



WOLDIA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF MARKETING MIX STRATEGY ON CUSTOMER
SATISFACTION: CASE STUDY ON HOLLOW BLOCK MARKETING IN
WOLDIA TOWN**

By

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ID NO:

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Declaration

I, the undersigned, declare that this study entitled “the effect of marketing mix strategy on customer satisfaction: case study on hollow block production marketing in Woldia Town” is my own work. I have undertaken the research work independently with the guidance and support of the research advisor. This study has not been submitted for a degree in any other university, and that all sources of materials used for the study have been duly acknowledged.

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Certification

This is to certify that the thesis entitled “The effect of marketing mix strategy on customer satisfaction: case study on hollow block production marketing in Woldia Town” submitted to Woldia university, faculty of Business and Economics for the award of the degree of Master of marketing management is a record of original research work done by Birlew Alemu during the period 2023/ 2024 under my supervision and guidance. Therefore, we hereby declare that no part of this thesis has been submitted to any other universities or institutions for the award of any degree or diploma.

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The thesis entitled “The effect of marketing mix strategy on customer satisfaction: case study on hollow block production marketing in Woldia Town” by Birlew Alemu is approved for the degree of “Master of marketing management”

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List of Acronyms

4Ps	Product, price, place and promotion
7Ps	Product, price, place, promotion, people, process and publicity
ANOVA	Analysis of Variables
HB	Hollow block
SBC	Sub city
STP	Segmentation, targeting, positioning
MCS	Marketing Communication Strategy
STP	segmentation, targeting, positioning
CSI	customer satisfaction index
VIF	Variance Inflation Factor

ABSTRACT

The main purpose of this study was to analyze the effect of marketing mix strategy on customer satisfaction on hollow block marketing in Woldia Town administration. The motivation behind taking the study is to find the gaps of marketing mix strategy at local market and to recommend upon it since marketing strategy is a critical driver of customer satisfaction and competitiveness.

Hypothesis was developed in order to achieve desired objective. Concerning with methodology of its execution, explanatory research design was developed with the intention of cross sectional survey and the adoption of mixed research approach so that hypotheses were too formulated in order to be tested by collecting relevant data. Therefore, a survey of customers from 10 hollow block manufacturers which were established before one year from now was conducted by taking samples that were determined with the formula developed by Yamana. 217 samples were taken from the population by stratified sampling technique for understanding their general feeling about implementation of marketing mix and interview was conducted with the purposive sampling from 6 hollow block marketers to assess their general marketing mix implementation. The validity of questionnaire was pretested through pilot pretest by taking 20 respondents' feedback and some professionals' comment so that the researcher cancelled and corrected some variables which were assumed to be vague. Reliability of data was evaluated by Cronbach's Alpha reliability test. Then after questionnaires were prepared and distributed among the respondents and 212 of them were collected but 4 of them were unfit and rejected.

The collected data was sorted, coded, summarized and processed through SPSS software and spreadsheet to be presented by tables and graphs. Data was analyzed and inferences were drawn to test hypotheses so the result shows that all factor variables have positive correlation with dependent variable and marketing mix strategy significantly affect customer satisfaction. From the model summary, the adjusted R square is 0.646 which means that the independent variables can explain the dependent variable by 64.6%. However, 35.4% of the variance remained unexplained in this study. The researcher recommends hollow block marketers to maintain a good blend of marketing mix strategies that will lead to high customer satisfaction levels.

CHAPTER ONE

1. INTRODUCTION

This chapter begins with background of the study followed by discussion of the problem, objective of the study, research hypothesis, and significance of the study, scope of the study, limitation of the study and finally structure of the study.

1.1 . Background of the study

1.1.1. Functions in marketing

Traditional market has been converted into a popular leisure market all over the world. Marketing has experienced significant growth in recent years, and marketers emphasized marketing strategies. Therefore, marketing has gained greater economic importance if it is done through customer satisfaction. Anderson and Sullivan (1993) stated that a firm's future profitability depends on satisfying current customers. There is significant relationship between customer satisfaction and marketing factors which resulted to return on assets, high levels of customer retention, increase loyalty, and positive word of mouth, which in turn are strongly related to profitability. In marketing activity, customer satisfaction is the key factor so that customers should be managed as assets with the consideration that customers vary in their needs, preferences, buying behavior, and price sensitivity.

American Marketing Association, marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Though there is no universal definition of strategy, the concept is concerned with how we might achieve our objective. Olaniyi (2014) described a strategy is a set of plans designed to reach target goal over a stated period. In a strategic role, therefore, marketing aims to transform business objectives into competitive market position by meeting customer needs more effectively than competitors. Kotler and et al (2013) define marketing strategy as the marketing judgment; whereby, businesses strive to achieve marketing goals. For the borderless marketplace and Multinational Corporation, a global marketing strategy encompassing a standardized marketing mix strategy retains the promise of greater opportunities.

According to Antariksa (2014), the selection of a suitable marketing strategy is usually hinged on five criteria, and these include; (1) the company's market opportunities and external threats, (2) the personal ambitions, business philosophies, and ethical beliefs of managers, (3) societal, political, regulatory, and citizenship considerations, competitive conditions and overall industry attractiveness, (4) company resource strengths, competencies, and competitive capabilities, and (5) the influence of shared values and company culture on strategy.

In today's business world, the questions arise whether customers are satisfied or not and what are the factors that lead to the satisfaction or dissatisfaction of them. Rapid development in technology and intense competition in the international market have resulted in enhanced globalization. Companies make strategic decision which consists of a plan concerning how the company aims to expand in the international market. Firms must stick to a strategy but also constantly improve it.

The concept of marketing mix is the heart of the contemporary marketing management. According to the definition of A marketing strategy is a coherent and agreed upon process formed with the aim of increased revenue and market share. Kotler (2006) argues that marketing strategy involves a number of things including unique products, having a large market presence, promotion, reasonable price and reliability. Professional firms sell their services/products to their customers/clients through well-drawn marketing strategies in times of high competition. Ferrell & Hartline (2014) say that a good marketing strategy considers and combines all elements of the marketing program and the offering rather than emphasizing a single element. Pangemanan and Walukov (2018) recommend that marketers develop an effective product strategy, marketing networks and marketing communication strategies. According to Akroush (2012) marketing strategic formulation begins through broad environmental scanning for opportunities and threats; and scanning of task environment for strength and weakness.

1.1.2. Customer satisfaction

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. But observers of human behavior have moved away from the literal meaning of satisfaction and now describe this concept as the consumer experiences. According to the resolution of May 2006, the main focus of the common European work and efforts regarding customer satisfaction should be on the collection of best practices and

the preparation of guidelines for questionnaires to measure customer satisfaction. Intellectuals in marketing also argue with that satisfaction is the pleasure gained from reduction of pain or meeting needs beyond anticipation. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Usually, customer satisfaction depends on the quality of the product or service offered. According to Oliver (1997), satisfaction is the consumer's judgmental fulfillment response that a product or service feature, or the product or service itself is providing a pleasurable level of consumption-related fulfillment, including levels of under- or over-fulfillment. Behavioral science also expresses pleasure either the affective (liking/pleasure) or cognitive (thinking/judging) components of product and service experience although some are hybrids of the two.

1.1.3. Background of hollow block manufactures who operates in Woldia

Hollow block marketing is one part of construction marketing in Woldia Town which is adopted nearly 3 decades before. The first sole proprietorship hollow block marketing was established by Siraj Adem in 1989 E.C. which was found near to Melkakole primary school. But it has been no longer functional. Currently,, there are 10 hollow block marketing enterprises in Woldia Town administration whose products are supplied only to local market consumers.

Distribution channels are used by marketers to exhibit, sell, or supply the end products to consumers. In fact, the nature of their product requires relatively large area to store the it and for parking when to load manufactured products. In terms of finished product distribution, all of the marketers follow direct marketing; no interference of intermediaries between seller and consumer. Generally, the researcher believes that it is more convenient to have good image for readers if the marketers profile is summarized in the table form here in the below. The name of the enterprises is represented by codes to preserve their privacy right.

