

The Effect of Marketing Mix Tools on Customer Satisfaction

Case Study for Zenith Gebs-Eshet Ethiopia Ltd



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COLLEGE OF COMMERCE

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Declaration

I, Senait Hailu declare that this thesis work entitled as **“The effect of Marketing mix toolson Customers satisfaction case study for Zenith Gebes-Eshet Ethiopia Ltd ”** is outcome of my own effort and that all source of materials used for the study have been duly acknowledged. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfilment of the degree of Masters of Art in Marketing management tothe college of Business and Economics, AA university school of commerce, through the Department of Marketing management.

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Statement of Certificate

This is to certify that Senait Hailu has carried out her research work on the topic entitled “**The effect of Marketing mix tools on Customers satisfaction case study for Zenith Gebes-Eshet Ethiopia Ltd**” for partial fulfillment of Masters of Art in Marketing Management Addis Ababa University-School of Commerce. This study is an original work and not submitted earlier for any degree either at this University or any other University and it is suitable for submission to the Master of Art in Marketing Management.

Advisor: DR. H /Mariam Kebede (PhD)

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Table of Contents

ACKNOWLEDGMENT	I
TABLE OF CONTENTS.....	II
ABSTRACT	VI
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the study.....	1
1.2 Back Ground of the Company.....	5
1.3 Statement of the problem	6
1.4 Research Questions	7
1.5 Objectives of the study	8
1.5.1 General Objective	8
1.5.2 Specific objectives	8
1.6 Significance of the study	8
1.7 Scope of the study	9
1.8 Limitation of the study	10
1.9 Definition of Terms.....	10
1.10 Organization of the Study	11
CHAPTER TWO	12
LITERATURE REVIEW	12
2.1 Introduction	12
2.2 Theoretical literature review	12
2.2.1 Definitions and Concepts of Marketing.....	12
2.2.2 The Concept of Marketing Mix	13
2.2.2.1 Product.....	13
2.2.2.2 Price.....	14
2.2.2.3 Distribution.....	15
2.2.2.4 Promotion	17
2.2.3 Key characteristics of an effective marketing mix	19
2.2.3.1 The marketing mix matches customer needs.....	20
2.2.3.2 The marketing mix creates a competitive advantage.....	20

2.2.3.3 The marketing mix should be well-blended	21
2.2.3.4 The marketing mix should match corporate resources	21
2.2.4 Marketing mix strategy	21
2.2.4.1 The Product mix	22
2.2.4.2 Pricing mix	23
2.2.4.3 Distribution mix.....	24
2.2.4.4 Promotion mix	24
2.2.5 Definitions and Importance of Customer Satisfaction in a Competitive Environment	25
2.2.5.1 Product versus customer satisfaction.....	27
2.2.5.2 Price versus customer satisfaction	27
2.2.5.3 Place versus customer satisfaction	28
2.2.5.4 Promotion versus customer satisfaction	28
2.3. Empirical Literature Review	29
2.4 Conceptual Framework	32
2.5 Research Hypothesis	33
CHAPTER THREE.....	34
RESEARCH METHODOLOGY	34
3.1 Introduction	34
3.2. Research Approach	34
3.3 Research Design	34
3.4. Types and Sources of data.....	35
3.5. Target population	35
3.6. Sample size and Sampling technique	35
3.7 Data Collection methods	36
3.8 Validity and reliability	37
3.8.1 Validity test.....	37
3.8.2 Reliability	37
3.9 Ethical consideration	37
3.10 Methods of Data Analysis	38

CHAPTER-FOUR	39
DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....	39
4.1 Introduction	39
4.2 Response rate, Reliability test and Demographic Characteristics of Respondents	39
4.2.1 Response rate	39
4.2.2 Reliability Test	39
4.2.3 Demographic Characteristics of Respondents	41
4.3 Descriptive Statistics result of independent variables (product, price, promotion and place) ...	42
4.3.1 Product.....	44
4.3.2 Price	44
4.3.3 Promotion	45
4.3.4 Place /Distribution	46
4.4 Descriptive Analysis of the 4Ps on customer satisfaction	47
4.5 Correlation analysis.....	47
4.5.1 Correlation between product, price, promotion, place to customer satisfaction	48
4.6 Multiple Regression Analysis	49
4.6.1 Assumptions Testing in Multiple Regressions	51
4.6.2 Data Normality Test	51
4.6.3 Multicollinearity Test	52
4.7 Analysis of variance (ANOVA) : Table 11 ANOVA Results	52
4.8 Determination of Coefficients.....	53
4.9 Hypothesis testing	55
4.9.1 Effect of product on Customer satisfaction	55
4.9.2 Effect of Price on Customer satisfaction	56
4.9.3 Effect of Place/Distribution on Customer satisfaction	56
4.9.4 Effect of promotion on Customer satisfaction.....	57
CHAPTER-FIVE	58
CONCLUSION AND RECOMMENDATION	58
5.1 Introduction	58
5.2 Summary of Findings	58
5.3 Conclusion.....	59

5.4 Recommendation.....	61
5.4.1 Product.....	61
5.4.2 Price.....	62
5.4.3 Place.....	62
5.4.4 Promotion.....	63
BIBLIOGRAPHY.....	64
APPENDICEX-A.....	66
APPENDICEX-B.....	71

Abstract

In the modern marketing environment marketers must understand their target customers more than ever before and have to change their usual practices because they are not sufficient for traditional marketing solutions. Moreover, they are facing high competition and also customers are becoming choosier. Thus they must study, update and develop their marketing mix tools in conformity with the fast moving environment in order to maximize the level of customer satisfaction. It is most commonly executed through the 4 P's of marketing: price, product, promotion, and place. Thus it is vital for any company to focus equally on all elements of the marketing mix to highly satisfy its customers and gain its competitive advantage that creates a clear position in the market.

This study attempts to examine the relationship and the effect of marketing mix tools (4p's) on customer satisfaction towards personal and home care products of Zenith Gebes-Eshet company Ltd .A survey was conducted to collect data from customers, 341 structured questionnaires were collected and analyzed as sample size for the study. The results are investigated in terms of descriptive statistics followed by inferential statistics on the variables. The study indicated that majority of the respondents were female (64.2%) and 75% of the customers are aged below 35 years. The validity of the instrument was checked and internal consistency of the instrument was measured using Cronbach Alpha and the result was statically good.

The finding obtained indicated that there are positive and significant relationship between factors of customer satisfaction (product, price, place and promotion) and customer satisfaction. The finding further indicates that the highest relationship is found between price and customer satisfaction. However, the lowest relationship exists between promotion and customer satisfaction. Hypothesis result disclosed that all the marketing mix tools are positively associated with customer satisfaction of the company, Results of the regression depicts that 74.5% of the effect on customer satisfaction can be accounted for by the influence the four elements of the marketing mix and the rest 25.5% by extraneous variables.

Furthermore, it provided suggestions necessary to achieve marketing goals that enable to focus equally on all elements of the marketing mix to maximize the level of satisfaction and gain its competitive advantage.

Keywords: marketing mix, price, product, place, promotion, customer satisfaction, Personal Care Products and Home care Product

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Because of tough competition from new companies entering the market, imitation of new features and increase in number of new offers, customers obtain new choices which have forced marketers to adapt a well-blended and updated marketing mix tools in order to enable them to stand out in the competition and gain a competitive edge.

Marketing mix is a range of different variables that can pressure a consumer's decision to acquire a product or use a service. Usually, these variables are summarized as the Four Ps of marketing which includes product, price, promotion, and place (E. McCarthy, Perreault, & Quester, 1997). Product implies that features such as the firm's portfolio of products, the newness of those products, their superiority and differentiation from competitors or their rivals' in terms of quality. Promotion refers to advertisement to acknowledge, persuade, attract, retain and sell a product to customers, informative sales promotions such as features and displays are used. Price refers to the product's list price or any other incentive to sales promotion such as quantity discounts, short-term price cuts, or deals. Place refers to delivery of the product which can be understood by variables such as distribution, availability, and shelf space (Tellis, 2008)

The 4P's are the basic and strategic components of a marketing plan (Kavousy, Shahhosseini, Kiasi, & Ardahaey, 2010). They are a set of tools that assist companies gain competitive advantage within the market place. They are the factors that the marketing manager can control, subject to the internal and external constraints of the marketing environment. The objective is to make decisions that focus on the four P's on the customers in the target market so as to create perceived value and generate a positive response.

These four factors can be controlled by a business to a certain extent. When "mixed" or blended strategically, they can produce desired behaviours from the target audiences and it can also help businesses to further understand their product and the best ways to plan for a successful launch and marketing strategy. Beside the traditional 4Ps, there have been more new P's introduced into

the marketing field to help the firms gain advantages in highly competitive environment. (Goi, 2009).

Since 1960, the model has widened beyond its origins in economic theory to incorporate aspects of sociology and cognitive psychology (Hakansson and Waluszewski, 2005). Indeed, criticism of the 4Ps has focused on its foundation in the production and supply context of the 1950s, and its appropriateness to later twentieth century marketing functions. Consequently, it has been extended with a further 3Ps of people, process and physical evidence (Booms and Bitner, 1981), and an eighth P for personalization, to reflect a services marketing orientation (Goldsmith, 1999). The growing importance of the political environment led Kotler (1984) to propose two additional Ps of political power and PR to the marketing mix. In spite of its deficiencies, the 4Ps remain a staple of the marketing mix. The subsequent P's has yet to overcome a consensus about their eligibility and agreement over their practical application.

Currently, trading companies that seek to achieve the needs of customers cannot depend on any preceding job application techniques. Customers' interest and choice are becoming broadening; they are not satisfactory for traditional marketing solutions. Users are encouraged to exchange a trading sector company, whereas its management or marketing departments has to adjust and to provide an efficient marketing mix. Companies are exposed to high competition, so that to run a successful business activity in the trade sector, need to do the following: to enlarge the range of services, to sell superior goods, to shell out in order to satisfy the desires of buyers, and to decrease costs. It is also important to support and effectively use elements of marketing mix and their actions in order to meet effectiveness. Margarita Isoraite,(2016).

Effective marketing mix management enables Managers or marketers to create a combination of elements that will allow them to wisely manage the company's budget in order to achieve the desired objectives. Companies that strive to operate effectively and achieve their goals have to pay well to control elements of the marketing mix. In order to get the best result it is not enough to use only one or a few elements. The development of the marketing mix elements necessitates taking into account the characteristics of each element so that they could be aligned. The independence of the elements of interaction might be the company's drawback. Authors like

Pruskus (2015), Rad, Akbari (2014), Rahnama, Beiki (2013), Ria (2011), Sereikienė-Abromaitytė (2013), Singh (2012) and others have been analyzed about Marketing mix.

As indicated by Singh (2006), one of the primarily important drivers of organizational success is that enterprisers must take the needs and wants of their customers into account. That is the reason why the researcher such as Reicheld & Sasser (1990); Ciavolino and Dahlgard (2007), Singh (2006); La Babera & Mazursk (1983); Carpenter (2008); Bridson et al (2008) have paid great attention to the significance of customer satisfaction, loyalty and retention which have been continuously paid attention globally.

It has been clear and increasingly evident that a marketer who began with customers becomes successful since marketing opportunities are based on realizing of customers wants and needs ,understanding of their purchase habits and how they make buying decision, how they use the goods and services they buy, and their level of dedication to recent brands(Anderson and Vince, 2004:85).

Farris, Neil, Philip and David (2010) described that consumer satisfaction is a fundamental concept in modern marketing thought and practice. The concept underlines delivering satisfaction to consumers and achieving profits in return. Hence, consumer satisfaction is decisive to meeting various needs of consumers, business and society.

Now a day's companies are facing ferocious competition than ever. They can win the competition by doing a better job in order to satisfy the customers' needs and wants, and customer-centered companies are implemented at building customers not just only building a product (Johansson J, 2000:12).

Customer satisfaction is extensively accepted as a key pressure in the formation of consumers' future purchase intentions.(Taylor and Baker, 1994). Satisfied customers are also likely to tell others of their favourable experiences and thus engage in positive word of mouth advertising (File and Prince, 1992; Richens, 1983). This positive word of mouth advertising is particularly useful in collectivist cultures like that of Ethiopia where social life is prepared in a way to develop social relationships with others in the society (Hofstede, 1980; Hall and Hall, 1987).

Dissatisfied customers, on the other hand, are expected to change brands and engage in negative word of mouth advertising.

Customers' feeling of enjoyment or dissatisfaction as a result of comparing product's perceived performance corresponding to his/her expectation is Customer satisfaction. (Kotler P and Armstrong G, 2010:7).It may be obvious from the above definition customers' satisfaction is a function of perceived performance and expectations. If the perceived performance is less than that of expectations, the customer is dissatisfied. If the performance is equivalent to the expectations, the customer is satisfied, and if the performance is greater than the expectations, the customer is highly satisfied or pleased.

As indicated by the findings of Isa(2015) there is insignificant relationship between price, placement/ distribution, promotion & people, and customer satisfaction. This shows there is a problem on the execution of these marketing mix tools to satisfy customers. On the other hand, Many authors argue that understanding the customer attitude towards 4P's is vital (Purnomo, van den Ende, Vanapalli, & Mugele, 2008).When they are used effectively, the 4Ps can help guide and direct your marketing and business strategies. They help marketers and businesses learn more about their customers' needs and buying behaviours.

