30	Customers get the choice to get self-services						
31	Employees Investigate and resolve bettors' problems during betting						
32	Employees are quick to respond for customer inconveniences						
33	Betting offers are categorized based on customers' convenience						
G. Company's Physical Assets (Physical Evidence)							
34	There is beautiful decoration of the shops						
35	Shops provide proper amenities like waiting areas						
36	Shops provide physical facilities like computers, pen/writing pads						
37	There is calm and enjoyable environment at the shops						
38	The logo of the company is appealing						
39	The shops are clean and well maintained						
H. General questions about customer satisfaction							
40	I am satisfied with the price						
41	I am satisfied with the amount of possible winners' award money						
42	I am satisfied with the company's different betting packages provided						
43	I am satisfied with the simplicity of withdrawal and deposit of money						
44	The branch shop has sufficient number of employees						
45	I am satisfied with the convenient timing of the company for betting						