Table 1.1 Hollow block marketers' profile

No.	Code of the enterprise	Address		Year of establ.	Amount of capital		Annual income
		Sub-city	Kebele		Starting	Current	
1	010	Taitu sub-city	02	2009	10,000	90,000	
2	009	Ras Ali sub-city	06	2010	40,000	550,000	10,000
3	008	Ras Ali sub-city	06	2009	40,000	140,000	10,000
4	007	Ras Ali sub-city	06	2009	30,000	50,000	10,000
5	006	Ras Ali sub-city	06	1999	10,000	347,488	90,000
6	005	Ras Ali sub-city	06	2009	30,000	101,250	25,000
7	004	Ras Ali sub-city	06	2012	41,000	118,650	10,000
8	003	Ras Ali sbc	06	2009	20,000	145,000	100,000
9	002	Ras Ali sub-city	06	2009	50,000	10,000	50,000
10	001	Ras Ali sub-city	06	1999	24,000	50,000	100,000

Source: Woldia Town small enterprises 3rd quarter report (2016 E.C)

1.2. Statement of the problem

A research problem refers to some difficulty which faces the community or an organization so that the researcher wants to obtain a solution. According to the arguments by research intellectuals, the existence of research problem can be checked by three key points: there must exist anyone (individual, group or institution) that faces some difficulty, there must exist certain research objective and there must be some alternative solution as well as means of action.

The main objective of marketing mix strategy is to gain high profit through satisfaction of customer needs and wants. On the basis of this conception, marketers have to put greater emphasis on building right marketing strategy: offering quality product/service, setting fair price, and stretching right distribution channel, communicate efficiently and employ the right salesperson. However there is no overall consensus among researchers concerning the effect of marketing mix strategies in associated with level customer satisfaction.

Professionals of the firms sell their products/ services to their customers/clients through well-drawn marketing strategies in times of high competition. But many studies do not consider

people as one of the important factor in the study for customer satisfaction. But the researcher of this study identified it as one of the variable gap since salesperson in marketing play one of the key roles in customer satisfaction.

A study by Mohammad et al.,(2015) was carried out using 7ps marketing mix elements on retail bank customers in North east Nigeria and found out that product, process physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related. But the researcher will try to evaluate again whether the latter 3 are significant factor or not on customer satisfaction.

The study carried out by Kirubel Wube (2018) tried to evaluate customer satisfaction using 4ps marketing mix elements on the case of “Ethiopian Trading Enterprise.” The general objective of that research was “... to assess modern wholesaling of FMCG (Fast Moving Commodity Goods) industry on retailers in Addis Ababa considering the effects of marketing mix strategy on customer satisfaction.” The significant gaps identified by the researcher include that it is impossible to find clearly stated problem which is resulted to vague objective. It is obvious that research is systematic and prone to failure if there is a deficiency in one or more integrated parts. So it is difficult to find the theme of the detection at the conclusion.

Despite the fact that much research has been undertaken around the world (Alam and Rana, 2013; Ali and Khan, 2016; Azam et al., 2021; Hossen et al., 2021; Varki and Mark, 2010) on consumer satisfaction that contributed significantly to the literature, these findings may not be applicable to all other local area due to cultural, demographic, economic, and other variables.

Research by Redwanuzzaman and Khan, (2021) has concluded that "The elements of marketing mix-product variables," "the elements of marketing mix-price variables," and "the elements of marketing mix-people variables," are the three most important marketing mix elements that have the greatest impact on customer satisfaction. This research tends to comparative research but their analysis doesn't show empirical evidences in what statistical method they arrive at this conclusion.

The other important issue which initiates the researcher to focus on this topic, there is no any research conducted in the case study area related to hollow block marketing in Woldia Town

administration though the sector has fertile potential to business. So, what are the initiative indicators? Price fluctuation is usual in manufactured hollow block product local market. Moreover, it is impossible to speak in full of mouth about customers trust and it is doubtful that selling staff members are bothering about customer treatment.

1.3. Objective of the study

1.3.1. General Objective

General objective of the study is to evaluate the effects of marketing mix strategy on customer satisfaction in purchasing hollow block product Woldia Town administration.

1.3.2. Specific Objectives of the study are:

- ✚ To examine that hollow block products meet the needs of customers
- ✚ To identify the effect of price on customer satisfaction.
- ✚ To evaluate the effect of distribution channels on customer satisfaction.
- ✚ To investigate the impact of the businesses' promotion on customer satisfaction.
- ✚ To examine the service quality of salespersons in keeping their customers satisfaction.

1.3.3. Research question

In order to achieve the intended objective of the study, the researcher raised the following leading research questions on the dimensions of marketing mix strategies as an essential issue.

- ✚ Are the hollow block products currently supplied determinant factors on customer satisfaction?
- ✚ Do customers believe the prices of hollow block products are fair and willing to pay it?
- ✚ Do have impact hollow block product distribution channels on customer satisfaction?
- ✚ To what extent is the impact of the business enterprises' promotion on customer Satisfaction?
- ✚ Have salesperson significant role on customer satisfaction?

1.4. Hypothesis

Based on the review of theoretical and empirical literature discussed in chapter two, the following hypothesis was developed to guide the empirical work of the current study.

H₁: The attributes of hollow block products has significant effect on customer satisfaction.

H₂: The price of hollow block products has significant effect on customer satisfaction.

H₃: The hollow block product distribution channel has significant effect on customer satisfaction.

H₄: The hollow block enterprises promotion has significant effect on customer satisfaction.

H₅: The employees of hollow block enterprises have significant effect on customer satisfaction.

1.5. Significance of the study

Business is one of the economic activities which is regularly carried out production or exchange of goods and services undertaken with the objective of profit and acquiring wealth through satisfaction of human wants. It is also the motive for technological innovation. On the other hand, marketing strategies are the high way or tools of business in achieving its objective but its consistency and efficiency is accompanied by customer satisfaction.

In the special case, hollow block production marketing in Ethiopia is an infant but very huge sector which uses variety and abundant semi-finished manufactured products. The inputs of most of these semi-finished products are easily available and extracted through mining to create wealth. From this point of view, the significance of the study are enlisted below.

In the first place, hollow block production marketing has potential to mobilize economic resources and absorb extensive labor in the labor market. Therefore, showing the available problems which are adhered with alternative solutions to the manufacturers, government and stakeholders helps as an input in HB marketing decision. According to the researcher's belief, marketing activity is the core issue of any business operation. Therefore, any other problems of business operation could be gradually solved if core problem which is pertinent to marketing activity is properly identified and solved.

In the second place, as to my knowledge, this study is new at local level. So it has prior advantage than other issues because hollow block marketing plays major role in natural conservation since it has being become vital in replacing wood construction for multipurpose.

Lastly, this research enables others to gain insight into hollow block production marketing trends that will affect its business, get data and analysis in the most cost-effective and flexible way and draw essential information.

1.7 Scope of the Study

The geographical area which the research covers is Woldia Town administration. Conceptual framework attempts to examine how marketing mix affects consumer behavior. In terms of research methodology, the scope is confined to explanatory research design which tends to causal type of study to infer population by taking sample that was supposed to be best representative of the population. Concerning with the execution of the research, it was started on 24/10/2016 E.C and accomplished on 05/01/2017 E.C to be submitted.

1.8 Limitation of the study

The survey, like any other studies, had a number of limitations. There was social, economic and political problem in Ethiopia when this research was conducted. These problems were aggravated in the region by long lasting war so it had being administered under state of emergency. National law of trade has been at a malicious function which resulted to unstable market condition. So it has its own impact on the research

It was very tedious in collecting data since some of the respondents were not stable to give their responses and some others also were not volunteer in giving their responses. The interviewees were not feel responsibility to supply genuine information. Moreover, there was shortage in finding secondary data and even some of the available were not well organized.

1.9 Organization of the study

The research is organized into 5 chapters namely introduction, literature review, research methodology, results & discussion and lastly conclusion & recommendation. The first chapter tries to address background of the study, statement of the problem, objectives of the study, research hypothesis, significance of the study, scope of the study, limitation of the study and organization of the study.

Chapter two is literature review which helps to examine theory and concept that are relevant to study area. This also assists me as a conceptual framework “what I will do and don’t do” and it

leads me to aware in upgrading the validation of data when collecting. Moreover, it helps to provide information about the study area who wants to read the research.

Chapter three is research methodology which highlights vividly general scientific approach how data would be collected, analyzed and the techniques the researcher used.

Chapter four is data analysis and interpretation in order to obtain results. The last chapter five is conclusion & recommendation what should be done to the issue detected.