Ethiopian personal and home care subsector is experiencing rapid growth, indeed sales of a wide range of these products are growing with both domestic and international brands. Imported products account for around 90 percent of the market, with remaining 10 percent sourced from domestic manufactures. On the other hand demand for these products are growing day today which promises future prospect of the industry evidencing that the local sectors benefited from this huge potential market but it is usually dominated by foreign products. Thus, in today's dynamic business environment, marketers must study about marketing mix for the targeted consumer expectation, perception, preferences, brand awareness and behavior for better understanding consumer satisfaction.

Thus, to achieve organizational objectives and lead the company successfully, Marketing managers (marketers) must regularly check the effective utilization of their marketing strategies

like the elements of marketing mix (product, price, promotion and place), which serve as the most crucial tools or methods of winning, retaining and in general satisfying customers. Moreover, companies must strengthen their position in a market place and develop a match between the organization and its external environment by reacting or responding to changes in the market. These variables are controllable variables by marketers. Thus, they can be reshaped by a given marketing managers through analyzing the environment and designing the fit between the organization, its resources and objectives.

1.2 Back Ground of the Company

Zenith Gebes-Eshet Ethiopia Ltd is one of the certified companies for cosmetics and personal and home care products producer and marketer in Ethiopia and the East Africa region. It was established in February 1989 and has made a name for itself with its wide range of fine distinctive personal and home care products. Currently the company is supplying its products at local market and exports to countries like Republic of Sudan, Somalia, Australia, USA, and European countries.

It uses advanced manufacturing processes and supplies its products both in domestic and international market. The products that currently produced and supplied to the market are grouped mainly under personal care and home care products. The personal care products are mainly used to take care of or beautify skin and hair and also maintain odor, like shampoos, conditioner, relaxers, pomade, moisturizing cream, lotions, nail polish, baby products, tooth paste, petroleum jelly, pharmaceutical ointment, body spray and sanitizer. Homecare products include products like Dish washer, oven cleaner, and disinfectant, scorching powder (bleaching), bath room cleaner, floor cleaner, air freshener liquid soap and detergent for washing clothes. It introduced various types of home and personal care products with the tag of herbal.

The company delivers its products directly via its own shops and indirectly through whole sellers and retailers to its customers in all over the country .the company has two direct sale sites in Addis Ababa at Arat kilo and Piazza areas known as Sally Beauty Supply and also distributes to wholesalers at Merkato area and super markets like Shoa and Safe way.

1.3 Statement of the problem

With increasing globalization, local companies find themselves difficult to compete with many and large foreign companies that engage in businesses with various countries targeting niche markets. To outshine and remain as a market leader in a vastly changing era and a globalize world, local companies must strive to harvest from their marketing strategies, benchmarking and company quality policy.

Zenith Gebes-Eshet Ethiopia Ltd is one of the personal and home care product manufacturing sectors in Ethiopia striving to achieve its production and marketing objectives to prove its significant role in the economic development of Ethiopia. It is involved in manufacturing of personal and home care products. On the other hand, it is evident that the sectors are characterized by an increasing number of such manufacturing companies and retailers that provide similar or close substitutes products of other countries.

In this aggressive competition managers and marketers of these companies should continuously check whether they are able to achieve customers satisfaction through a number of features of products, offering better price, and distributing in a manner that is convenient to customers and also the developments in communication processes which enable customers to recognize the features and benefits of the offered products in the local market. Therefore, the quick response of the sectors to these changes at the right time will lead to attracting new customers and retaining the old ones which has a major influence on the existence of the company.

Customer satisfaction is an influential factor for the existence and sustainability of any business organization (Jeans F, 2004:54). Marketing management is expected to understand the level of their customer satisfaction and check how customers choose between competitor's offerings. In addition, they have to be conscious enough to follow up their strategies frequently and take corrective actions in order to satisfy their customers in this difficult market which is glutted with numerous products and countless brands.

The demand for personal and home care products is growing at a rapid speed in the Ethiopian market, the reason attributed to this are changing demographics, increase in the income level of people, consumers regular exposure to newer life style, greater desire for grooming, wide range of product choices, a radical shift in the attitude and aspirations, media exposure, and so on. The

range of products and the various brands available on the market have grown proportionally with the demand. Simultaneously there are about 14 local companies which are licensed and certified to produce and provide such products to the market and also some of them are exporting to foreign countries. All these situations imply that the sectors may face a lot of challenges with rivals and making difficult to keep their customers satisfied. Therefore, to attain success in the marketing effort, the various components should be coordinated. These various components and instruments used in the marketing process constitute the marketing mix.

The marketing mix is considered to be one of the most vital aspects of the marketing process. It plays a significant role in creating value and satisfaction for the customer. In particular, the marketing mix or 4Ps (product, price, promotion, and place) operates as the main forces when it comes to attaining the demands of customer and in building a long, profitable relationship with customers.

Numerous authors identified several variables to the dependent variable customer satisfaction, but to my best knowledge there is no research virtually conducted related to the effectiveness of the marketing mix of (4ps) on customer satisfaction related to home and personal care products sector in Ethiopia. Therefore, this study will add up to the knowledge on customer satisfaction for the company under the study and other similar companies in this area. In this scenario, the researcher wants to investigate the effectiveness of the marketing mix tools (4P's) towards customer satisfaction, specifically the researcher want to investigate the relationship between each of the 4P's and customer satisfaction towards usage of this company products.

1.4 Research Questions

To achieve the objective of the study, the researcher guided by the following **key Research Question:**

- How does the 4P's of marketing mix tools affect satisfaction of customers?
- Moreover, the study expected to address the following sub Research Questions:
 1. How does product affect customer satisfaction?
 2. How does price affect customer satisfaction?
 3. How does place affect customer satisfaction?
 4. How does Promotion affect customer satisfaction?

1.5 Objectives of the study

1.5.1 General Objective

The general objective of this study was to investigate the effect of marketing mix tools (4ps) on customer satisfaction.

1.5.2 Specific objectives

The research focused on the following specific points:

- To examine the relationship between product and customer satisfaction
- To examine the relationship between price and customer satisfaction
- To examine the relationship between place and customer satisfaction
- To examine the relationship between promotional and customer satisfaction.
- To determine the effect of each of the above 4p's marketing mix for customer satisfaction.

1.6 Significance of the study

This research specifically focused on the connection between the customers satisfaction with the marketing mix model, which are known as the four Ps. What the customer perceived about the products he/she acquired could not be exactly known or estimated, it is subjective one, but the attributes that created value cannot simply be deducted from common knowledge. Instead, data must be collected and analyzed.

Industries in the home and personal care products and others in this similar venture are experiencing high level of competition and are struggling to attract and retain more customers. Customers' expectation has also vastly increased.

Therefore, it was important to assess the effectiveness of the 4P's on customer satisfaction, as a result:

- The company can be able to know its customer satisfaction level with regard to the marketing mix tools, the product, price, promotion and placement or distribution aspects of the company that will move in parallel with the changing customer's needs and wants. Thus this marketing research provided the facts and direction that managers need to make

more important marketing decision in order to generate high level of customer satisfaction, be preferable in the local market that has still excessive market demand which makes it to obtain maximum profit and also create favorable condition for the brand and reputation that makes it more competitive and a leader in the local market.

- Besides the finding of the study will be used for other similar studies as a benchmark in the future, to fill the gap of the research not made concerning this aspect in Ethiopia, as far as my knowledge, so it is expected that this research can contribute a lot to the efforts made by the company for the fulfillment of customer satisfaction through provisions of appropriate or better strategies of the marketing mix tools to the respected customers.
- Moreover the researcher may obtain knowledge about the methods of conducting a research with identified problems and contributed further suggestion and explanations for the studies on the subject matter.
- The main purpose of conducting this study is that it will benefit the researcher to acquire signification research experience and help for the accomplishment of the Master's degree program in Marketing Management.

1.7 Scope of the study

- This study only used the four P's of marketing mix elements (product, price place and promotion); as independent variables accordingly other internal factors and external factors will not be considered.
- Besides, in which the information was collected through primary and secondary sources using quantitative approaches by applying the descriptive and explanatory research design. This study used only structured questionnaire for data collection instrument.
- Finally, Due to time, resource, manageability and accessibility difficulty and other constraints the geographical scopes of the study focused only on examining the effect of 4ps of marketing mix tools on customer's served at Zenith Gebes Eshet Ethiopia Ltd two branches which are found only in Addis Ababa, and will be also limited to customers of this product at two main supermarket in A.A, namely Shoa and Safe Way supermarkets.

1.8 Limitation of the study

This study comprised of only focusing on home and personal care products under the case company. Thus,

- It makes the researcher limited the sense that the finding cannot be generalized to other industries.
- Second the purpose of the study is to investigate the effect the 4ps (product, price place and promotion) of marketing on customer satisfaction. As a result, the respondents were not required to evaluate other marketing strategies thus the result of this study cannot be generalized beyond the findings.
- Third, during data collection due to time constraint it was challenging especially in the willingness of the respondent to fill the questioner.
- Fourth, the marketing mix most commonly remains based on the 4 P's. Despite its limitations and perhaps because of its simplicity, the use of this framework remains strong and many marketing textbooks have been organized around it.
- Fifth, this study only focused only selected places in Addis Ababa area since it is difficult and unmanageable to consider all the market under which the company supplies its products, therefore it is chosen due to the proximity and conveniences

1.9 Definition of Terms

The 4 Ps of marketing: product, price, place and promotion are the Four Ps of marketing

Marketing mix: Marketing Mix: As stated by Kotler (2000), “Marketing Mix is the set of controllable Variables that a company or an enterprise can employ to influence the buyer’s response”

Product: is anything that can be supplied to the market for attention, acquisition, utilization or consumption that might satisfy a need or wants of the buyer. It includes physical objects, services, persons, places, organizations and ideas (Kotler et al.2005).

Price: is the amount of money paid for a product or service, or the sum of the values that customers switch over for the benefits of having or consuming the product or service (Kotler et al., 2005).

Promotions is the role of informing, persuading, and influencing the consumer's buying decision (Kurtz and Boone 2006)

Place is all the company actions that makes convenient to deliver the product or service to reach target customers (Kotler et al., 2005).

Customer satisfaction: is the internal feeling of customers expressed through happiness or displeasure created as a result of evaluating a product's or services perceived performance or result relative to his or her expectations (Harker,2009: pngp,21).

1.10 Organization of the Study

This study was organized to five chapters, background, statement of the problem, objectives, research questions, significant, the scope of the study, limitation of the study and definition of terms. Chapter two discussed about the related literature reviews of the study. Chapter three examined about the research methodology and methods of data collection for which it consists of the methods data collection, sample design and procedure, tools of data collection and methods of data analysis. Chapter four presented about the discussion and data analysis. Finally chapter five deals with the findings, conclusion and an interpretation with policy implications of the study.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, the writer explained all the concepts and relevant researches related to marketing mix, 4ps (product, price, place, and promotion), and customer satisfaction. Relationship between marketing mix towards consumer satisfaction was also be discussed as the basis of this research.

2.2 Theoretical literature review

2.2.1 Definitions and Concepts of Marketing

Many definitions of marketing have been put forward over the years with the aim of fitting new contexts; the researcher selected some of the definition which has special focus around the customer. By American Marketing Association: Marketing is the practice of planning , implementing the conception, pricing, promotion and distribution of goods and services and ideas to generate exchanges that satisfy individual and organizational objectives (AMA, 1985),Marketing is the processes or action for making, communicating, delivering, and exchanging products or services that has worth for customers, partners and society in general(AMA, 2007)The analyzing, organizing, planning and controlling of the firm's customer impinging resources, policies, and activities with a view to satisfying the needs and wants of targeted customers at a profit(Kotler, 1976).

According to (McGraw, 2004), the marketing mix is the tools companies use to expand offerings to satisfy their target customers or markets(s). If your marketing mix strategies don't meet the needs and wants of customers, they won't be satisfied and if they aren't satisfied, it is unlikely to meet your goal or objectives. Thus, the more the manager or marketer is effective in blending the four elements of the marketing mix, the more the customers are satisfied and remain loyal, and as a result, the sales of the product contribute to more profit.

2.2.2 The Concept of Marketing Mix

The concept of “marketing mix” was introduced over 60 years ago. In 1953, Neil H. Borden mentioned it in his presidential address to the American Marketing Association (AMA). When combining the mix elements, marketers must consider their target market. They must understand the wants and needs of the market customer then use these mix elements in constructing and formulating appropriate marketing strategies and plans that will satisfy these wants.

Marketing mix means by mixing the four P’s, the product, distribution, promotion and pricing strategies together in an effective and efficient ways in order to produce and carry out exchanges and achieve the target markets. "Marketing mix is also an interrelated actions and solutions to meet consumer needs and to achieve the company's marketing goals, as a whole" (Sereikiene-Abromaityte, 2013). "Marketing mix is a set of relevant factors and solutions that enable customers to meet the (national) needs and achieve the goals set by the company(Pruskus, 2015). According to (Singh, 2016), marketing is a complex range of marketing mix solution variables used in the company seeking to sell their goods and services.

The formulation of a marketing mix varies based on the nature of the activities of the company and the character of the targeted market. It must be put together in such a way as to enable the company to attain its customers’ needs and wants(Sashi, 2012). The marketing mix concept works as a tool used by companies to assure their continuity in a competitive environment. This concept is controlled by the company and comprises four elements—product, price, place, and promotion(Owomoyela S.K, 2013).

The company should have detail information of its customers on database to determine and check the most effective marketing mix at any point of time, taking into consideration the macro and micro environment factors of the company. Thus, the 4Ps are considered to be the focal point in establishing marketing structure within the organization through providing good quality product at an affordable price, in the right place at the right time ((Hung, 2008).