CHAPTER TWO

Literature review

2. Introduction

The task of any market is to deliver customer value at a profit. A company can win only by fine-tuning the value delivery process and choosing, providing, and communicating superior value to increasingly well-informed buyers. Kotler and Keller (2016) divide the value creation and delivery sequence into three phases:

- Choosing the value is the “homework” marketers must do before any product exists. They must segment the market, select the appropriate target, and develop the offering’s value positioning. The formula segmentation, targeting and positioning (STP) is the essence of strategic marketing.
- The second phase is providing the value. Marketing must identify specific product features, prices, and distribution.
- The task in the third phase is communicating the value by utilizing internet, advertising, sales force, and any other communication tools to announce and promote the product. The value delivery process begins before there is a product and continues through development.

2.1. Environmental scanning

According to Antariksa (2014), the selection of a suitable marketing strategy is usually hinged on five criteria, and these include; (1) the company's market opportunities and external threats, (2) the personal ambitions, business philosophies, and ethical beliefs of managers, (3) societal, political, regulatory, and citizenship considerations, competitive conditions and overall industry attractiveness, (4) company resource strengths, competencies, and competitive capabilities, and (5) the influence of shared values and company culture on strategy.

Marketing strategy, any marketing activity to meet customer needs more efficiently than competitors, is the tool to achieve strategic business goal. A marketing strategy is a coherent and agreed upon process formed with the aim of increased revenue and market share. Kotler (2006) argues that marketing strategy involves a number of things including unique products, having a large market presence, promotion, reasonable price and reliability. Professional firms sell their

services/products to their customers/clients through well-drawn marketing strategies in times of high competition. Ferrell & Hartline (2014) say that a good marketing strategy considers and combines all elements of the marketing program and the offering rather than emphasizing a single element. Pangemanan and Walukov (2018) recommend that marketers develop an effective product strategy, marketing networks and marketing communication strategies. According to Akroush (2012) marketing strategic formulation begins through broad environmental scanning for opportunities and threats; and scanning of task environment for strength and weakness.

2.1.1. Market segmentation

According to Dolnicar, Grun & Leisch (2018), when market segmentation is implemented competently, it results in concrete benefits, with an improved understanding of consumer differences, which improves the match between the business strengths and consumer needs. Weinstein (2019) enlists five common ways of segmenting the market.

1. Demographic segmentation is grouping the markets based on the feasible customers' demographic factors such as the household size, race, educational level, occupation, age and gender.
2. Psychographic segmentation is described as grouping consumers based on the common lifestyle preference and personality.
3. Geographic segmentation is a common segmentation strategy whereby the business serves customers in a certain area. This can be useful in making broad distinctions among local, regional, national and international market segments.
4. Behavioral segmentation is the act of grouping consumers based on how they make purchases, how often they purchase and how loyal they are to a particular product
5. Benefits segmentation is segmentation by separating the market into segments, whereby marketing managers can gain an improved knowledge about the needs and wants of customers.

2.1.2. Target market

Within the marketing strategy, a thoroughly defined and chosen target market is the first component. Target marketing helps the business in setting the platform for product development and the design of a marketing program that can efficiently deliver the product offering to the targeted customers. Pride, Hughes and Kapoor (2014) define the target market as the group of

individuals or societies, for which a firm cultivates a marketing mix that suits the definite needs and choices of that specific group.

2.1.3. Positioning

Positioning is more than manipulating the market's perception about the business; this is the pure statement of the firm's real value and its stand in the minds of customers and potential customers. It is the preliminary stage and involves what customers and potential customers think of the firm before they can engage with it. This is simply placing the business image first within the target market's minds. An effective positioning serves as an important factor for the business' long-term success. According to Shank & Lyberger (2015), positioning helps in fixing the business entity in the minds of consumers within the target markets.

In general, marketing strategy concerns to differentiate our marketing activity by meeting customer needs more effectively than competitors. It is characterized by analyzing market environment, defining specific customer needs, matching marketing activities to customer segments, and implements the program to achieve superior position to competitors. Marketing strategy aims to deliver segmentation, targeting and positioning

2.2. Marketing mix strategy

Lekhanya (2015) define marketing as the point whereby the desired goods and services are created and delivered to prospective customers and it involves all possible events linked with winning and holding customers that are loyal to the firms. Though there is no universal definition of strategy, the concept is concerned with how we might achieve our objective. Olaniyi (2014) described a strategy is a set of plans designed to reach target goal over a stated period. In a strategic role, therefore, marketing aims to transform business objectives into competitive market position by meeting customer needs more effectively than competitors. Kotler and et al (2013) define marketing strategy as the marketing judgment; whereby, businesses strive to achieve marketing goals.

Marketing mix elements (Product, Price, Promotion, Place,) which were evolved by Prof. James Culliton in 1948 at Harvard University expanded from 4Ps to 7Ps by Jerome McCarthy with the inclusion of People, Packaging, and Process.

Product: Product can be defined as anything tangible or non-tangible, which is either favorable or unfavorable, offered by a seller for customers to satisfy their needs or wants through an

exchange process for something of value. According to Kotler & Keller (2014) product strategy embraces product mix, product lines, product branding, labeling and packaging and guarantees and warranties. Product mix is a variety of supplementary related products that produce more sales income when promoted collectively than when marketed separately. A good knowledge of the product leads to good product strategies, which is very important as it helps the business to become more prosperous and competitive against the competition. Ebitu (2016) recommends that firms should strategically invest much on the quality of their product and must ensure that customers are treated rather than promoting too much as this would improve and sustain the firm's profitability.

Customers care about what the product or service can do for them and prioritize making product the best that can optimize their satisfaction. Every aspect of considerations by customers, which are important components to successful product-led marketing, include: design, quality, features, options, packaging, and provision of sufficient information. In a marketing mix, product considerations involve every aspect of what you're trying to sell. This includes design, quality, features, options, packaging and market positioning.

Basic concepts in hollow block production

It might be difficult to readers and researcher to understand the research issue without having conceptual image about what is to be marketed, hollow block product. Then the researcher believes to discuss major issues about hollow block product. According to techno economic feasibility report by Ministry of Housing & Urban Poverty Alleviation in India (2023), the first hollow concrete block was designed in 1890 by Harmon S. Palmer in the United States. After 10 years of experimenting, Palmer patented the design in 1900. Palmer's blocks were 8 in (20.3 cm) by 10 in (25.4 cm) by 30 in (76.2 cm), and they were so heavy they had to be lifted into place with a small crane. Concrete blocks were first used in the United States as a substitute for stone or wood in the building of homes. The earliest known example of a house built in this country entirely of concrete block was in 1837 on Staten Island, New York.

Hollow block production is a part of the construction industry which is adopted in most of the parts of the country. Now days, hollow blocks are becoming very popular and widely used in construction of residential buildings, factories and multi-stored buildings. In the same case, the first sole proprietorship HB manufacturing was established by Siraj Adem in Woldia Town administration in 1989 E.C. near to Melkakole primary school. But it has been no longer

functional. Contemporarily, there are 10 HB manufacturing enterprises in Woldia Town administration whose products are supplied only to local market consumers.

a) Classes of hollow blocks

Hollow blocks are classified into the following classes based on their specified value.

- Class A and B are load bearing HB units and suitable for external walls pointed, inner leaf of cavity walls or stone masonry and Internal walls or partitions
- Class C is non- load bearing HB units and suitable for non- load bearing internal panels in steel framed and reinforced concrete buildings

Table 1.2 The standard dimensions of HB at national level

No.	Identifiable name	Standardized size			Remark
		Width (cm)	Height (cm)	Length (cm)	
1	By 10 block	10	20	20	
2	By 15 block	15	20	20	
3	By 20 block	20	20	20	

Source: Woldia poly Technic College training module (2012 E.C)

b) Ratio of hollow block

Hollow block could be made in accordance with mix proportion of cement, sand and/or red ash, 00 cm² gravel, 01 cm² gravel, and pure water but at different ratio according to their classes.

Table 1.3: Ratio in production of “A & B” class hollow blocks

No.	Type of raw material	Unit	Size of the unit	Amount
1	Cement	Kg		50
2	Sand	Box	27x40x50Cm ³	1
3	red ash	Box	24x40x50Cm ³	1
4	00 cm ² gravel	Box	18x40x50Cm ³	1
5	01 cm ² gravel	Box	12x40x50Cm ³	1

Source: Woldia poly Technic College training module (2012 E.C)

Table 1.4: Ratio in production of “C” class hollow blocks

No.	Type of raw material	Unit	Size of the unit	Amount
1	Cement	Kg		50
2	Sand	Box	18x40x50Cm ³	2
3	red ash	Box	18x40x50Cm ³	3
4	00 cm ² gravel	Box	18x40x50Cm ³	0.5
5	01 cm ² gravel	Box	18x40x50Cm ³	0.5

Source: Woldia poly Technic College training module (2012 E.C)

c) Hollow block production process

There are basic procedural requirements in the production process of HB.

1. Check supplying of the right raw material.
2. Apply the correct and standardize measurement for every raw material.
3. Mix all materials properly followed by mixing with the appropriate proportion of water.
4. Take the mix ratio into the mold of the machine and compress it properly.
5. The molded HB should stay under shade for 24 hours.
6. Curing should take place strictly for 14 days and dried HBs never be used for building before 28 days from the date of production.

d) Number of hollow block

Maximum number of HB to be produced in different sizes with the specified mix proportion is scientifically determined on the bases of 50kg cement.

Table 1.5: Maximum number of hollow blocks

No.	Size of HBs	Maximum number of HBs
1	By 10 block	33
2	By 15 block	24
3	By 20 block	17

Source: Woldia poly Technic College training module (2012 E.C)

Price: According to Armstrong & Kotler (2013) price is what a consumer must offer to get a product or service of equal value. Marketers must determine the amount of money customers are ready to spend by understanding their pricing intention and then formulating price. Boshoff

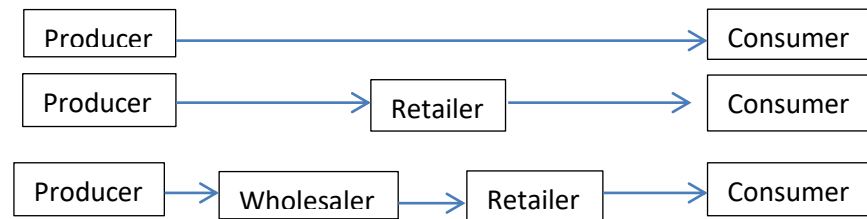
(2014) said that understanding the impact of pricing on demand is one of the most fundamental requirements to price a product or service effectively. In fact, Pricing decisions are mostly complex and are influenced by several interrelated and diverse factors such as cost, competitors price, demand of product and substitute goods. However, determining suitable pricing strategy for products/services is not easy because of consumer tastes, knowledgeable buyers, some market's deregulations, strong global competition, market growth and some other pricing factors. According to Nwankwo & Nwankwo (2013) some of the pricing factors can be controlled by the firm and others are out of the business's control and the marketer but can correspondingly influence any pricing decision. Internal factors include marketing mix strategy, costs, organizational considerations and marketing objectives. External factors include competitors' charges and offerings, market demands, government policies and some others. There is a general economic principle that consumers buy more products at a lower price than they will at the higher prices. Pride, Hughes and Kapoor (2010) asserts that regardless of how best the product has been designed and featured, it will not benefit the business in any way if it is priced incorrectly.

Place: Place strategies deals with where the product or service will be made and available at the right position when needed by customers. It could be a potential waste of time and money to try and distribute the product without the knowledge of customers. It encompasses all issues undertaken concerning with storage and transportation of either raw material or complete products, with the goal of maintaining safe delivery of products to the desired destination. According to Kotler & Armstrong (2012) the decision about the place is important because the firm is making a large, semi-permanent commitment of resources that can reduce its future flexibility and affect the firm's profitability and future growth. Firm's placing strategy realization process is very essential for the convenience of the consumers at the right place is much important; therefore, an appropriate distribution channel for finished products is needed.

Distribution channels are used by marketers to exhibit, sell, or supply the end products to consumers. These channels might be classified into direct or indirect distribution channels. Direct distributions are the choice that the firm or the firm's marketer make, cuts the intermediaries and focus their marketing communication actions straight to the targeted customers without the involvement of middlemen. This is more applicable in the service

business. In the indirect distribution channel, there are series of intermediaries through which products go before reaching end users. Consequently, the greater the intermediaries within the distribution channel, the higher the price is to be for the end-user or the customer (Hatten 2016).

Figure 2.1 Distribution channels



Promotion: Promotion is the part of marketing mix which takes place via mouth of speech, display, electronic media and print media in which public is most notices. According to Calitz & Cullen (2012) marketers can use social media to listen and advance insight what is being said about products and services and interact with the potential and current customers.

Marketing communication strategy (MCS) involves conveying various kinds of information to and getting responses from consumers with the aim of creating the reactions. According to Lamb *et al.* (2012) it is the business marketer's responsibility to ensure that marketing communication informs, reminds real product and persuades prospective customers of a product or service offering to provoke a response. It is the plan for the ultimate usage of all the promotional mix elements with the objective of persuading, educating, informing and reminding consumers and others about the benefits of the firm or products and services. Setting communication objectives, estimating the promotional budget, selecting the communication channel are core activities among numerous steps involved in designing a firm's marketing communication strategy.

Advertising, sales promotion, personal selling, public relation and social media are marketing communication tools by which marketers select the best one that enable them to achieve their market objective relatively at lower cost. Social media is internet-based application which is swift and reaches to large number of people at lower price.

People: The concept 'People' refers to anyone involved in sales product design, management, or any other field of work so that will affect the market's success by making the right impact on customers. From the perspective of customers, it is the expectation regarding

the service of employees. Intellectuals in economics agree that the contribution of labor in any business operation covers 60% of the total of an input. So salesman competency implies the possession and application of marketing knowledge, skill and positive attitude to accomplish marketing activities to the standard expected in the work place. In this fact, marketing operation undoubtedly requires to employ right labor because achievement of marketing goal could not be efficient achieved without involving right technical and managerial skill, knowledge and attitude. According to Kotler (2006) marketing strategy involves a number of things including unique products, having a large market presence, promotion, reasonable price and reliability.

2.3. Empirical literature review

Obviously, customer satisfaction leads to customer loyalty and this leads to profitability. Therefore, the reviewer of the thesis had to review previous empirical studies which are related to the title “the effect of marketing mix strategy on customer satisfaction” with the purpose of getting base ground knowledge in making more clear my research problem.

Research by Brownlie, (1989) has recommended that some consumers have positive attitudes towards wholesale business based on dominant perceptions of convenience/ accessibility/ ease of use., Leonard and Spencer (1991) argue that consumers perceive that distribution outlets are indicative of achievement and contribute towards a positive organizational image. Research by Redwanuzzaman and Khan, (2021) has concluded that "The elements of marketing mix-product variables," "the elements of marketing mix-price variables," and "the elements of marketing mix-people variables," according to the findings of this study, are the three most important marketing mix elements that have the greatest impact on customer satisfaction.

The study by Kirubel Wube (2018) under this title carried out a study to analyze customer satisfaction using 4ps marketing mix elements on the case of “Ethiopian Trading Enterprise.” General objective of this research is to assess modern wholesaling of FMCG (Fast Moving Commodity Goods) industry on retailers in Addis Ababa considering the effects of marketing mix strategy on customer satisfaction.

Kushwana & Shiv (2015) carried out a study to analyze the effect of marketing mix strategies on customer satisfaction. The result found that marketing mix strategies were both significantly and insignificantly related to customer satisfaction.

Another earlier study by Mohammad et al. (2015) carried out to analyze customer satisfaction using 7ps marketing mix elements on retail bank customers in North east Nigeria and found out that product, process physical evidence were significantly related to customer satisfaction while price, promotion, place and people are not significantly related.

2.4. Conceptual Framework

Conceptualization attempts to visualize the causality of the research problem prior to understand this research in detail. Hence, the study will examine how marketing mix affects consumer behavior. The conceptual framework is also bounded to the relationship between the variables of marketing strategies and consumer satisfaction as it is clearly depicted in the following flow chart.



Source: developed by researcher with reviewing different related literatures, 2024

In academia, customer satisfaction is the judgment borne out of the comparison of pre-purchase expectations with post purchase evaluation of the product or service experience.

2.5. Variable and operational definition

1. Customer satisfaction is the levels of overall satisfaction which is captured by meeting of expectations and closeness to the marketing factory.
2. Market segmentation - Breaking down the market into groups according to the needs of customers.
3. Targeting – Evaluating and selecting market segment to build sustainable relationships with customers.
4. Positioning – Establishing superior position than competitors to customers.
5. Marketing skill - The ability of salesperson in application of marketing knowledge and experience during sales operation inc0luding creative sales technics

6. Knowledge: The innate and acquired quality measured in terms of salesperson knowhow in selling goods/services.
7. Attitude – In this context, attitude is the greatest intrinsic factor or values of salesperson performance which is reflected positively or negatively towards customers such as hate or love.