2.2.2.1 Product

The product makes up the first element of the marketing mix which affects the three elements of the mix because of its nature and feature. The product can differ in terms of its attributes and a

feature based on the dissimilarity of the target markets in terms of the difference of the needs and wants that compose the market components and the marketing environment(Mathieu, 2001).

Kotler and Armstrong describe a product as “anything supplied to a market for interest, possession, utilize or consumption that might satisfy a need or want.” On the contrary, a service can be defined as “. . . any activity or benefit that a company can offer to another party that is basically intangible and does not result in possession of anything” (Kotler, 2012).

Product is also defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy(Singh, 2016).

(Dang, 2015) emphasizes that the product is the first and one of the key marketing elements. Author cit. Kotler and Armstrong underlines that the product: "is what can be accessible to the market, to get attention, to be purchased or used, and can satisfy the wants or needs."

An offering provided for acquisition to a customer by a company to satisfy a specific wants or needs is a product. These offerings can either be tangible or intangible(Pareek, 2006). Product has three levels namely the core product, the actual product and the augmented product. The core product represents the first level of a product, which is an offer that delivers the basic benefit of the offering provided. It is the value of a product for a consumer rather than the tangible product itself. Actual product on the other hand represents the physical product that is made use of to get the core benefit. It is the second level of a product. It includes the quality, features, packaging, styling and brand name of the product. The third level of a product is the augmented product. It is the additional value presented to augment the core and the actual product. It is where competition within different companies providing the same product exists(Kotleret, 2005).

2.2.2.2 Price

Price is the value that is charged against the service or product provided to a customer. Price influences significantly on customer’s psychology and helps to make a decision to repurchase a product (Kotler, 2008). The decision of pricing a product depends on many factors that include purchasing power of customer, cost of product and cost of product delivery (Parasuraman, 2000).

Price is a major factor behind satisfaction and product loyalty because a customer carefully perceives if he is getting the most benefit from the product against reasonable spending (Donnelly, 2007).

With respect to prices, as one of the marketing mix elements observed in the scientific literature, there are different rates of conceptions and interpretations of the definition, for example: The price includes a fair assessment of the product, e.g., a fair price for a good product (Ehmke, 2016). Kotler and Armstrong, the price is defined as the amount of money consumers pay for a product offered or service rendered, or the value of the exchange that help customers receive a product or service for a certain amount. "Thus, the direct cost of the product is the amount of money the buyer has to pay for the product or service that is likely to buy it. The price may also be defined as the actual value the consumer agrees to pay for the products or service received" (Academy, 2012).

The price is the amount that the consumer must pay, that would involve exchanges, so the price of the product depends on the different elements of change. The price is the only marketing mix tool which generate income and all other elements are related to the cost. Thus, price is one of the major factors affecting the consumer, since it helps them to understand the actual value of the product. (Singh, 2016) emphasized that a very significant factor in determining prices is influenced by the cost of the product, marketing strategy and costs related to the distribution, advertising and price changes in the nature of the market.

Generally, it can be said that the price is a vital factor affecting the consumer, because it helps them to understand the value of the product and also it is the only element of the marketing mix for the income and all the rest elements are related to the cost. Its level depends on the volume of marketed production, so there is always an inverse relationship: the higher the price, the sales decline.

2.2.2.3 Distribution

Another imperative element of marketing is a place that is also called as the distribution, which is defined as the process and methods by which products or services reach customers, (Martin, 2014). It is marketing mix elements, which include decisions and actions related to the movement of goods from producer to consumer.

The concept of place is related to the availability of a product to a customer (Kotler, 2006). However, the concept of place is not merely limited to Armstrong's and Kotler's definition as (al, 2009) notes that the concept of place includes distribution channels and location as well. The distribution facilities and location are major factors to meet demand and supply of a product and to overcome variables that hinder supply of a product to a targeted market (Copley, 2004).

(Uznieņe, 2011) states that an efficient distribution enables companies to measure products dissemination and to ensure the proper identification and implementation. Distribution helps customers and users to find and keep purchase those products from those manufacturers or providers with them at the time of need. It is a vital element of the marketing mix, which needs cautious decisions and actions related to the movement of goods from the producer to the consumer" (Matola, 2009).

The analysis of the scientific literature discovered that there are different ways by which companies can select to provide products and services to consumers. Among them are usually assigned two typical distribution channels, the direct and indirect marketing channels (Dang, 2015).

Thus, these channels provide a product or service to the consumer. Direct distribution of goods can take place in two forms, namely: through its own sales branches and employees and indirect distribution through independent brokers who operate in accordance with the production company's directions (through dealers, brokers and commissioner).

Meanwhile, the indirect distribution channel includes brokers, in this regard; any producer company sells its goods to wholesalers, the retailer and as products reach consumers. This can increase the cost of products, because each agent will receive a percentage of their profits.

Thus, the distribution may become a functioning complex system where producers, brokers and independent trade and the interests of consumers wholly compatible with each other in a certain environment and a certain time.

(Uznie, 2011) argues that marketing distribution function is twofold:

- Distribution perceived as a marketing channel, whose purpose - to make the service become not only more accessible but also easier accessible to a friendly user;
- Physical distribution, which is attributed to local conditions, technical feasibility, transportation and other conditions, depending on the nature of the service.

2.2.2.4 Promotion

Promotion is advertisement of a product to sell it to a customer and this process is also acknowledged as communication with customers using various means of advertising. The main purpose of promotion is to decrease the gap created between a company and the customer due to lack of communication (Wright, 2002). Strategic initiatives focus on exploiting media advertising opportunities to communicate with customers to attract and persuade customers to buy company product (Hoo, 2008).

Promotion is complex element from the 4P's, which helps to increase consumer awareness regarding the products, which in turn contribute to enlarge higher sales and helps to build brand loyalty. Thus, the promotion marketing mix is a tool that aids to transmit information, promote the purchase and affects the purchase decision process.

Sponsorship is the most important consumer sales promotion tool that includes discounts and promotions, as well as coupons, samples, refunds, bonuses, awards, contests and product demonstrations, and to say what motivates consumers to buy. "Sponsorship - is an activity that makes the target customers aware of a product or service and their advantages and is convincing to buy the product (Kotler, Armstrong, Saunders, Wong). Sponsorship - this element of the marketing mix, covering decisions and actions provided for groups of people that are informed and encouraged to buy (Pranulis, Pajuodis, Urbonavicius,

(Virvilaite, 2012). However, in order to understand what the promotion is, it is necessary to consider the complex elements provided in the scientific literature, such as advertising, sales promotion, personal selling, public relations and direct marketing.

Sales incentives in store include: visual (score board in the store or screens are used not only as an advertising display products, but lotteries, contests the place and also - product layouts, boxes lotteries and the like.); product presentations and demonstrations - is a new delivery of goods in the store, where customers not only discover but also to test the goods; games and sweepstakes, coupons - which aims to attract buyers through positive emotions), and discounts and rebates (the most common promotional tool, in which users are particularly interested. Meanwhile, sales promotion measures outside the shop at the store include distributed coupons (mailboxes, newspapers or magazines, on the streets) and loyalty schemes (buyers events, customer cards, buyers' clubs, excursions, etc.).

Public relations- Public relations involve communication between the organization and the management of society and affects behaviour. Public relations (PR), it is - to support the complex element that helps to maintain good relations with the public, and the contact points of the classrooms with a positive corporate image of the company, owned by unfavourable rumours, gossip and incidents.

Thus, public relations activities can help achieve the objectives related to the company's reputation and confidence in the market, but the company needs to anticipate and to choose the appropriate means of communication, namely:

- Promotion (propaganda) - is a free information about business products, services or dissemination in the media - reached a short-term effect. Promotion measures groups include: newsletters, feature articles, press conferences, authoritative views of those delivery;
- Exhibitions and fairs. Fair - In certain locations periodically organized an event in which the participants, the various business areas of the company, offering potential users of

their products or services. The exhibition can be defined as an event which aims to show the public and specialists familiar with their business achievements and new ideas;

- Advertisement "word of mouth" - this is the way of transmitting information about the company and company product via the company staff, customers and so on., Other than the use of external communication channels or the media.
- Event Marketing - this is a purposeful and impressive product, service and / or company presentation in a particular event, corporate promotion;
- Indirect demonstration - is "unintentional" company goods, services Showing films, theatre and television broadcasting.
- Direct marketing- Direct marketing involves direct communication between the client and manufacturer. Direct marketing features include: direct communication, interactivity, traditional direct marketing, taking place in the media. Thus, in one case the user's reaction to the buying process takes place immediately (suggested liked, buy), and in another case - the registration, the product is tested, questions are asked, the communication process is completed to the acquisition of goods or services. The authors distinguish the main forms of direct marketing:
 - personal selling;
 - mailbox;
 - the phone;

2.2.3 Key characteristics of an effective marketing mix

Marketing mix strategy is a planned mix of the controllable elements of a product's marketing plan commonly termed 4ps – product, price, place and promotion. (Chai, 2009) explained that marketing mix was offered by McCarthy in 1964 as a conceptual framework that identifies the major decisions making managers or marketers make in organizing their products or services to satisfy consumers' needs and wants. These tools are used to build up short term tactical programmes and long term strategies.

To create the right mix therefore, firms have to meet the following conditions according to (Popovic, 2006). The product has to have the right features, the price must be right, the goods must be at the right place at the right time, and the target group needs to be made aware of the existence of the product through promotions.

In addition, organization should have a database of its customers to determine the most effective marketing mix, taking into consideration the macro and micro environment of the organization. The 4Ps are considered to be the core point in establishing a marketing structure within the company through providing a good quality product at a reasonable price, in the right place(Hung, 2008).

- ❖ **An effective marketing mix in an organization should have the following four characteristics.**

2.2.3.1 The marketing mix matches customer needs

Sensible marketing mix decisions can be made only when the target customer is understood. Once the decision about the target market(s) is taken, marketing management needs to understand how customers choose between rival offerings. The basis is the realization that customers evaluate products on economic and psychological criteria; include factors such as performance, availability, durability and productivity gain to be made by using the product. Psychological criteria (e.g. self-image, pleasure, convenience, and risk reduction).Analysis of customer choice will reveal a set of key customer requirements that must be met in order to succeed in the marketplace. In order to create a competitive advantage it is important to exceed key customer requirements better than the competition.

2.2.3.2 The marketing mix creates a competitive advantage

A competitive advantage may be originated from decisions about 4p's. A competitive advantage is a clear performance differential over the competition on factors which are important to customers, e.g. using product features to convey customer benefits in excess of what the competition is offering, using low prices, using advertising, distribution. Distribution decisions need to be made with the customer in mind not only in terms of availability but also with respect to service levels, image and customer convenience.

2.2.3.3 The marketing mix should be well-blended

To achieve the company's goals and objectives, the marketing mix elements are blended into an integrated marketing program.(Kotler, 2014).The four elements, product, price, promotion and place should be well combined to form a consistent theme. If a product gives superior benefit to customers, price, which may send cues to customers regarding quality, should reflect those extra benefits. All of the promotional mix should be designed with the objective of communicating a consistent message to the target audience about these benefits and distribution decisions should be consistent with the overall strategic position of the product market place.

2.2.3.4 The marketing mix should match corporate resources

The choice of marketing mix strategy may be constrained by financial resources of the company. The internal resource constraint may be the internal competences of the company. A marketing mix strategy may be restricted for the limited marketing skills of personnel to implement effectively. While an objective may be to reduce or eliminate this problem in the medium to long term, in the short-term marketing management may have to pay attention to the fact that strategy must take account of competences. An area where this may manifest itself is within the place dimension. A company lacking the personal selling skills to market a product directly to end users may have to use intermediaries like distributors or sales agent to perform that function.

2.2.4 Marketing mix strategy

Actually, the traditional theoretical framework considered to the implementation of marketing management process activities is based on the concept of the marketing mix (Festa, 2016).

According to (Kotler, 2011), the marketing mix is “The set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.” The main objective of this mix is to meet the needs and wants of the targeted market. It impacts the demand by tracing the needs and wants of the current and potential customers. The positive perception on the part of customers comes through the products and services that create value for them and provides them with satisfaction, which gives the organization a notable edge over its competitors (Kotler, 2011).

(Singh, 2012) noticed, that the marketing mix is a set of controllable variables that the company can use to influence the buyers responses. Thus marketing manager decides the level of

marketing expenditure in order to achieve marketing objectives of the firm and after finalizing the market budget it is decided that how to divide total marketing budget among various tools in the marketing mix.

These marketing mix elements helps companies better understand their customers and market, to satisfy customer needs. (Goi, 2009) stated that marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision making managers make in configuring their offerings to suit consumers' needs. The main reasons the marketing mix is a powerful concept are it makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; and - The components of the marketing mix can change a firm's competitive position(Gronroos, 1994).

2.2.4.1 The Product mix

Product mix strategy refers to all the goods and services that a company offers to the target market in order to satisfy their needs. It consists of elements such as packaging, branding labeling and product attributes that are of good quality, style, features and design. Strong brand preference is an added feature to the product. A product consists of 4 life cycle stages i.e. Introduction, growth, maturity and decline stage. New product development leads to a wide product range that influences attraction and retention of many customers.

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

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

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

Market development: this depends on finding new uses for the existing product or service by taking it in to entirely new markets(Kotler, 2010).

Diversification: this quantum leap to a new product and market, involves more risk, and is more normally undertaken by organization which find themselves in markets which have limited, often potential(Kotler, 2010).

(Anley, 2011)also suggested that to rise organizational growth and profit, few product strategies can be adopted by an organization for instance market dissemination, product expansion, market advances and diversification.

2.2.4.2 Pricing mix

Price is considered as a value placed on a product or a service.(Foss, 2012) asserts that the when the effective product development, distribution and also promotion positively influence the firm success; so is the efficient pricing strategy. Critics argue that despite the fact that effective pricing strategy is not able to compensate for the poor execution on promotion, distribution and product development, when there is ineffective pricing has a negative impact on the performance of firms(Palmer, 2011).

In addition, the of complexity in the pricing strategy in a firm is quite significant as a result of the high level of homegeity between the service groups as well as the shared service delivery and also the operating systems. Firms make use of different pricing strategies. This is based on the goals and objectives of the organizations as well as product stage in the market. They include: pricing strategies for new products i.e. penetration pricing strategy, pricing strategies for established products which is determined by competition, price flexibility strategy, price leadership strategy, and psychological pricing strategy. They offer critical evaluation on the price changes in organizations and how this is affected by the target market(Chisnall, 2011).

Pricing is dependent on volume of marketed production, so there is always an inverse relationship: the higher the price, the sales decline. Therefore, setting your product price can be complicated and it is therefore possible to use the following measures:

- Cost-plus - are accompanied by a standard percentage of profits to the future costs to manufacture the product, e.g., the evaluation of the fixed and variable costs;
- Value basis - some are based on the buyer's perception of value (rather than its cost). Here, the buyer's perception depends on all aspects of the product, including the price of factors such as the quality of the image and prestige;
- The competition - which relies on other companies competing products prices. Here, the company's prices compare the prices of their competitors and thus can directly monitor

their competitors and price response to changes occurring in the market. Because otherwise, customers can select other vendors on the basis of proposals submitted;

- Input Size - When entering a market is established a joint product price. Then, most companies have to cut down or too not to increase prices in order to keep control of the market;
- Discount - which is based on advertising, helps reduce prices and thus can attract new customers and expand the market share;
- Unprofitable guide - which is based on the assumption that the sale takes place at a price lower than the cost of production in order to attract customers to the store to buy other products;
- Psychological - which has an impact on consumer behavior, such as a price that looks better: 4.99 \$ per pound instead of \$ 5.00 per pound

2.2.4.3 Distribution mix

Distribution mix strategy is the method a firm uses to get products and services to different channels and networks with objective to reach the end customer, either directly or indirectly. The intermediaries include the agents, wholesalers, distributors and also retailers. These elements help in ensuring that a firm has provided the customers with quality customer service that has an influence on the level of customer satisfaction (Palmer, 2011).

How a company will allocate the product or service, which they presenting to the consumer is described as place strategy(Chong, 2003). (Mattsson, 2009) stated place as supply channels, warehousing facilities, method of transportation and inventory control management. Location may affect the success or failure for a retail enterprise since a good location is associated with costs, competitors and target market hence act as an instrument through which goods and services are transported from the service provider and manufacturer to customers. According to (Meera, 2012)the allocation of place requires effective spreading of the firm's products among the networks of marketing for instance wholesalers or retailers

2.2.4.4 Promotion mix

Promotion and communication strategy is a major component in the marketing mix strategy. It helps firms to communicate on their product or services to the customers. Promotional strategy constitutes a number of elements that include personal selling, sales promotion, advertising,

public relations and direct marketing. These elements have an influence on the relationship of the customer and the firm that is essential towards improving the sales of a product or service (Lehtinen, 2011). Integrated Marketing Communication (IMC) implies combining all the elements of promotion together to make a complete picture. This is so that a consistent message is transmitted by all marketing communications.

A promotional mix specifies how much attention to pay to each of the five subcategories, and how much money to budget for each. The product life cycle, among other marketing objectives determines the extent to which these elements are used. (Boone, 2011) talked about advertising and considered this factor to be a major aspect for the firms in any industry. One of the reasons is that effective advertising helps firms to attract and ensure loyalty of the customers within the current changing business environment. In addition, reports by (Lehtinen, 2011) indicated that 50 % of the consumers remembered seeing or hearing of the aspect of advertising in firms.

2.2.5 Definitions and Importance of Customer Satisfaction in a Competitive Environment

According to (Albinsson, 2004) cited in (Singh, 2016), “satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfilment of a need”. (Keller, 2006) has defined satisfaction as a person’s feeling of pleasure or disappointment resulting from comparing a product’s or service’s perceived performance in relation to his or her expectation.

The concept of customer satisfaction has attracted much attention in recent years. Organizations that try to bring customer satisfaction must begin with an identification of various customer satisfaction determinants. Customer satisfaction has been the operational and corporate goal of many organizations. Satisfaction of customers with products and services of a company is considered as most important factor leading toward competitiveness and success (Klee, 1997).

As studies have shown that it costs about five times to gain a new customer as it is to keep the existing customer. According to (Hubbert, 1994) customer satisfaction is increasingly becoming the corporate goal as more and more companies strive for quality in their products and services.

(Thompson, 2002) argues that the most important factor of customer satisfaction is fulfilled expectation of customers request while (Vengriene, 2006) believes that even if companies cannot fulfill customers' expectations, they can always expiate the situation by providing free service or financial incentives like give away items etc.

Customer satisfaction can also be the key to build profitable relationships with consumers. It depends on the product's perceived performance relative to a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted(Armstrong, 2017).

According to the journal written by (Ilieska, 2013), customer satisfaction results can help present the current standing of customer satisfaction identifying specific strengths and weaknesses of the company. Satisfaction measurement can also able to identify potential market opportunities(Yannis, 2005). Customer satisfaction can also help identify important customer requirements. Additionally, customer satisfaction results can help monitor customer satisfaction results over time and provide comparisons to other organizations. It also helps determine the effectiveness of business practices(Karolina, 2013).

Some researchers assert that satisfaction is most likely to influence repurchase intention through positive word of mouth whereas dissatisfaction encourages negative word of mouth and serves as reason for discontinuation of purchase and customer defection. Satisfied customers are likely to recommend to five or six people while dissatisfied ones have tendency to share their experiences to other ten people ((MacInns, 2001); (Mazursky, 1983).

Since a lot of research has been performed in the field of customer satisfaction, However, the purpose of this study is examining whether there is significant relationship between 4ps and customer satisfaction and to verify the effectiveness of these strategies on customer's satisfaction towards home and personal care products of Zenith Gebes-Eshet Ethiopia Ltd based on theories and models established earlier.

2.2.5.1 Product versus customer satisfaction

Product is some goods or services that organization or company offers in the market ((Donnelly, 2011). ((Meera, 2012) defines product as something that can be offered to the customers for attainment, consideration, consumption and satisfies someone's need.(Chong, 2003) states that products may often fail due to failure to match the product offered with the customers' needs, inconsistency branding and design problems. Retailers could offer unique and exclusive attributes of products that differentiate their product from their competitors, since the product is the core of the marketing mix plan. Quality and design of product are the elements of well receipt of such product by customer. Quality (both perceived and technical) affects customer satisfaction and companies examine that satisfaction and may react to it by innovating products to increase customer satisfaction further. Every company should therefore struggle to reach the optimal level of quality of its products to meet the expectations of their customers.

2.2.5.2 Price versus customer satisfaction

Price has a significant effect on customer satisfaction. Price and quality are related to each other and customers want the exact return of their spending and this return is the higher quality of a product or service. Satisfied customers are willing to spend more but do not compromise on quality standards(Chung, 2001).

Price is one of the most important marketing mix items and many scientists consider the price as one of the most important elements of the market, which increases not only profits, but also market share. However, the price is not only one of the key factors in a competitive situation, which directly affects the company's sales and profitability indicators, but also one of the most flexible marketing mix elements, which can quickly adapt to environmental changes. Therefore, it is the price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor.

The most vital dimension of customer repurchase intentions is price(Palmer, 2004). Finding from the study made by(Parasuraman, 2000) supported that rather than other attributes, price is the important basis for customer when decided to buy certain products. Therefore, company should

careful plan their price because if the price is too high buyers will avoid the product, as they will believe it to be too expensive. While, the customers may assume that there is something wrong with the product if the price offered to be so cheap (Wright, 2002).

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 and also the perceived price has a significant positive impact on price fairness. When people believe prices are fair, they're far more likely to form a positive opinion of the product, company, and brand.

2.2.5.3 Place versus customer satisfaction

Places have a significant effect on customer satisfaction. Customers require convenience for the product offering such as the physical access. Distribution channels are important in a firm's level of competitiveness. This is because they affect the time when the product reaches the customer as well as final price of the product. Through distribution strategy, an organization gets to understand the sales channels through enhanced knowledge, better segmentation on the distribution within the sales channels, the roles played by the intermediaries on the sales process, getting to understand centers of influence on the sales channel as well as the position of a firm in relation to the sales channel (Whetton, 2011).

The strength of distribution channels secures competitive position for the organization. Logistics, timely production and dispatch of products in the market to make it accessible for customer increase customers' confidence on the organization and such swift mechanism of product delivery indicates distribution capabilities of the organization (Bee, 2009).

2.2.5.4 Promotion versus customer satisfaction

It can be considered as activities that communicate the overall product which include advertising, sales promotion, personal selling, direct marketing, events and involvement and public relations. (Chong, 2003), (Meera S, 2012) promotion is essential part of business and is a fundamental element of the total promotional process. Promotion aids to make prospective customers reactive to the many choices offered concerning products and services. The benefit of such product and service should be clearly communicated to the target market for such product

to be successful.(P. Kotler, 2008)stressed that marketing strategies need communication program, since it plays three vital roles. First, it provides guidance and information. Second, the target customers can be persuaded by merits of a specific product and last encouraging them to take action at specific times”.

Organisations communicate with customers using advertising. It is a major source to get customers’ attention and conveying organisation’s message to target audience that are customers. Advertising is an element of success in domestic and global markets (Oyekunle, 2010).

Advertising introduces customer to specific features of a product or service and highlights features of attraction that a customer looks for. Information on certain characteristics of products is made available for customer via advertising because organisations perceive that sharing such information would highlight their competitiveness with regard to their product((Chen, 2011).

Advertising changes customers’ concepts about certain products and convince them to purchase the product that the advertisement is about. Advertising on media seamlessly convince customers to relay on certain brands because television commercials leave positive psychological impact on customers mind convincing them to make purchase. Digital media, internet services, television, radio, online forums and social media websites have broadened customers thinking because these advertising forums are unique and different from traditional methods of advertisement (Sharma, Herzog, & Melfi, 2008). These advertisement tools or techniques establish strong communication between seller and buyer. Using media is strategic initiative rather a tactical decision because it directly influences the customer and convinces the customer to buy a product (Dewhirst, 2005).

2.3. Empirical Literature Review

The study conducted by Pour, Nazari and (Emami, 2013) titled “The effect of marketing mix in attracting customers: case study of Sadrat Bank in Kermanshah province”. Since researchers sought to explore the relationship between combing elements of marketing and attracting customers to the Bank in Kermanshah Province using survey method and research was descriptive type. The study used hypothesis saying that “marketing mix elements and relationship between Bank customers are significant”. After test has been made the researchers

has drawn the following conclusions.(Isa, 2015) conducted a study on marketing mix tools for customer satisfaction in banking found that product/service significantly affects customer satisfaction in the bank They conclude that there is a significant positive relationship between the bank customers and the marketing mix elements to advance the goal of the bank.

Dr. (Faris, 2016)conducted a study to investigate the impact of marketing mix elements on customer satisfaction for tourism industry in context of Malaysia. The researchers used survey questionnaire to conduct the study from a sample of 123 tourism firms participated in the study. The findings revealed the significant positive relationship of seven marketing mix elements with customer satisfaction for tourism services in context of Malaysia.

Belay(Belay, 2013) studied on marketing mix framework analysis for Pepsi Cola at MOHA soft drinks industry the researcher tried to analyze the marketing of Pepsi Cola at Mohammed Hussein Ali al Amoudi (MOHA) soft drinks industry share company, within the framework of the 4ps of marketing. The researcher used a mixed approach, both quantitative and qualitative. To this effect, primary as well as secondary source of data have been used. Combination of instruments has been applied to gather information for the study. The result showed that the application of the 4ps in the overall marketing management of the company is well underway. However, there existed minor cases that need to be addressed in terms demand, availability and delivery of the product.

Mohammed Ismail, A.L.M. Shameem and A Riswan(Mohammed Ismail, 2015)studied the impact of marketing mix on customer satisfaction the case of laptop industry in Sirlanka+ and the result shows or the hypothesis resulted that there is a positive relationship between the price, product, promotion and place with customer satisfaction.

Dereje, Dr. Prasada, and Wako(Dereje, 2014) studied on the impact of marketing mix on customer satisfaction the case MOHA Soft Drinks Industry S.C., Hwassa Millennium Plant. The findings show that marketing mix elements have an impact on customer satisfaction. All the independent variables are positively and directly related to customer satisfaction. The relationship between marketing mix and customer satisfaction is significant. The researchers' recommended that company should revisit the controllable marketing mix elements to satisfy the

customer. And to invest more on attracting new customers and retaining the existed ones with regard to marketing mix to increase customer satisfaction.