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

Babbie and Mouton (2006) defined research methodology is the methods, techniques and procedures applied when executing the research design as well as the fundamental ideologies and assumptions that emphasis their use. This implies that it is scientific and systematic approach of research to understand more practically and scientifically **with evaluating the accuracy of results** when streaming knowledge or solving problems. According to Cooper (2014), there are four types of research methods: reporting, descriptive, explanatory and predictive. The methodology that was employed in conducting the research includes: research design, target population, sample and sampling procedure applied, research instruments for data collection, validity and reliability of the research instruments as well as data processing and statistical analytical techniques employed in the research process.

3.1. Research design

According to Aarker et al. (2013) explanation research design refers to plans that direct the researcher during the collection of data, analyzing of data and interpreting observations and offers organized techniques to be followed by the researchers. As the design includes an outline of what the researcher performed from writing the research objectives and its operational implications to the final analysis of data (both descriptive and casual studies), the researcher employed explanatory research design. The major purpose of descriptive research in this study was a description of the state of affairs as it exists at present. As a result, by using a descriptive type of research; the researcher obtained information concerning the respondents' background and marketing mix effect on customers' satisfaction in the study. Furthermore, the existing norms and various processes, this study used causal research technique to examine the relationship between dependent and independent variables and to determine the effect of the marketing mix factors on customers' satisfaction in the study area.

3.2. Research approach

In this research both qualitative and quantitative research approaches were used to address research questions raised in this study. According to Johnson and Christensen (2012), quantitative research design involves gathering quantitative data such as variables, structured data-collection instruments, numerical data and identification of statistical relationships among variables. **Laura & James (2014) say that the researcher in quantitative research investigates theory through the formulation of hypotheses, data collection and thereafter analyses the collected data to back or refute the set hypotheses.** The study gave much emphasis for the quantitative research approach because the quantitative approach enabled to collect large numerical data in a formal structured manner and it is useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issue, particularly for this study it is to know the overall understanding of marketing mix strategies and its effect on customers satisfaction particularly in hallow block production enterprises.

Furthermore, the research is going to employ qualitative research approach because the method can be used to obtain detail knowledge in the subject area by collecting subjective data. Creswell (2014) views qualitative research as an investigation procedure of understanding, where a researcher analyses words, conduct research and reports detailed views of informants. Thus, qualitative information was extracted from selected hallow block manufacturing enterprises through conducting interview questions with their managers in order to combine qualitative and quantitative approaches that gives potential to cover each method's weaknesses.

3.3. Sampling, sampling technique and sampling design

Sampling is a suitable part of the population that the researcher chooses sampling method, sampling frame and the sampling size of the study whereby the needed information will be acquired from. According to Bezuidenhout (2011) sampling is the method of deciding on the number of individuals for a research study in a manner that the chosen individuals signify the greater or whole group from which they were carefully chosen. Sampling plan details the sampling population, sampling method, sampling frame and the sampling size of the study. According to Khure (2013) sampling allows the researcher to come to conclusions through evaluating or analyzing the acquired data from the selected sample.

3.3.1. Sampling frame

Wiid and Diggines (2013) define sampling frame as the reliable list used to draw research sample. Sampling frame in this study consisted of a number of elements in the general population from which the researcher selected subjects to represent the general population of hollow block product users. A list of selected elements from a sampling frame was selected to represent the entire population due to financial costs involved in studying the entire population, time element involved and the desire for accuracy in analysis. In this study, the sampling frame consisted of 10 hollow block manufacturers, which were established greater than or equal to one year before now in Woldia Town. So as to mitigate the likely problem to arise here is the systematic inconsistency between the population and sampling frame which the researcher monitor keenly to enable to have an accurate representation of the target population.

3.3.2. Target population of the study

According to Graziano and Raulin (2013) description, target population is the part of population by which the information is wanted from and study findings will be based on. Therefore, target population of the study was currently existing customers who really visited the 10 hollow block manufacturing markets that are found in Woldia Town. As the researcher's confirmation during his observation of the enterprises, 470 lists of customers who visited hollow block enterprises within one month were taken target population of the study. The data obtained from each enterprise is presented in the table below.

Table3.1.Target population in different enterprise markets

No.	Hollow block markets	Population in each enterprise	Percentage share from the total population
1	Temesgen Assefa	64	13.62
2	Yosef & his friends	73	15.53
3	Ene Nurhusen & their friends	44	9.36
4	Bre, Kidist & their friends	38	8.09
5	Abera,Wondante & their friends	46	9.79
6	Adno, Shimels & their friends	53	11.28
7	Sewalehu Sisay & his friends	47	10.00
8	Getachew Gashaw & his friends	52	11.06
9	Suliman & his friends	25	5.32
10	Sintayehu &Adanech	28	5.96
Total		470	100.00

Source: Researcher's daily observation, 2024

3.3.3. Sampling technique

Sampling technique is the process of identifying multiple options to enable researchers to cut down the amount of data that needs to be collected by considering a sample instead of the entire group due to the limited resources of time, money and labor involved. In this study, population is varied in nature but similarity between the markets did occur so that multistage-sampling technique was used to obtain the representative sample units. Hollow block manufacturing markets are naturally stratified and customers who visit these markets were selected with the technique of stratified and purposive sampling techniques. Therefore inferences made from the selected samples and for this sample to be a total representative of the population, the researcher used sampling size determination formula developed by Yamana.

3.3.4. Sample size

The researcher tried to avoid or at worst minimize sampling errors or biases by keeping the sample size to an adequate size after considering issues such as population, sampling error, non-response bias and the extent to which subgroups in the sample was analyzed. Thus, the researcher adopted the 95% and a 0.05% confidence interval level of certainty to produce results among variables that are significantly different and it broadened the range of possible data and formed a better picture for analysis. To determine the sample size and representative of the target population, the study used statistical instrument formula adopted by Yamane (1997). Thus, the sample size is computed as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where N=Total number of population, n= Sample mean

e= error/confidence interval= 0.05%

$$n = \frac{470}{1 + 470(0.05)^2} = 217$$

For selecting these sample customers, 10 hollow block manufacturers taken as strata and stratified sampling technique was used. After calculating the proportional percentage of sample size to the determined population ($\frac{217}{470}$), the sample was selected from each stratum according to their percentage distribution by using simple random sampling.

$$P = \frac{n}{N} * 100$$

$$P = \frac{217}{470} * 100 = 46.17\%$$

Where P = proportion of sample selected from each enterprise; or

$$n = p_1 + p_2 + p_3 + p_4 + p_5 + p_6 + p_7 + p_8 + p_9 + p_{10} = 30 + 34 + 20 + 18 + 21 + 24 + 22 + 24 + 12 + 13 = 217$$

Table 3.2. Proportional Sample from each enterprise

No.	Names of the enterprises	Total Population	Sample selected proportionately (46.17%)
1	Temesgen Assefa	64	30
2	Yosef & his friends	73	34
3	Ene Nurhusen & their friends	44	20
4	Bre, Kidist & their friends	38	18
5	Abera, Wondante & their	46	21
6	Adno, Shimels & their friends	53	24
7	Sewalehu Sisay & his friends	47	22
8	Getachew Gashaw & his friends	52	24
9	Suliman & his friends	25	12
10	Sintayehu & Adanech	28	13
	Total	470	217

Source: Researcher's daily observation, 2024

3.4. Data sources and methods of data collection

3.4.1. Data sources

In the process of primary and secondary data collection, the researcher used various data collection techniques. Accordingly, primary data was collected from customers and owners of hallow block manufacturing enterprises through structured questionnaires and semi structured interview. Both qualitative and quantitative types of data were collected using the cited data collecting instruments. Furthermore, secondary data sources were collected from unpublished documents, researches, articles, and reports which have direct relation with the study.

3.4.2. Data collection instruments

Following determination of the research population and sample the next step was data collection by utilizing different data collection tools. The following data gathering tools were used by the researcher to gather information which are relevant to the study.

3.4.2.1. *Questionnaire*

Primary data was collected from respondents through the use of a close ended structured questionnaire using five point Likert scale questions ranging from strongly agree (5) to strongly disagree (1).

The questionnaires have three main sections: The first one seeks information about demographic characteristics of respondents. The second section was the main body of the questionnaire which was focused on questions about marketing mix strategy that affects customer satisfaction. The third part of the questionnaire assesses the extent to which marketing mix affect customer satisfaction in in purchasing hollow block products.