Zelalem(Zelalem, 2011) conducted a study which focuses on the assessment of marketing mix elements in prompting customer satisfaction in the case of the producer of the aforementioned factory, the National Alcohol and Liquors Factory. The objective of the study was that to find out whether customers are satisfied with regard to the four controllable variable marketing mix factors (product, price, promotion and distribution). The researcher collected the data by using primary sources of data collection (interviews and questionnaires) and secondary sources of data collection (factory documents, by visiting library and online journals). The study concludes that customers are satisfied with the quality of products and the distribution (place) systems of the factory yet they are not satisfied with the price and that of the promotional practices of the factory.

Rediat Afework, Genet, Gebre Tirfe (Afework., 2019). Conducted a study on “Assessing the Effect of Marketing Mix Elements on Customer Satisfaction: The Case of Hawassa Chipwood Factory, Ethiopia” The objective of this research is to assess the effects of marketing mix element on customer satisfaction in Hawassa Chipwood Factory PLC. The data sources used in this research are Primary and Secondary data. Primary data was collected through structured questionnaire from selected customers of Hawassa Chip wood Factory PLC, while secondary data were obtained from journals, articles, different books, and internet sources. The study summarized the findings as the descriptive analysis result showed that Hawassa Chip wood factory customers are neither satisfied nor dissatisfied, they are indifferent in product, price and promotion strategies of the factory and dissatisfied in place/distribution system of the factory. The correlation result showed that there is a positive and significant relationship between the four marketing mix elements and customer satisfaction. Even though all 4Ps have a positive relationship with customer satisfaction, product attributes have a high significant positive relationship with customer satisfaction as compared to other marketing mix elements. On the other hand, the result of multiple regression analysis revealed that 81.5% of the dependent variable (customer satisfaction) is explained by the independent variables (product attributes, price, promotion and place/distribution). The multiple regression analysis result further showed

that product attributes, price, promotion, and place/distribution have a significant effect on customer satisfaction.

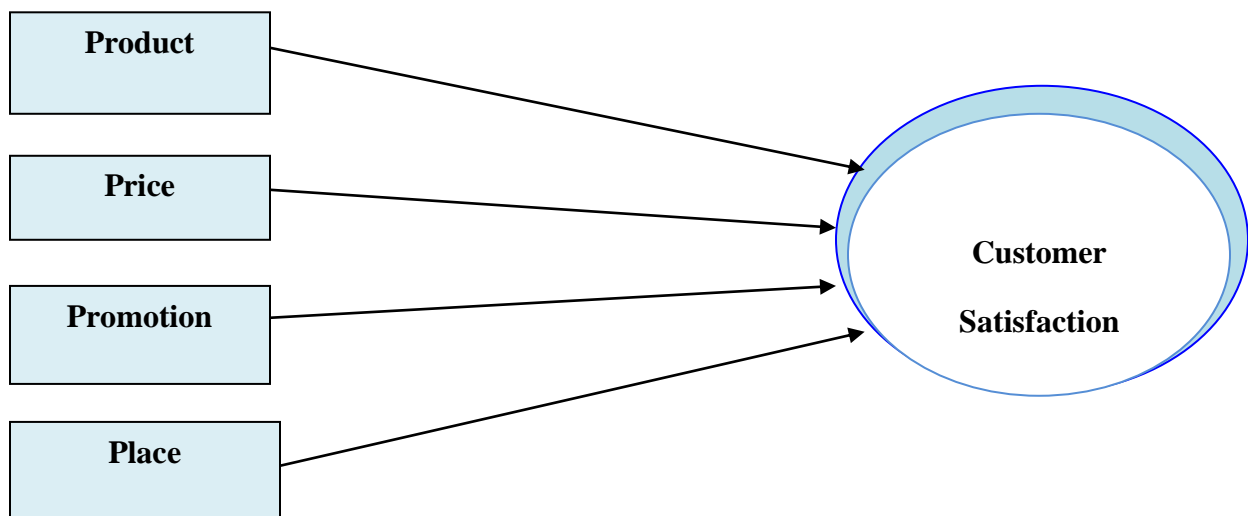
To develop the conceptual frame work and investigate the four hypotheses under the study the researcher used detailed research framework followed by various researchers findings based on the past theory which stressed the significant relationship between marketing mix elements and customer satisfaction. But the confirmation of hypothesis under this study was appeared after analysis with the support of the detailed information that will be gathered through structured questions that leads to find multiple answers related to marketing mix.

2.4 Conceptual Framework

The conceptual framework explains the key concepts used in the study and how they are linked to one another to produce the final outcome. The frame work developed based on marketing mix tools association to customer satisfaction .The marketing mix element mainly includes destination (product), price, promotion and distribution ((Bowen, 2013).

The conceptual links between the independent variables product, price, promotion and place/distribution and the dependent variable customer satisfaction are presented below.

Independent variables Dependent variables



The above model is adopted from (Kotler, 2010)and from the model used by (Kadhim, 2016).

Fig 2.1 conceptual frame work

2.5 Research Hypothesis

Hypothesis is developed in order to see the effect of independent variables such as product, price, promotion, and place on the dependent variable which customer satisfaction.

H1: There is a significant relationship between product and customer satisfaction.

H2: There is a significant relationship between price and customer satisfaction.

H3: There is a significant relationship between place and customer satisfaction.

H4: There is a significant relationship between promotion and customer satisfaction

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter the practical method was used in order to answer the research questions and fulfill the purpose of the research are presented. Also, it provided an overview of the research approach, research design, and model specification, a description of the instrument used for data gathering, targeted population, sampling procedure, and unit of analysis, sources of data used, and methods of data analysis, presentation and interpretation.

3.2. Research Approach

There are two methods that provide in the research method such as quantitative and qualitative, where one of them is not better than the others, all of this depends on how the researcher want to do a research of study (Ghauri and Kjell , 2005). To achieve the aforementioned objectives, the study adopts a quantitative research approach; it enables the researcher to collect objective and numerical data to apply statistical tools and used to establish relationships of the variables used in this study.

A quantitative approach is one in which the investigator primarily uses postpositive claims for developing knowledge, i.e., cause and effect relationship between known variables of interest or it employs strategies of inquiry such as experiments and surveys, and collect data on predetermined instruments that yield statistics data (Creswell, 2003).

3.3 Research Design

This study assessed the effect of marketing mix elements on customer satisfaction of Zenith Gebes-Eshet Ethiopia Ltd home and personal care products. In order to meet this objective, descriptive and explanatory research designs were employed. Descriptive research design is typically concerned with determining the frequency with which an event occurs or it describes the relationship between two study variables (Malhotra, 2004). Thus, it is favorable to describe the relationship between the two variables on factors that affect customer satisfaction (product, price, promotion & distribution) and customer satisfaction with regard to home and personal care products by giving special emphasis in Addis Ababa city. Explanatory research design is the research whose primary purpose is to explain why events occur to build, elaborate, extend or test

theory (Malhotra, 2004). The data were collected through questionnaire. To analyze data, descriptive and inferential data analysis techniques used. To evaluate the effects of marketing mix elements on customer satisfaction the inferential statistics tools like correlation and regression analysis tools was used.

3.4. Types and Sources of data

The data sources used in this research are Primary and Secondary data. Primary resource was gathered through structured questionnaire while secondary data were obtained from journals, articles, different books, document or report of the company and internet sources.

3.5. Target population

The target populations of this study includes customers who buy from the two branches of Zenith Gebes-Eshet Ethiopia Ltd located at Arat Kilo and Piassa known by the name Sally Cosmetics and two supermarket in Addis Ababa city namely, Safe way and Shoa supermarket, the area was selected due to the researcher former knowledge regarding the subject matter of the study which can help to judge the active shops towards selling of the products. The two shops and the two super market selected by using a non-probability sampling method called judgmental sampling method or purposive sampling since the researcher believed that this sound judgment enables to obtain a representative sample and result in saving time and money.

3.6. Sample size and Sampling technique

To determine the sample size for infinite population (Zenith Gebes-Eshet Ethiopia Ltd Customers), the researcher uses (Cochran, 1977) formula. The sample size constituted 384 respondents.

The calculation for the sample size is as follows: (Cochran, 1977) developed a formula to calculate a representative sample for proportions as

$$n_0 = \frac{z^2 pq}{e^2}$$

Where, n_0 is the sample size, z is the selected critical value of desired confidence level is the estimated proportion of an attribute that is present in the population $=1-p$, and e is the desired level of precision(22).

For example, suppose we want to calculate a sample size of a large population whose degree of variability is not known. Assuming the maximum variability, which is equal to 50 % (p=0.5) and taking 95% confidence level with +5% precision, the calculation for required sample size as follows:

$P=0.05$ and hence $q=1-0.5=0.5$; $e=0.05$; $z=1.96$

$$\text{So, } n_0 = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384.16 = 384$$

Name of shops or supermarket	Total sample unit(s)		
	Allocation %	Sample Unit	Total
Zenith- Arat Kilo Shop	30%	384	115
Zenith-Paisa Shop	30%	384	115
Safe Way Super Market	20%	384	77
Shoa Super Market	20%	384	77
Total population			384

Table 3.1 sample size for each shop

Based on the above data the researcher used proportional division in each shop considering number of customer visit the shop, and allocate 60% of the customer allocated to the direct shop of the case company which means 230 customers, 115 to Arat kilo, 115 to Piassa shop respectively, the rest 40% allocated to shoa super market 77 and 77 also to safe way to distribute the questioner.

3.7 Data Collection methods

Structured questionnaire was the major instrument for collecting primary data. Secondary data were obtained from journals, articles, different books, internet, and documents. In order to gather relevant information, structured questionnaire was distributed to consumers who used the product of the company in the four shops. Each question in the questionnaire were designed properly to meet research objectives. In the questionnaire five-point likert scales 1= Strongly

Disagree 2=Disagree 3=Neutral 4= Agree & 5= Strongly Agree are going to be used to rate customers attitude, knowledge and opinion towards the questions.

The questions were organized into two sections as follows: The first section of the questionnaire is about respondents` general information. The second section of the questionnaire was designed to know the customer satisfaction regarding product, price, promotion, and place/distribution.

3.8 Validity and reliability

3.8.1 Validity test

According to Kothari, (2004), Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested.

In order to ensure the quality of this research content validity of the instrument were already checked since it is adopted from the research developed by a researcher(Odunlami, 2013).

3.8.2 Reliability

The test of data reliability is another important test of sound measurement. A measuring instrument is reliable if it provides consistent results,(Kothari, 2004). Moreover, reliable measuring instrument does contribute for validity. Hence, the reliability of the instrument was verified by the advisor of this research, who looks into the appropriateness of questions and the scales of measurement, Peer discussion with researchers, Managers and employees at marketing department of the case company was also conducted.

3.9 Ethical consideration

In research paper, the researcher was informed the participants of the study on the selected shops about the objectives of the study before the research conducted, and the researcher was also consciously considered ethical issues in seeking consent, avoiding deception, maintaining confidentiality, respecting the privacy, and protecting the anonymity of all respondents. A researcher must consider these points because the law of ethics on research condemns conducting a research without the consensus of the respondents for the above listed reasons. Concerning references, all the materials and sources was properly acknowledged.

3.10 Methods of Data Analysis

Statistical Package for Social Sciences (SPSS) ver. 20 software were used to analysed the data. After collecting the data, it was entered in this software and the output analyse based on descriptive statistics. Demographic characteristics also summarized using frequencies and percentages for all variables including: age, sex, and educational level. Moreover, since the likert scale data is an ordinal data mean for central tendency and standard deviations for variability were analysed. In addition, some data analysis procedures appropriate for interval scale items like Pearson's r, and regression procedures were used to analysis the relationship and effect of the four elements (4p's) on customer satisfaction.

CHAPTER-FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter the data collected from respondents has been analyzed and interpreted. The first part presents the respondents response rate and the demographic characteristics of respondents such as general information of the sample in terms of gender, age, educational level and number of years being customer of the case company. The second part discussed about marketing mix implementation or descriptive analysis of the tools of marketing mix using mean and standard deviation. Moreover, it shows the multicollinearity and hypothesis testing. Finally, it presents the correlation and regression analysis to know the level of association and able to explain the effect of the marketing mix tools (4p's) on the customer satisfaction regarding the company products.

4.2 Response rate, Reliability test and Demographic Characteristics of Respondents

4.2.1 Response rate

Table 1. Respondents response rate

Respondents	Target	Obtained	Percent
Customers	384	341	88.8%

(Source: Researcher's Survey Result ,2020)

From the above table 4.1 out of 384 distributed questionnaire 341(88 %) were collected while 43 (11.2%) questionnaires remained uncollected. Therefore, analysis of the data was made based on the response obtained from 341 questionnaires.

4.2.2 Reliability Test

A reliability analysis was conducted to each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach's alpha coefficients. It refers to the consistency or repeatability of measures. A reliability test produces similar scores across various conditions and situations, including different evaluators and testing environments. Cronbach's

alpha will tell us if the test we have designed is accurately measuring the latent variable we are interested which is a function of the number of items in a test, the average covariance between pairs of items, and the variance of the total score.

According to Gliem & Gliem (2003), the Cronbach's alpha reliability coefficient normally ranges between 0 and 1. The closer Cronbach's alpha coefficient is to 1.0, the greater the internal consistency of the items in the scale.

More so Matkar (2011) repeated George & Mallery (2003) techniques on how to interpret the Cronbach's alpha results. $\alpha > 0.90$ = Excellent, $0.80 - 0.89$ = Good, $0.70 - 0.79$ = Acceptable, $0.60 - 0.69$ = Questionable, $0.50 - 0.59$ = Poor and < 0.50 = Unacceptable.