3.4.2.2. *Interview guide questions*

In this study, semi structured interview was used to gather in-depth qualitative data to make sure all appropriate data gathering mechanisms have an impact on finding of the study and to strengthen the data obtained through questionnaires. Purposive sampling was employed to collect data through interview from selected owners/representatives and observation throughout the sample frame of hollow block marketers from some hollow block manufacturing enterprises' managers/representatives. The reason for the purposeful selection of the interviewees was that they are powerful for the fact that they are decision making bodies. The interview guideline was prepared and adopted in English and presented in Amharic language. Conducting the interview by Amharic language helps to communicate freely and collect sufficient data from the respondents. Lastly, the data collected was translated into English language for the purpose of the analysis.

3.4.2.3. *Document review*

Review of policies, regulations, annual reports, research papers to collect secondary data from different sources was taken place.

3.5. Validity and reliability of the instrument

3.5.1. Test of validity

The suitability of questionnaire was evaluated through pilot testing to determine and to eliminate vague and unrelated questions. In order to do that there was no ambiguity in the questionnaire and to be sure of the validity and reliability of the instrument, the researcher has done pretest by taking 20 respondents. Based on respondents' feedback and some professionals' comment, the researcher cancelled and corrected some variables which were assumed to be vague.

3.5.2. Test of reliability

Test-retest reliability checks how similar the results are if the research is repeated under similar circumstances. So reliability test of the questionnaire was undertaken that the researcher calculated the Cronbach's alpha scores of each factor (variables). Rubin and Babbie (2017) describe that reliability refers to the probability that a measurement procedure will produce similar explanations of a given phenomenon if that dimension is repetitive. According to Zikmund and Babin (2013), reliability is considered poor if the value is below 0.6, moderate is between 0.6 and 0.7 and good value is between 0.7 and 0.9. Consequently, the result of cronbach's alpha test of the variables shows that marketing mix strategies were reliable with internal consistency values ranging from 0.84 to 0.882 and the Reliability of instrument of total items was 0.888. Therefore, the instrument's Cronbach alpha coefficient is good and so that, the measurement is reliable and data that were collected for this research were considered to be internally stable and consistent and acceptable for data analysis.

Table 3.3: Results of reliability test

No.		Variables	Cronbach's Alpha
1	predicted variable1	Price strategy	0.87
2	predicted variable2	Promotion strategy	0.842
3	predicted variable3	People strategy	0.882
4	Predicted variable4	Place strategy	0.879
5	Predicted variable 5	Product strategy	0.91
5	dependent variable	Customer satisfaction	0.84

Source: own survey, 2024

3.6. Method of data analysis

3.6.1. Quantitative data analysis

Data was processed and analyzed through descriptive and inferential statistics. Descriptive analysis was used the statistical tools of frequencies, mean and standard deviation to seek information focusing on the back ground of respondents and effect of marketing mix strategies on customer satisfaction. In addition to descriptive statistics, the researcher implemented inferential statistics to detect whether each independent variable is related to dependent variable or not. Under this statistical method multiple regression and correlation were used.

3.6.2. Qualitative data analysis

For the interview questions, the responses of the respondents were analyzed using content analysis method. Because measuring instrument provides adequate coverage and contains a representative of the population. In using this technique, first summary sheets were prepared and field notes written and the content of the response transcribed; categorized and compiled into themes and finally analyzed including detections of the observations by the researcher.

3.7. Data presentation

The data were analyzed, interpreted and finally presented through tables and graphs. The secondary data also presented in narrative and in content analysis in a way that presents the information appropriately.

3.8. Model specification

According to Scott (2018), regression model is a statistical procedure that lets the researcher make estimations of the linear or straight line relationship which connects two or more variables. The researcher used general linear regression model which is widely used in social sciences (Cleary & Angel, 1984) and this model was practiced to analyze the effects of distinct and overall effects of marketing mix strategies on customer satisfaction. The multiple linear regression models were specified as:

Customer satisfaction = $\beta_0 + \beta_1 \text{product} + \beta_2 \text{price} + \beta_3 \text{place} + \beta_4 \text{promotion} + \beta_5 \text{people}$

$$Y_j = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + u \text{ where;}$$

Y_j = Customer satisfaction of customer j (Measured by loyalty, repurchase and retention)

j represent the customers being 1,2,3,4.....n

X_i = Marketing mix strategy which are product, price, place, promotion and people respectively

$\beta_1 - \beta_5$ = The regression coefficients to be estimated

β_0 = The constant

u = The error/residual in the equation which is assumed to be identically and independently distributed with zero mean and constant variance

This model is used to see the relationship between explanatory variables with the dependent variable (customer satisfaction). Before fitting significant variables into the model for analysis, the test of multicollinearity problem among continuous variables and check associations among discrete variables, which seriously affects the parameter estimates. As Gujarati (2003) pointed out multicollinearity refers to a condition where it becomes complex to recognize the separate effect of independent variables on the dependent variable because there exists strong relationship among them. There are two measures, which recommended testing the existence of multicollinearity. These are Variance Inflation Factor (VIF) and tolerance.

3.9. Ethical consideration

According to Cooper & Schindler (2011), research should be planned in a way that the subjects are not exposed to any discomfort, physical harm, or even loss of privacy in describing the ethical issues in the questionnaire, brief explanation was given to the respondents about the purpose of the research and privacy of their response during data collection. It was clearly stated that since the respondents response is only for research purpose, no need of writing and/or telling their names. Only numbers were assigned to the questionnaires after they had been filled and returned for the sake of accurate analysis.

According to McMillan & Schumacher (2010) the researcher considers the following as ethical guidelines and policies.

➤ Informed consent and voluntary participation

McMillan and Schumacher (2010) is of the view that informed consent is attained when explanations of the study are provided to the participants. The participants will be given advice

concerning termination of participation at any given time with no penalty and clarity is given in terms of any risks associated with the research.

➤ **Protection from harm**

McMillan and Schumacher (2010) state that research or a study should never result in any bodily or mental worry to participants.

➤ **Privacy, confidentiality and anonymity**

The participants' privacy must be protected. The following restrictions must be applied to achieve the privacy for the research: participants' responses, characteristics, behaviour and other significant information (McMillan & Schumacher 2010)

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4. Introduction

This is the core chapter of the study which presents analysis and interpretations of findings of data obtained through questionnaire from the customers of hallow block manufacturing enterprises. The. This chapter encompasses major findings of the study which are presented through table and graph under four sub-sections. The first section presents and discusses the demographic characteristics of customers and owners of hallow block manufacturing enterprises. The second section deals with the results of descriptive analysis of marketing mix strategies and customer satisfaction. The third section deals with results of inferential statistical analysis of major factors of the marketers' performance. The last one deals with hypothesis test.

4.1. Response Rate

In this part of the study attempts are made to display the distribution of questionnaires to respondents according to the research design.

Table 4.7 Response rate

Questionnaires	Frequency of the respondents	Valid Percent
Collected and used	208	95.85%
Collected but rejected	4	1.84%
Uncollected	5	2.31%
Total distributed	217	100%

Source: field survey, 2024

A total of 217 questionnaires were distributed to respondents and 210 (95.85%) of them were collected either immediately as soon as they were filled by them or in the next other days. But the rest 5 (2.31%) of the questionnaires were not collected because data collector could not find the respondents. Among the total collected questionnaires, 4 (1.84%) of them were no correctly filled so that rejected.

4.2. Tabular analysis of the respondents

In this part, personal information of respondents collected through questionnaires so that discussed using descriptive statistics. In fact, demographic profiles which are supposed to be related issues to the marketers and essential in the study are analyzed and presented using frequency tables and percentages.

4.2.1. Gender Composition

The descriptive analysis result of the study in the table below discusses about proportion of respondents by their gender.

Table 4.1 Gender Composition of Respondents

Gender	Gender		
	Frequency	%	
Male	110	52.9	
Female	98	47.1	
Total	208	100	

Source: own survey, 2024

The above table is indicative of the results which were obtained from the respondents. Accordingly, among 208 respondents who participated in this research, 110 which represent 52.9% were male; while, 98 (47.1%) of the respondents were female consumers. Thereby the survey result indicating in purchasing of hollow block products male have more engagement than their counter parts. As a result, the findings of this study were majorly influenced by the views and opinions of the male gender.

4.2.2. Age category

The study sought to assess the age category of respondents the descriptive analysis result of the study in table below discusses about proportion of customers by their age in purchasing how block products.