Table 2. Reliability Test

Variables	Cronbach's Alphaif Item Deleted	Overall reliability	
		Cronbach's Alpha On standardized item	Number of Items
Product	.800	0.821	5
Price	.742		
Promotion	.823		
Place/Distribution	.825		
Customer Satisfaction	.704		

(Source: Researcher's Survey Result ,2020)

Using Cronbach Alpha reliability coefficient, the reliability of the questionnaire was computed and the results obtained were good (0.821). Thus the cronbach's alpha value for all items suggested that the data collected through questionnaires is reliable and can be used for further statistical analysis.

4.2.3 Demographic Characteristics of Respondents

Table 3. Demographic Characteristics of Respondents

Demographic profile	Description	Respondents	
		Frequency	Percent
Sex	Female	219	64.2
	Male	122	35.8
Total		341	100
Age	Under 25 Years	143	41.9
	25-35 Years	116	34
	36-45 Years	72	21.1
	46years Years	10	2.9
Total		341	100
Educational Level	MA/MSC/MBA and above	15	4.4
	BA/BSC	41	12.0
	Diploma	192	56.3
	Certificate	93	27.3
Total		341	100
Number of years being customer of the case company	5 Years and above	73	21.4
	3-4 Years	252	73.9
	1-2 Years	12	3.5
	Less than 1 Years	4	1.2
	Total		341

(Source: Researcher's Survey Result, 2020)

Respondents were characterized based on their gender, age, level of education and relationship with the company as indicated in table 3 above. In terms of gender, 219 respondents who covered 64.2% of the respondents were found to be female while 122(35.8%) were male. This shows

that women are more involved in the shopping of these products than men. In terms of age, 143 respondents who covered 41.9% of the respondents were found to be below 25 years old, 116 (34%) were between 25-35 while 72 (21.1%) were between the age of 36-45 years and the remaining 10 (2.9%) were greater than 46 years. This implies that 75% of the market is held by customers having less than 35 years age group. Regarding the level of education, 93 (27.3%) of the respondents have certificated, 192 (56.3%) have found to have diploma, 41 (12%) have BA/BSC, and 15 (4.4%) were MA/MSc. In terms of experience with the company 73 (21.4%) of the respondents were customers for 5 years and above and 252 (73.9%) between 1 and 2 years, 12 (3.5%) have experience between 3 and 4 years and the rest 4 (1.2%) were above 5 years. This indicates that most of the customers have recent experience with the product.

4.3 Descriptive Statistics result of independent variables (product, price, promotion and place)

Descriptive statistics such as mean is used to measure the average value of the variables and standard deviation is used to test variability of the mean value. As stated in the chapter three, five-point scales (Likert scale) is used to measure the importance level of factors affecting customer satisfaction. Therefore, the mean value of variables ranges 1 to 5. A mean value below 2.5 is below average, mean value 2.5 to 2.9 above average, 3 to 3.9 is moderate and mean value 4 to 5 is high. Five-point scales were used to measure the importance of factors in such a way that mean score could be calculated to determine the importance of factors in customer satisfaction.

Table 4. Detailed Descriptive Statistics of variables

Code for items	Description of ITEMS		Mean	Std. Deviation
		No. of respondents		
Product 1	Variety of products	341	3.92	.735
Product 2	Brand	341	3.65	.724
Product 3	Meets customer requirements	341	3.84	.812
Product 4	Effective and attractive package	341	3.46	.841
Product 5	quality	341	3.80	.743
Product 6	Product warranty	341	3.83	.732
Product 7	Different size	341	3.53	.701

Product8	Availability at the shelf	341	3.43	.755
Price1	reasonable	341	3.81	.745
Price2	Compared to competitors price	341	4.09	.738
Price3	Price per size or quantity	341	3.69	.777
Price4	Price of personal care products	341	3.87	.874
Price5	Price of home care products	341	4.08	.655
Price6	Price related to satisfaction	341	3.96	.785
Price7	Price discount, coupons, gifts,	341	3.97	.879
Promotion1	Radio, TV, magazine...	341	3.44	1.344
Promotion2	advertising	341	3.93	.716
Promotion3	promotion	341	3.65	.773
Promotion4	Personal selling and publicity	341	3.69	.777
Promotion5	Social media	341	2.55	1.012
Promotion6	Direct marketing	341	3.79	.893
Promotion7	Easily memorable advertising	341	3.86	.805
Place / disribution1	Convenient place	341	3.48	1.282
Place / disribution2	Adequate delivery	341	4.05	.754
Place / disribution3	Available at any time In our surrounding	341	3.76	.764
Place / disribution4	Distribution system	341	3.41	1.112
Customer satisfaction1	quality	341	4.09	.656
Customer satisfaction2	Meets needs and wants	341	4.06	.747
Customer satisfaction3	Meets expectations	341	3.76	.764
Customer satisfaction4	Public image of the company	341	3.70	.907
Customer satisfaction5	Recommend to friends	341	4.01	.574
Customer satisfaction6	Currently Satisfied with products	341	4.18	.660
Customer satisfaction7	Product accessibility	341	3.89	.871

(Source: Researcher's primary data, 2020)

Table 5.Overall Descriptive Statistics Result of independent variable

	Product	Price	Promotion	Place/Distribution	Customer satisfaction
N Valid	341	341	341	341	341
Missing	0	0	0	0	0
Mean	3.6822	3.9227	3.5597	3.6752	3.9543
Std. Deviation	0.4569	0.4202	0.4246	0.5378	.5477
Median	3.75	4	3.57	3.75	4
Mode	3.88	3.86	3.43	3.75	3.86

(Source: Researcher's primary data, 2020)

The above two table shows the overall results of Statistics for independent variables in terms of mean, standard deviation, median and mode. The researcher described the response of the respondents using mean and standard deviation

4.3.1 Product

Kotler (2005) defined product as anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. In the above table in relation to Product mix it is observed that the respondents reply shows an average mean greater than 3.83 for product quality, for different range and variety of products, packaging, combination of attractive colors and warranty. This implies that respondents were satisfied with company various products quality, effective packaging and appearance with variety of colors that deliver core and actual benefits to consumers in terms of using.

On the other hand, average mean related to brand influence, different size of product and availability of the product on the shelf fall between average mean of 3.46 to 3.65 which also indicated respondents were indifferent. But the overall cumulative result of (3.6822 and 0.4569)for product indicates respondents are in moderately level.

4.3.2 Price

Blythe (2009) defined Price as the total cost to customer to acquire the product, and may involve both monetary and psychological costs such as the time and effort expended in acquisition.

It is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business's marketing plan (Ateba & Hein,2014).In setting prices, the business will take into account the price at which it could acquire the goods, the manufacturing cost, the market place, competition, market condition, brand, and quality of product.

Accordingly, table 4 indicates means core that ranges from 3.69 to 4.09, this shows respondents were in moderate and agree with company pricing strategy compared to competitors' price. Here we clearly observed that the company goes for the strategy of positioning their products at affordable prices. Table 5 shows the overall mean and standard deviation score (3.9227 and 0.4202) implies respondents were moderately satisfied and the standard deviation of the price is less than1.00,depicting that respondent's perception on this marketing mix tools is close to each other for customer satisfaction of the pricing of the company product.

4.3.3 Promotion

Kotler (2002) defines promotion as the activities a company performs in order to communicate to its existing and potential customers. Multiple channels are used to communicate to different parties (Distributors, wholesalers, retailers and customers) and different means could be used to do promotion. Promotion is how the business tells customers that products are available and persuades them to buy and helps to build brand loyalty. Table 4 shows respondents reply to company's good promotion through TV, radio, magazine, and newspaper is depicted indifferent with mean of 3.44 and standard deviation of 1.344 indicating that respondents are far apart with these promotions strategy.

Respondents result for Personal selling and publicity are at moderate level that shows mean 3.69. Meanwhile the respondents' information on social media shows an average mean and standard deviation of (2.55 and 1.012), on the other hand standard deviation is greaterthan1.00,indicating that respondents are far apart in the perception getting information about the product via social media. Regarding the direct marketing the result shows moderate (3.79 and 0.893), depicting that it needs a lot to create awareness and communicating via mobile, messages, email, websites, online display ads, fliers and so on.

Moreover, table 5 shows the overall score on promotion is 3.5597 and 0.4246, indicating that all respondents are indifferent on elements of promotion, and the standard deviation is less than 1.00 since the respondents' perception on the performance of promotion mix is close to each other.

4.3.4 Place /Distribution

Place refers to how the product arrives at the point of sale. The place is one of marketing mix elements and includes distribution channels, warehousing facilities, mode of transportation, location, assortment, convergence, logistics, and inventory control management (Singh, 2012). This means a business must think about what distribution strategies it will use where a product is sold. This includes retail outlets like supermarkets or shops. It also includes other ways in which businesses make products directly available to their target market, for example, through direct mail or the Internet.

Concerning place /distribution the survey result in Table 4 above shows 3.48 mean and 1.282 standard deviation, in this case the respondents are indifferent about the location or convenience to company products while the standard deviation result is greater than 1.00 indicates the variable is far apart in their perception of the place to customer satisfaction. The respondents agree with delivery of company product with mean of 4.05 and standard deviation of 0.754. This implies that they believed that the company is able to satisfy their need.

On the other hand respondents' response regarding availability of the product at their surrounding shows mean of 3.76 and standard deviation of 0.764 portraying moderate level. Moreover customer replied to the distribution system of the company is indifferent showing mean value 3.41 and standard deviation of 1.112 implying again the company should check and improve its means of distribution to enhance effective spreading of products among distributors or its own shops. Finally the overall result on placement or distribution shows respondents are moderate with mean 3.6752 and standard deviation 0.5378 less than 1 representing respondent's satisfaction on place or distribution of the product is close to each other.

4.4 Descriptive Analysis of the 4Ps on customer satisfaction

Table 4 shows the level of customers' satisfaction on the listed product marketing mix items. Accordingly, the highest mean and standard deviation scores are (4.18 and 0.660), (4.09 and 0.656), (4.06 and 0.747) and (4.01 and 0.574) in which respondents are satisfied with the product they are using, quality of all marketing mix elements, fulfillment of their needs and wants and recommend the product to their friend respectively and the standard deviation is less than one for all items. In addition, respondents are moderate with mean scores 3.89, 3.76 and 3.7 representing customers are satisfied with product accessibility in relation to company placement, whether the company entirely meets their expectation they have on their mind and regarding public image of the company respectively. Moreover, the standard deviation of the seventeen items has a standard deviation less than 1.000, depicting that respondents' responses are close to each other. The overall result demonstrates a moderate mean of 3.9543 and a standard deviation of 0.5477, which has an implication to the company to make an effort to reach a high level of customer satisfaction that leads to success and makes it competent in this rapidly changing environment by effectively using and executing better updated marketing decisions.

4.5 Correlation analysis

The Pearson's Product Moment Correlation Coefficient was computed to determine the relationships between product, price, promotion; placement to customer satisfaction. Correlation analysis is a useful way of exploiting relation (association) among variables. The value of the coefficient (r) ranges from -1 to +1. The value of coefficient of correlation (r) indicates both the strength and direction of the relationship. If $r = -1$ there is a perfectly negative correlation between the variables. If $r = 0$ there is no relationship between the variables and if $r = +1$ there is a perfectly positive relationship between the variables. For values of r between +1 and 0 or between 0 and -1, the different scholars have proposed different interpretations with slight differences. For this study, a decision rule given by (Bartz, 1999) was used and described the strength of association among variables as mentioned in Table 6 below.

Table 6. Interpretation of r value

Value of r	Description
0.80 or higher	Very high
0.6 to 0.8	Strong
0.4 to 0.6	Moderate
0.2 to 0.4	Low
0.2 or Lower	Very Low

Source: Bartz(1999)

4.5.1 Correlation between product, price, promotion, place to customer satisfaction

Table 7 Correlation analysis

		PROMOTION	PRODUCT	CUSTOMER SATISFACTION	PRICE	PLACE/DISTRIBUTION
PROMOTION	Pearson Correlation	1	.305**	.507**	.476**	.209**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	341	341	341	341	341
PRODUCT	Pearson Correlation	.305**	1	.605**	.527**	.307**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	341	341	341	341	341
CUSTOMERSATISFACTION	Pearson Correlation	.507**	.605**	1	.811**	.550**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	341	341	341	341	341
PRICE	Pearson Correlation	.476**	.527**	.811**	1	.483**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	341	341	341	341	341
PLACE / DISTRIBUTION	Pearson Correlation	.209**	.307**	.550**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	341	341	341	341	341

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

(Source: Researcher’s primary data, 2020)

The above table shows that their relationship is strong, and moderate between independent and dependent variables it varies depending on the degree of their relationship to the change in customer satisfaction. Significant correlation existed between price with customer satisfaction ($r=0.811$, $p<0.01$). This implies that price and change in customer satisfaction has a very strong relationship. Price support in satisfaction positively influences the satisfaction of the customer.

Moreover, the correlation analysis indicates that there is a strong positive correlation between product and customer satisfaction ($r=0.605$, $p <0.01$). Place/Distribution has a positive and moderate relationship with customer satisfaction($r=0.550$, $p<0.01$). From this correlation we can observe that company put a platform to access its product to its customer in a convenient way and this reaction lead to have a high effect on customer satisfaction like price. The correlation of promotion with success of customer satisfaction is($r=0.507$, $p<0.01$), which is lower than other variables even if it has a(moderate)positive relation with the dependent variable .In general from this relationship we understood that if there is a good promotion strategy for all products to its customer or the society regularly the company brings a very strong relationship between the independent variable and dependent variable respectively and shows a better change in customer satisfaction which is better than the current position.