Table 4.1 Respondents age category

Age category of Consumers	Frequency	Percent
22-27	8	3.85
28-35	94	45.19
36-42	78	37.50
43-50	19	9.13
above 50	8	3.85
Total	208	100.00

Source: Field Survey, 2024

As the result in above shows respondents who are grouped under age 28-35 years old and 36-42 years old are the highest in number 94 (45.19%), and 78 (37.5%) respectively. That means majority of the respondents were between 28-42 years old and their responses may have been subject to the views and opinions shared by this age.

4.2.3. Educational level

The descriptive analysis result of the study bellow discusses about proportion of respondents by their educational level. The result in the table below presents respondents educational status.

Table 4.3 Respondents educational level

Educational Level	Frequency	%
Primary school complete	46	22.12
Secondary school complete	30	14.42
Diploma holders	48	23.08
Degree holders	72	34.62
Masters and Above	13	6.25
Total	208	100.00

Source own survey, 2024

As we can observe in the above table, among the samples of 208 respondents 34.62%, 23.08%, 22.12%, 14.42% and 6.25% were degree; diploma, primary school, secondary school completed and masters & above respectively. This shows that degree holders were the most participants followed by diploma holders in providing response to the study.

4.2.4. Customers category

The study also sought to assess whether customer category has relation with hallow block purchasing. Accordingly, the survey result in table below discusses about proportion of respondents by their current hollow block purchasing category.

Table 4.4 Respondents category

Type of consumers	Category	
	Frequency	%
Governmental organizations	67	32.21
Non- Governmental organizations	13	6.25
Self Employed	94	45.19
Unemployed	7	3.37
Employees	28	13.46
Total	208	100.00

Source, field survey, 2024

As we can observe from the table, participant respondents in this study were from variety types of demographic sectors. However, major share 94 (45.19%) were self-employed followed by government organizations 67 (32.21%). Employees, non- governmental organizations and unemployed individuals were 28(13.46%), 13(6.25%), 7(3.37%), respectively.

4.2.5. Consumers' income

Table 4.5 Consumers' monthly income amount in birr

Monthly income in ETB	Frequency	Percent
Under 5,000	11	5.29
5001-10,000	16	7.69
10,001-20,000	43	20.67
Above 20,000	138	65.38
Total	208	100.00

Source: field survey, 2024

The data in the above table tried to assess in what extent customers' income has relation with hallow block purchasing. Therefore, concerning respondents' monthly income level in Ethiopian birr, majority 138 (65.38%) respondents have monthly income above 20,000 followed by 43 (20.67%) respondents whose income level is between 10,001-20,000 birr. This implies that the

majority of the respondents are under higher income categories and their responses may subject to influence the views and opinions of others.

4.2.6. Customer attraction

In this part of the study the researcher tried to compare which component attracts in purchasing hollow block.

Table 4.6 customer attraction

Item	Frequency	Percent
Quality and additional service	130	62.5
Price	33	15.9
Approach and communication	30	14.4
Referral by customers	15	7.2
Total	208	100

Source: own survey, 2024

The table in the above shows more than half of the respondents (62.5%) gave their response that customers are attracted more by the quality of products and additional services than any other things. The rest 33(15.9%), 30(14.4%) and 15(7.2%) replied that they were attracted more by price of products, approach and communication, and referral by customers respectively. The data of the respondents imply quality of the product and related services highly influence the purchase behavior of the customers.

4.3. Descriptive analysis for continuous variable

The identified factors in the study were expected that their limitation can affect the normal operation of enterprises and customer satisfaction. Then, the values of the factors presented by tables and analyzed using percentages, mean, variance and standard deviation in order to detect foremost obstacles facing hollow block marketers and also what affects customer satisfaction too. All the obtained data were used for this descriptive analysis as they consist of factors constraining customer satisfaction.

In this study attempts were made to assess some of determinants of customer satisfaction which includes particularly product related factors, price of the product, promotion, the role of people and market place/sales distribution using questionnaires.

Questions which are most relevant to the issues of each factor were prepared. Moreover, every question which is related to the factor was prepared through five alternative Likert scale to

measure respondents' feelings. In this regard, the supplied qualitative data measurement alternative scales assigned by numbers in such a way were Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5) for the sake of conducive data analysis throughout its execution. On the basis of these representative numerical values, data was summarized by the use of statistical instruments mainly mean values and standard deviation to test central tendency and dispersion.

4.3.1. People strategy related factors

In this sub topic personnel marketing skill related factors such as finalizing order on time, customer relation and handling, staff members' skill, market survey, adopting changing environment, identifying target market and seeking over profit effect on customers satisfaction were assessed in the study area. As it is clearly depicted in table 4.10 bellow, marketing related factors are found to be one of the critical issues in hallow blocked production in Woldia Town showing grand mean value of **3.53** and grand standard deviation of **1.115**.

Table 4.10: Factors related to owners and employees marketing skills

No.	Item	Mean	Std.dv.
1	Orders are not finalized on time	3.51	1.03
2	Poor handling and weak relation with customers	3.52	1.12
3	Sales staff are not well trained	3.55	1.02
4	The service delivery is not as good as a expected	3.53	1.04
5	Employees are not well mannered to give quality service	3.56	1.1
6	Complaint handling system is not as effective as expected	3.54	1.01
7	Unable to identify target market	3.52	1.04
8	Seeking over profit from each item	3.52	1.55
	GMN	3.53	1.115

Source: own survey, 2024

As it is indicated in the table 4.10 under item one the mean score 3.51 for finalizing orders on time and possible to conclude that orders are not finalized on time. This leads customer dissatisfaction and reduces sales volume (performance).

As the table above item number2 also depicts, with the mean value 3.51 and standard deviation of 1.12 in the study area there is poor customer handling and weak relation with customers. Under item 3 respondents were questioned whether staffs of hallow manufacturing enterprises

are well trained and skilled. With the mean value 3.55 and standard deviation of 1.24 the majority respondents' confirmed that staffs of hallow blocked manufacturing enterprises are not well trained and skilled. So this implies that employees and owners of enterprises in Woldiya do not have the required marketing skills and many of them had not participated in marketing trainings. This has a negative effect on customer satisfaction and enterprise performance.

Under item 4 respondents were also asked whether the service of hallow bloket manufacturing industries is as they expected or not. As the survey result indicated the service is not as they expected. It is justified by the mean score 3.53 and standard deviation of 1.04.

Under item 5 and 6 respondents were questioned whether staffs are well mannered and handle complaint effectively. With the mean value 3.56 and 3.54 and standard deviation of 1.1 and 1.01 the majority respondents' confirmed that staffs of hallow blocked manufacturing enterprises are not well mannered to provide quality service and complaint handling system is not as effective as expected. Thus, this has a negative effect on customer satisfaction.

As it is also depicted in the above survey result, problem of identifying target market and seeking over profit from each item is also the challenge of customers' satisfaction. It is justified by the mean value of 3.52 and 3.52.

4.3.2. Factors related to promotion

To assess the effect of promotion on consumers' satisfaction, the researcher used four dimensions of promotion. Based on the four promotions related factors the researcher asked customers their perception of the effect promotion of hollow block products have on their satisfaction. The result is presented in Table 4.10 below.

Table4.6: Promotion related factors of SEs performance

No	Items	Mean	Std.dvi.
1	I am not well informed of the promotions held	3.48	1.08
2	The hollow block enterprise do not consistently carry out promotional activities over its products	3.56	1.14
3	I am interested to purchase hollow block here because of the privilege.	3.54	1.12
4	Advertisement is available and I am beneficiary from it.	3.62	1.12
	GMN	3.55	1.113

Source: own survey, 2024

From the questions which are asked to the respondents Hollow bloket manufacturing enterprises make advertisements and I am beneficiary from it have the highest mean score of 3.62 with standard deviation 1.12. The hollow block enterprise do not consistently carry out promotional activities over its products have the second mean score 3.56 with 1.14 standard deviation. The others remaining questions I am interested to purchase hollow block here because of the privilege and I am not well informed of the promotions held have 3.54 and 3.48 mean score respectively. I am not well informed of the promotions held have the lowest mean score which is 3.48.

Accordingly the overall mean score of promotion shows that 3.55 with the standard deviation 1.113 which means that most of the respondent were not satisfied regarding to the overall promotion activities of the manufacturing enterprises.

4.3.3. Place related factors

To assess the effect of place related on consumers' satisfaction, the researcher used six dimensions of place. Based on the six factors that relate with place the researcher asked customers their perception of the effect place of hollow block products have on their satisfaction. The result is presented in Table 4.7 below.