4.6 Multiple Regression Analysis

Multiple regression analysis applied to find out whether there was statistically significant relation between the dependent variable, customer satisfaction and the independent variables (product, price, promotion and place). It tells that how much of the variance in the dependent variable can be explained by independent variables. It also determines the statistical significance of the results, both in terms of model and the individual independent variables (Pallant, 2005) one of the purposes of this study is to find the effect of independent variable to dependent variable. Multiple regressions allow using the independent variables as a predictor for dependent variable. Therefore, it is appropriate for this kind of study.

The regression model of the study is:

$$Y=a+ \beta_1x_1+ \beta_2X_2+ \beta_3X_3+..... \beta_nX_n+u$$

Y=Dependent variable (customer satisfaction)
a=constant

β =Regression Coefficient

X=independents (price, product, promotion and place)

U=Residual factor

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

Table 8. Table Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.863 ^a	.745	.742	.35787

a. Predictors:(constant),price, product, promotion and place(distribution)

(Source: Researcher's primary data, 2020)

Table 8 shows the model summary regarding to case, $R = .863^a$ indicates that there is a strong and positive correlation between the dependent variable (customer satisfaction) and the set of four independent variables (product, price, promotion and place (distribution)).

The R Square value represents the Percentage of variance accounted for in the dependent variable (customer satisfaction) by the set of four independent variables in other words; approximately 74.5% of the variance or changes in customer satisfaction can be accounted for by the influence of the four independent variables. The value of the adjusted r square (regression coefficient) is 0.742 indicating that how much of the variance in the dependent variable (customer satisfaction) is explained by the model (which includes product, price, promotion and place (distribution)).

4.6.1 Assumptions Testing in Multiple Regressions

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity and normality.

4.6.2 Data Normality Test

This test is the first step that must be done before the data is processed based on the models of research. One of the methods to conduct data normality test is using skewness and kurtosis of the distribution under study. Skewness is a measure of the asymmetry of the distribution of a variable. Kurtosis is a measure of the peakedness of a distribution of a variable (Kim, 2013).

According to West, Finch & Curran et al., (1996), a reference of substantial departure from normality as an absolute skew value > 2 and an absolute kurtosis value > 7 . Thus, based on the table the normality of the distribution is satisfied for this data.

Table 9. Data Normality Test

Dimensions	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
PROMOTION	341	0.70	0.132	0.591	0.263
PRODUCT	341	-0.35	0.132	-0.435	0.263
PRICE	341	-0.485	0.132	0.550	0.263
PLACEMENT(DISTRIBUTION)	341	-0.448	0.132	0.445	0.263
Valid N (list wise)	341				

Source primary data 2020

4.6.3 Multicollinearity Test

After the normality of the data in the regression model are met, the next step is to determine whether there is similarity between independent variables in a model it is necessary to conduct multicollinearity test.

Table 10Multicollinearity Test

Dimensions	Collinearity Statistics	
	Tolerance	VIF
PROMOTION	0.768	1.302
PRODUCT	0.714	1.400
PRICE	0.523	1.911
PLACE	0.762	1.312

Source primary data 2020

According to Menard (1995), a tolerance value lowers than 0.20 suggests a multicollinearity problem. The minimum value in our model was 0.523. Alternatively, following Myers (1990) and Bowerman and O'Connell (1990), a variance inflation factor (VIF) above 10 indicates the possible existence of a multicollinearity problem. In our model the maximum value was 1.911. So, multicollinearity does not exist for the independent variables.

4.7 Analysis of variance (ANOVA) :Table 11 ANOVA Results

Model		Sum of Squares	df	Mean Square	F	Sig
1	regression	76.020	4	19.005	245.760	000b
	residual	25.983	336	0.077		
	total	102.003	340			
a. Predictors: (Constant), price, product, promotion and placement (distribution)						
b. Dependent Variable: Customer satisfaction						

Source primary data 2020

Table 11 shows ANOVA results concerning the performance of cooperative governance. It is found to be $F = 245.760$, $P < 0.001$, indicating statistical significance. This indicates that the overall model was reasonable fit. From the above table, it is also identified that the value of F-calculated

$= 245.760$, $df = 4/336$, and $P < 0.001$, indicating that the F-calculated is much larger than the F-tabulate. This result also shows that the rejection of the null hypothesis and acceptance of the alternative hypothesis. Accordingly, the null hypothesis “price has no significant effect on customer satisfaction of the company” is rejected and the alternative hypothesis “price has significant effect on customer satisfaction of the company” is accepted in which the result shows that price of the company has significant effect on customer satisfaction. This result revealed that the overall model was reasonable fit and there is a statistically significant association between the remaining three marketing mix tools: product, promotion, place(distribution) , and customer satisfaction for the company. Additionally, this also shows all the remaining null hypotheses (H02, H03, H04,) are rejected; instead, all the remaining alternative hypotheses (H₂, H₃, H₄) are accepted. Hence, it can be concluded that the 4Ps marketing mix tools: product, price, promotion, and place have influence on customer satisfaction of the company.

4.8 Determination of Coefficients

The "Beta" column under "Standardized Coefficients" gives similar information, except all values of X and Y have been standardized (set to mean of zero and standard deviation of one) before the weights are computed. In this case, the value of b_0 (α) is always 0 and not included in the regression equation. The standardization of all variables allows a better comparison of regression weights, as the unstandardized weights are a function of the variance of the X variables (Muijs, 2004). The "Sig." column on the "Coefficients" table indicates the statistical significance of that variable given all the other variables have entered into the model.

Table12 Coefficients of the 4ps

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.136	.169		-6.707	.000
	Product	.265	.039	.221	6.785	.000
	Price	.690	.050	.530	13.911	.000
	Place/Distribution	.200	.032	.196	6.218	.000
	Promotion	.189	.041	.147	4.664	.000
a. Dependent Variable: Customer satisfaction						

Source: Primary data 2020

From table12 , all the four marketing mix tools have unstandardized coefficients: product (0.265), price (0.690), placement (0.200) and promotion (0.189) with t-statistic values of 0.221, 0.530, 0.196 and 0.147) respectively. Moreover, the standardize coefficients results illustrate the effect of each marketing mix tools on customer satisfaction. Accordingly, a unit increase in price of the company will cause an increase in the customer satisfaction by .530 keeping the remaining three marketing mix tools constant. Similarly, the customer satisfaction is directly affected by the product of the company, where a unit increase in product will cause a direct increase in the customer satisfaction by 0.221 keeping the remaining three marketing mix tools constant. Customer satisfaction is influenced by promotion of the product where a unit increase in promotion will cause a direct increase in the customer satisfaction of the company by 0.147 keeping the remaining marketing mix tools constant. Besides, Customer satisfaction is affected by placement/distribution of the product, where a unit increase in place/distribution will cause a direct increase in the customer satisfaction of the company by .0.196 keeping the remaining marketing mix tools constant.

As indicated in the above table, all the marketing mix variables were significant at P-values less than 0.05 indicates that all the four tools of marketing mix considered were statistically significant. Moreover, all the marketing mix tools parameters have positive value indicating that

they have direct effect on customer satisfaction of the company. These show all marketing mix tools have positive and significant effect on the customer satisfaction of the company.

Based on the above discussion and coefficients of the independent variables, the equation will be as shown below;

Based on the Unstandardized coefficients, Customers' Satisfaction(CS)=-1.136+.265X₁+
.690X₂+.200X₃+.189X₄

Based on the Standardized Coefficients; Customers' Satisfaction (CS) = .221X₁ + .530X₂
+.196X₃+.147X₄

Where X₁, X₂, X₃ AND X₄ are independent variables, product, price, place and promotion respectively.

4.9 Hypothesis testing

The findings of the multiple linear regressions on coefficients as shown in table above prevailed that all the marketing mix tools: product, price, promotion, place/distribution, are positively associated with customer satisfaction of the company.

Based on the Standardized Coefficients; Customers' Satisfaction (CS) =.221X₁ + .530X₂
+.196X₃+.147X₄

The proposed hypotheses will be tested as indicated below.

The framed null hypothesis and its alternative proposed to predict the effect of the marketing mix tools on customer satisfaction of the company is as indicated below:

4.9.1 Effect of product on Customer satisfaction

H₀₁: There is no significant relationship between product and customer satisfaction.

H₁: There is significant relationship between product and customer satisfaction

Based on the regression results, product market mix is positively (Beta = .221) associated with customer satisfaction and it is statistically significant (P=.000). Therefore, the null hypothesis was rejected while the alternative hypothesis is accepted. This result would imply that a one percent increase on the product of the company would increase the customer satisfaction of the

company by .221. Due to this reason the absence of product in the marketing mix tools has direct and significant effect on the customer satisfaction of the company. This shows product has significant effect on customer satisfaction of the company. This result is consistent with the findings of Isa (2015), who found that the product significantly affects customer satisfaction of the company.

4.9.2 Effect of Price on Customer satisfaction

The framed null and its alternative hypotheses proposed to predict the relationship between price of the product of company and customer satisfaction of the company were as follows:

H02: There is no significant relationship between price and customer satisfaction.

H2: There is significant relationship between price and customer satisfaction.

Based on the regression results, the price of the product has positive ($B = .530$) effect on the customer satisfaction of the company and statistically significant ($P = .000$). As result the null hypothesis is rejected as the coefficient of B is positive, while; the alternative hypothesis is accepted. Since it has positive relation with customer satisfaction of the company presently price of the product is the determinant marketing mix tools for customer satisfaction of the company. Hence, based on the findings of the regression analysis, the price is one of the major marketing mix tools on customer satisfaction of the company This result is consistent with the findings of Para Suraman & Grewal (2000), who found that the price of the product positively and significantly affects customer satisfaction.

4.9.3 Effect of Place/Distribution on Customer satisfaction

The framed null hypotheses proposed to predict the relationship between place/distribution of the product and customer satisfaction of the company were as follows:

H03: There is no significant relationship between place and customer satisfaction.

H3: There is significant relationship between place and customer satisfaction.

As can be seen from the above regression table, distribution/place of the product has a positive (Beta =.196) and significant (P=.000) relationship with customer satisfaction of the company. Therefore, the null hypothesis was rejected and the alternative hypothesis has been accepted. Thus, the results of the regression analysis have shown statistically significant effect of distribution of the product on customer satisfaction. This result is consistent with the findings of Palmer (2011), who found that the place/convenience of the product significantly affect customer satisfaction.

4.9.4 Effect of promotion on Customer satisfaction

The framed null and its alternative hypotheses proposed to predict the relationship between promotion of the product and customer satisfaction in the company were as follows:

H04: There is no significant relationship between promotion and customer satisfaction.

H4: There is significant relationship between promotion and customer satisfaction.

As the regression results indicates that there was a positive (Beta = .147) and significant (P =.00) association between promotion of the product and customer satisfaction. Therefore, the null hypothesis was rejected while the alternative hypothesis is accepted. This result would imply that a one percent increase on the promotion of the company would increase the customer satisfaction of the company by .147. Due to this reason the absence of promotion in the marketing mix tools has direct and significant effect on the customer satisfaction of the company. Hence, based on the findings of the regression analysis, the promotion is one of the major marketing mix tools on customer satisfaction of the company. This result is consistent with the findings of Mohammed, Shameen & Riswan (2015), who found that the promotion significantly affects customer satisfaction of the company.

CHAPTER-FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter deals with summary of the findings, conclusions and recommendations of the study. The first part indicates the summary and findings of the descriptive, correlation and regression results. The second section of this chapter deals with the conclusion and the third part shows recommendation and strategy implication of the marketing mix tools (4Ps) on customer satisfaction.

✓ **Summary of Findings**

- Primary data was gathered by using structured questionnaire. A total of 341 structured questionnaires were distributed to customers of Zenith Gebes Eshet Ltd who are served at their direct shop and two super markets in Addis Ababa region. Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained.
- The analysis chapter started with assessing the response rate from the distributed questionnaire. Therefore 341 questionnaires were collected and analyzed.
- The findings associated with the descriptive analysis of the demographic characteristics of the respondents indicated that the majority of respondent were female (64.2%) and 75% of the customers are aged below 35 years.
- Reliability test has also been conducted for each variable of the instrument by Cronbach's alpha coefficient. The result shows that almost 82.1% reliability scale. This shows a good level of instrument reliability.
- The finding of this study indicates that respondents were agreed with price and customer satisfaction with the cumulative of a mean value and standard deviation (3.9227 and .4202), and (3.9543 and 0.5477) respectively. While on the other variables, product (3.6822 and .4569), promotion (3.5597 and 0.4246) and place (3.6752 and 0.5378) moderately agreed with a mean and standard deviation respectively.
- The correlation result shows that there is positive and significant relationship between factors of customer satisfaction (product, price, place and promotion) and customer satisfaction. The finding further indicates that the highest relationship is found between

price and customer satisfaction ($r = .811^{**}$, $P < 0.01$). This indicates this factor is important determinants of customer satisfaction of the company. However, the lowest relationship exists between promotion and customer satisfaction ($r = .507^{**}$, $P < 0.01$).

- Data normality test is verified using skewness and kurtosis of the distribution under study. Non-normality is referred for absolute value of skewness larger than 2 and absolute value of kurtosis larger than 7. Thus, based on the data skewness is less than 2 and kurtosis is less than 7, thus the normality of the distribution is satisfied.
- Multicollinearity test was conducted to determine whether there is similarity between independent variables in a model after the normality of the data in the regression model are met. The minimum value in our model was 0.523 which was not lower than 0.20 and the maximum value for variance inflation factor (VIF) indicated in our model was 1.911 which is less than 10. Therefore it suggests there is no multicollinearity problem.
- The result for analysis of variance (ANOVA) is found to be $F = 245.760$, $P < 0.001$, this result revealed that the overall model was reasonable fit and there is a statistically significant association between the marketing mix tools (4P's), and customer satisfaction for the company.
- From the regression findings of this study, the researcher found out that regression coefficient (r^2) 75% which represents percentage of variance accounted for in the dependent variable (customer satisfaction) by the set of four independent variables (which includes product, price, promotion and place or distribution) and also shows they have positive and significant relationship with customer satisfaction. The rest 24.6% explained by extraneous factors.

✓ **Conclusion**

Now a day's business companies are using set of interrelated actions and solutions to achieve their objectives. Which is most commonly executed through the Marketing mix tools or the 4P's of marketing: price, product, promotion, and place. An effective management of these tools enables managers or marketers to wisely manage the company's budget in order to achieve the desired objectives.

Zenith Gebes-Eshet Ethiopia Ltd is one of the Ethiopian Manufacturer and seller of personal and home care product subsector which are mainly used to take care of or beautify skin, hair and also maintain odor and home care products which include products like Dish washer, oven cleaner, disinfectant, scorching powder (bleaching), bath room cleaner, floor cleaner, air freshener liquid soap and detergent for washing clothes. These sectors are experiencing rapid growth but facing high competition in the market with range of similar or substitute products imported from various countries. Similarly the demand for these products is growing at a rapid speed in the market, due to increase in the income level of people, consumers' regular exposure to newer life style, greater desire for grooming, wide range of product choices, a radical shift in the attitude and aspirations, media exposure, and so on.

Thus it is important to investigate the effectiveness of the marketing mix tools (4p's) and regularly revise these tools in order to make important decision to realize good position in the market and attain maximum level of customers' satisfaction through a number of features of products, offering reasonable price, and distributing in a convenient ways and widening means of awareness creation which enable customers to recognize the features and benefits of the offered products in the local market. When the satisfaction of customers rise it contributes not only to the benefit of the company it also results in the development of local manufacturing companies which in turn benefit the country's economy and preserve the society from harmful and un standardized products which are available at the market.

The overall result of this survey depicts that respondents are satisfied with company pricing and moderately agree with product mix and indifferent on distribution and promotion mix .The finding obtained also indicated that there are positive and significant relationship between factors of customer satisfaction (product, price, place and promotion) and customer satisfaction. The finding further indicates that the highest relationship is found between price and customer satisfaction. However, the lowest relationship exists between promotion and customer satisfaction. It is also obtained that 75.4% of the variance in customer satisfaction is influenced by the 4p's. Suggestions on each elements has been given to the company or managers to focus and use in their decision based on the findings which result in highest level of customer satisfaction and aids the company to be competent in the market.

5.4 Recommendation

Marketing mix is the set of interrelated actions and solutions that meet customers' needs and achieve business goals. Successful use of a balanced marketing mix creates a clear position in the market. It is most commonly executed through the 4 P's of marketing: price, product, promotion, and place. It is vital for any company to focus equally on all elements of the marketing mix to highly satisfy its customers and gain its competitive advantage by providing equal benefits or more advanced products or services. Therefore recommendation must be given to Zenith Gebes Eshet company Ltd based on the survey result.

5.4.1 Product

The company should maintain and strive to provide products for superior quality and variety with effective packaging and appearance by applying product development strategies and improve the brand strategy and reserve the long term relationship with a customer through designing the marketing mix in such a way so that it creates the desired image and position in customers' minds and generate positive response which then could be converted into highest customer satisfaction and a strong long lasting relationship.

Currently societies demand related to personal and home care products is highly growing due to differences in customers' preference, test, income level, life style, modernization, globalization and other factors. Thus the company should extensively asses the market through market research to understand customer's interest, fulfil their requirements and supply sufficiently through dedicated follow up and targeting key market segments which identifies groups of people with the same characteristics such as age, gender, attitude, and lifestyle.

The company has to work hard to build a strong brand. Branding a strong and consistent brand identity differentiates the product and helps consumers to understand and trust the product. This aims to keep consumers buying the product for long-term.

5.4.2 Price

- ✓ Price has a profound effect on the success of firms. It is affected by the purchasing power of the customer and considered to be the critical element in the buying decision. The company attracts its customers by offering lower prices on their products using effective penetration pricing strategy with consideration of wide range of factors such as competitor offerings and distribution costs. A good pricing strategy helps in determining the price point at which profit is maximized and is suitable for high customer's satisfaction. In this regard the company is better to keep on and maintain its applicability and improve for maximum level in a sustainable way. But it is also better to practice and advance various pricing strategies by offering lower prices via sales and price discount, gifts, coupons, warranty, lotteries and so on. This strategy aims to attract the most price-conscious of customers by minimizing the cost associated with marketing and production to keep products prices down.

5.4.3 Place

Place is a successful distribution process that allows the organization to meet the availability goal of providing the product in the right place and at the right time.

- ✓ The company distributes through a range of outlets that are cost effective but that also reach the highest number of consumers. Products arrive from production plants using its own vehicles for efficiency for onward delivery to retail stores. But it does not sell direct to smaller retailers as the volume of products sold would not be cost effective to deliver but it uses wholesalers for these smaller accounts. Thus the distribution is not balanced and customers cannot access easily at their convenient place and time.
- ✓ Market research is vital to check the availability of the product and to identify the satisfaction level of their customers in getting their product easily.
- ✓ It is better to use technologies such as websites to sell its products via mail, internet, so on
- ✓ It is better to expand their shops to the place where customers easily access at their surroundings, especially on their way to home since most of the time consumers reminds and get comfortable to buy such products at the time when they come back from work or on their way to home.

5.4.4 Promotion

Promotion is an important element in an organizations marketing mix, which is, used to inform and persuade the market regarding the organization's products and services. The main goal of promotion is to change the pattern of demand for the product in order to have the same distance between the products and its customers. It is used to identify the firm and its products or services for the target market, and to increase the level of purchasing. Most people recognize Zenith GebesEshet Company Limited for its Hair oil product only. But the company produces varieties of products .Thus based on the result of the study the following points are recommended:

- ✓ the company should exert an effort to adverts on all channels in a regular interval because it is through these adverts that the image is mainly conveyed to a wide audience, it is advisable to create awareness and give information to the society since they are exposed to various unknown and under standardized products in the market that can affect the health of hair and skin and also to pay unreasonable price, and so on.
- ✓ to develop and adopt sales promotion that encourage consumers to buy products in the short-term through sales incentives such as contest, prize, rebates, product sample, using POP(point of purchase display) ,product sample which were not practical in most local market but it creates high influence and contribution to introduce and test the company products.
- ✓ The Company should dedicate to develop public relation .It is a way to generate further positive publicity .Public relations (PR) includes the different ways a business can communicate with its stakeholders, through, for example, newspaper press releases. Other PR activities include sponsorship of high profile events like football match, race or contest, public holiday as well as donations to or participation in charity events.
- ✓ Should train and develop its personnel for better and effective communication , better understanding and relationships with customers since it is the most effective but expensive element as it is talking directly to its target group of consumers, thus increasing the direct contact through trained personnel contribute for positive word of mouth.
- ✓ The company is highly expected to exploit social media because currently there are vast people who use it and spent a lot of time there thus it is the powerful way to create awareness globally.

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APPENDICEX-A
Addis Ababa University
College of Business and Economics
School of commerce MA Program

Dear respondents;

The main purpose of this questionnaire to gather information about the effect of marketing mix tools on customer satisfaction for Zenith Gebsshet eth ltd for the partial fulfilment of the requirement for the master for Marketing Management at Addis Ababa University. The outcome of this study will be used for academic purpose only.

Therefore your genuine response to the question is vital for the quality and successful completion of the study. The accuracy of the information you provide highly determine the reliability of the study.

N.B: Writing your name is not necessary

Contact Address

Senait Hailu (MOBILE 0911-13-66-18)

Thank You in advance for your unreserved cooperation.

- **Part1 :Demographic Information** Put “√” for your choice in the box provided
General information

1. Gender

1. Male

2. Female

2. Age

1. Under 25years

2. 25-35years

3. 36-45years

4. 46yearsandabove

3. Educational level

1. Certificate

2. Diplomas

3. BA/BSC

4. MA/MSC/MBA and above

5. Other (if any)

4. How long have you been customer of ZENITH **GEBSEHET ETH.LTD.**

1. Less than 1year

2. 1– 2years

3. 3 – 4years

4. 5yearsandabove

Part 2: Issues related with the study area.

Please indicate by marking (√) the alternatives of your choice, the numbers below has been defined with the respective equivalent meaning to ease the questioner for each respondent.

Hence:

1=Strongly Disagree 2=Disagree 3=Neutral 4=Agree 5=Strongly Agree

PRODUCT

S/N	ITEMS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	The company produces varieties of products in meeting customers' satisfaction.					
2	The brand name influences the level of customer satisfaction					
3	The company products meet customers' requirements					
4	The company packaging is effective and attractive with variety of colours					
5	In my opinion the company products has good quality					
6	The company gives room for product warranty					
7	It is easy to get the products in different size					
8	We mostly get any of the products at the shelf					

PRICE

S/N	ITEMS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
9	Prices of the company products are reasonable					
10	Price is reasonable in regard to competitors product					
11	The price of the product reduces as we buy big					
12	The company offers discounts to the customer					
13	The price for personal care products such as Shampoo, conditioner and other skin care products are attractive					
14	The price for home care products such as Detergents for cloth ,dishes and toiletries and other similar products are attractive					
15	The pricing strategy of the company positively related with customer satisfaction					
16	The company offers price discount, coupons and gifts etc.					

PROMOTION

S/N	ITEMS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
17	The company do good promotion through radio television ,magazine newspaper etc.					
18	The company applies advertising to promote its products.					
19	The company applies sales promotion to promote company product					
20	The company applies personal selling and publicity to promote the company product					
21	It is possible to see the detail of products and all necessary information on social media like facebook					
22	The company applies direct marketing to promote company product					
23	The promotional activity of the company has an influences on customers' emotion and makes unforgettable					

PLACEMENT/DISTRIBUTION

S/N	ITEMS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
24	The store, shops of the company is located at a convenient place for shopping.					
25	The delivery of the company products is entirely adequate					
26	It is possible to get the products at any other Market near our surrounding at any time					
27	I am satisfied with the distribution system of the company					

Part 3 Related to company customer satisfaction

S/N	ITEMS	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
28	I am satisfied with the quality of all marketing mix elements of the, company (product, price, place and Promotion)					
29	The company entirely meets my needs and wants.					
30	The company entirely meet the expectation I had upon in my mind					
31	I am satisfied with the public image of the company					
32	I would recommend the company product to my friends.					
33	Currently I am entirely satisfied with the company product I use					
34	The company placement applicability gives room for product accessibility					

Thank You!!!

APPENDICEX-B

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.819	.821	5

Descriptive Statistics

	N	Maximum	Mean	Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
PROMOTION	341	5.00	.02299	.42461	.180	.070	.132	.591	.263
PRODUCT	341	4.88	.02474	.45690	.209	-.035	.132	-.435	.263
CUSTOMERSA TISFACTION	341	4.86	.02966	.54773	.300	-.713	.132	.552	.263
PRICE	341	4.88	.02276	.42022	.177	-.485	.132	.550	.263
PLACEMENT/D ISTRIBUTION	341	5.25	.02912	.53781	.289	-.448	.132	.445	.263
Valid N (listwise)	341								

Correlations

		PROMOTION	PRODUCT	CUSTOMER SATISFACTION	PRICE	PLACEMENT/DISTRIBUTION
PROMOTION	Pearson Correlation	1	.305**	.507**	.476**	.209**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	341	341	341	341	341
PRODUCT	Pearson Correlation	.305**	1	.605**	.527**	.307**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	341	341	341	341	341
CUSTOMER SATISFACTION	Pearson Correlation	.507**	.605**	1	.811**	.550**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	341	341	341	341	341
PRICE	Pearson Correlation	.476**	.527**	.811**	1	.483**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	341	341	341	341	341
PLACEMENT/DISTRIBUTION	Pearson Correlation	.209**	.307**	.550**	.483**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	341	341	341	341	341

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.863 ^a	.745	.742	.27809	.745	245.760	4	336	.000

a. Predictors: (Constant), PLACEMENT/DISTRIBUTION, PROMOTION, PRODUCT, PRICE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.020	4	19.005	245.760	.000 ^b
	Residual	25.983	336	.077		
	Total	102.003	340			
a. Dependent Variable: CUSTOMERSATISFACTION						
b. Predictors: (Constant), PLACEMENTDISTRIBUTION, PROMOTION, PRODUCT, PRICE						

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.136	.169		-6.707	.000		
	PROMOTION	.189	.041	.147	4.664	.000	.768	1.302
	PRODUCT	.265	.039	.221	6.785	.000	.714	1.400
	PRICE	.690	.050	.530	13.911	.000	.523	1.911
	PLACEMENTDISTRIBUTION	.200	.032	.196	6.218	.000	.762	1.312
a. Dependent Variable: CUSTOMERSATISFACTION								