Table 4.7: place related factors

No		Mean	Std.dvi.
1	High rent for working and selling premise, brings about high price	3.96	1.15
2	Inaccessibility of infrastructure affect production rate of the enterprises	3.79	1.18
3	There is convenient public transport to get to the enterprise site	3.82	1.14
4	The quality of my shopping experience allows me to form an opinion of the store The convenient location production	3.94	1.05
5	Store layout is easy to find and convenient to vehicles for loading	3.89	1.04
6	The hollow block manufacturing enterprise is relatively near to my building site and convenient location	3.76	1.16
	GMN	3.86	1.212

Source: own survey, 2024

From the questions which are asked to the respondents high rent for working and selling premise, brings about high price have the highest mean score of 3.96 with standard deviation 1.15. The quality of my shopping experience allows me to form an opinion of the store. The convenient location production have the second mean score 3.94 with 1.105 standard deviation. The others remaining questions Store layout is easy to find and convenient to vehicles for loading, There is convenient public transport to get to the enterprise site and Inaccessibility of infrastructure affect production rate of the enterprises. The hollow block manufacturing enterprise is relatively near to my building site and convenient location has the lowest mean score which is 3.76.

Accordingly the overall mean score of promotion shows that 3.86 with the standard deviation 1.212 which means that most of the respondent were not satisfied regarding to the overall promotion activities of the manufacturing enterprises.

4.3.4. Price related factors

To examine the effect of price of hollow block product on customers' satisfaction, the researcher used six dimensions of price. Based on the six dimensions of price the researcher asked consumers their perception of the effect of quality on their satisfaction. The result is presented in Table 4.8 below.

Table 4.8: Factors related to Prices

	Item	Mean	Std.dvi.
1	Prices are set without considering the demand and supply of products	3.62	1.63
2	The price of the products are above competitive prices	3.56	1.63
3	Prices are not consistent	3.57	1.47
4	There is no credit sales for loyal customers	3.43	1.59
5	There is no discount for large quantity or repeated sales	3.52	1.63
6	The store asks additional fee for loading and unloading costs	3.51	1.59
	GMN	3.53	1.62

Source: own survey, 2024

According to the data presented in table 4.8 above indicate that customers are dissatisfied with the price setting of manufacturing enterprises as they set without considering the demand and supply of products with the mean value 3.62. The others factor mean values between from 3.43 to 3.56. Therefore, the majority of the customers are not satisfied with consistency of price,

credit sales for loyal customers, discount for large quantity and additional fee for warehousing of Hollow bloket manufacturing enterprises. The overall mean result of customer satisfaction is 3.52 which implies that majority of the customers are dissatisfied by the price set by hollow bloket manufacturing enterprises.

The finding of Hiwot (2019) conducted on effect of marketing mix on customer satisfaction in the case of commercial bank Addis Ababa showed that customers are not satisfied with employees' performance involved in the delivery of the internet service and the study found that company's employees are busy to respond customers request promptly. However the finding of Endalkachew (2013) conducted on Assessing the impact of marketing mix on Customer Satisfaction shows that, 85% of the customers are not satisfied with the various rang of service of the company.

4.3.5. Product related factors

This part of the research aimed at answering the effect of product on customers' satisfaction. The respondents were needed to state the degree (based on a scale of one to five) of influence of product on customers satisfaction. To this perspective again there were six different questions which were forwarded to respondents to test their level of agreement. Accordingly, the table presents their level of agreement.

Table 4.8: Factors related to Products

	Item	Mean	Std.dvi.
1	Customers are not involved in product quality improvement	3.64	1.03
2	Hollow blocks are made in the right proportion of input	3.48	1.06
3	Product attributes (size, thickness, compression) do not meet hollow blocks standards	3.99	1.31
4	There is no guarantee for defected products	4.62	1.32
5	The enterprise processes in delivering products and additional	4.37	1.31
6	The enterprise do not provide different types of products	4.58	1.24
	GMN	4.11	1.21

Source: field, survey, 2024

As presented in the above table 4.8 from those question asked to respondents; There is no guarantee for defected products was have the highest mean score which is 4.62 with 1.32

standard deviation followed by provide different types of hollow blocket products with 4.58 mean and 1.24 standard deviation scores, Product attributes (size, thickness, compression) do not meet hollow blocks standards with 3.99 mean and 1.31 standard deviation scores. and The enterprise processes in delivering products and additional with 3.17 mean and 1.274 standard deviation scores. Customers are not involved in product quality improvement with the mean score which is 3.64 with 1.03 standard deviations. The overall mean score of reliability shows that 3.57 with 1.24 standard deviation. So, most of the respondent was neither dissatisfied nor satisfied regarding to the service reliability.

4.3.6. Customer Satisfaction

Using five customer satisfaction parameters, such as, respectful behavior of employees, performance, reasonable price, service, and quality, in customer's satisfaction, respondents were asked to express their feeling with a range of very strong, moderately satisfied, strongly dissatisfied comparing it with their past experiences. The results obtained from this research are discussed in detail;

Table4.9: perceived customer satisfaction

No.		Mean	Std.dvi.
1	I am not satisfied with respectful behavior of hollow block manufacturing enterprise staffs	3.62	1.14
2	I am not satisfied with the performance of employee of hollow block manufacturing enterprise	3.57	1.2
3	I am not satisfied with the reasonable price of hollow block manufacturing enterprise	3.61	1.3
4	I am not satisfied with the service provided by the hollow block manufacturing enterprise	3.65	1.14
5	I am not satisfied with the quality of hollow block products that the enterprise provide	3.71	0.9
	GMN	3.63	1.14

Source: own survey, 2024

According to the data presented in table 4.9 above indicate that customers almost not satisfied with the quality of hollow block products that the enterprise provide relatively to the remaining factors with the mean value 3.65. The others factor mean values between from 3.57 to 3.65. Therefore, majority of the customers are not satisfied with the performance of employee, the

reasonable price, the service provided by the hollow block manufacturing enterprise. The overall mean result of customer satisfaction is 3.63 which implies that majority of the customers do not satisfied by the service provided by hollow block manufacturing enterprises.

The finding of Hiwot (2019) conducted on effect of service quality on customer satisfaction in the case of Ethio telecom showed that customers are not satisfied with employees performance involved in the delivery of the broadband internet service and the study found that company's employees are busy to respond customers request promptly. However the finding of Endalkachew (2013) conducted on Assessing the impact of service quality on Customer Satisfaction shows that, 85% of the customers are satisfied with the various rang of service of the company.

4.4. Results of inferential statistics

With the aid of Pearson's correlation and regression analysis using statistical techniques the researcher examined the relationship between dependent variable (customer satisfaction) and independent variables and the impact of independent variables on dependent variable. Based on the results of inferential statistics conclusions are drawn with regard to the sample and decisions are made with respect to the research hypothesis.

4.4.1. The correlation analysis

Correlation coefficient measures the linear relationship between two variables. The level of association as measured by Pearson's co- efficient falls between -1.0 and +1.0, which indicates the strength and direction of association between the two variables. The interpretation of the result a correlation result between 0 to 1 implies positive relationship, 0 (zero) for no relationship, 1 for perfect positive relationship, -1 for perfect negative relationship and between -1 to 0 indicate the existence of negative relationship (Berndt, 2005). Though it indicates the existence of a positive or negative relationship, the strength of such a relationship is not high when the results fall below ± 0.61 (Oogarah Hanuman, 2011).

Table 4.11 The relationship between independent variables and performance

		Customer satisfaction
People Factors	Pearson correlation	.722**
	p-value	.000
	N	208
Promotion Factors	Pearson correlation	.638**
	p-value	.000
	N	208
Place Factors	Pearson correlation	.697**
	p-value	.000
	N	208
Price Factors	Pearson correlation	.652**
	p-value	.000
	N	208
Product Factors	Pearson correlation	.696**
	p-value	.000
	N	208

* Correlation is significant at the 0.05 level (2-tailed).

Source: Field survey, 2024

As table 4.14 above indicates, the relationship between marketing skills factors and product factors with customer satisfaction indicating Pearson correlation analysis are 0.722 and 0.652 respectively at 95% confidence level. Moreover, Promotion Factors and Price Factors are positively correlated with performance, i.e. their Pearson correlation analysis results are .638 and .652 respectively and statistically significant at 95% confidence level. The table also depicts that place factors are positively correlated and the relationship is strong. It is .695 statistically significant at 95% confidence level.

In general, the result of the multiple linear regression model shows that there is positive strong relationship between marketing mix and customer satisfaction, which is 0.680 at 95% confidence level, on hollow block manufacturing marketing in Woldia Town administration.

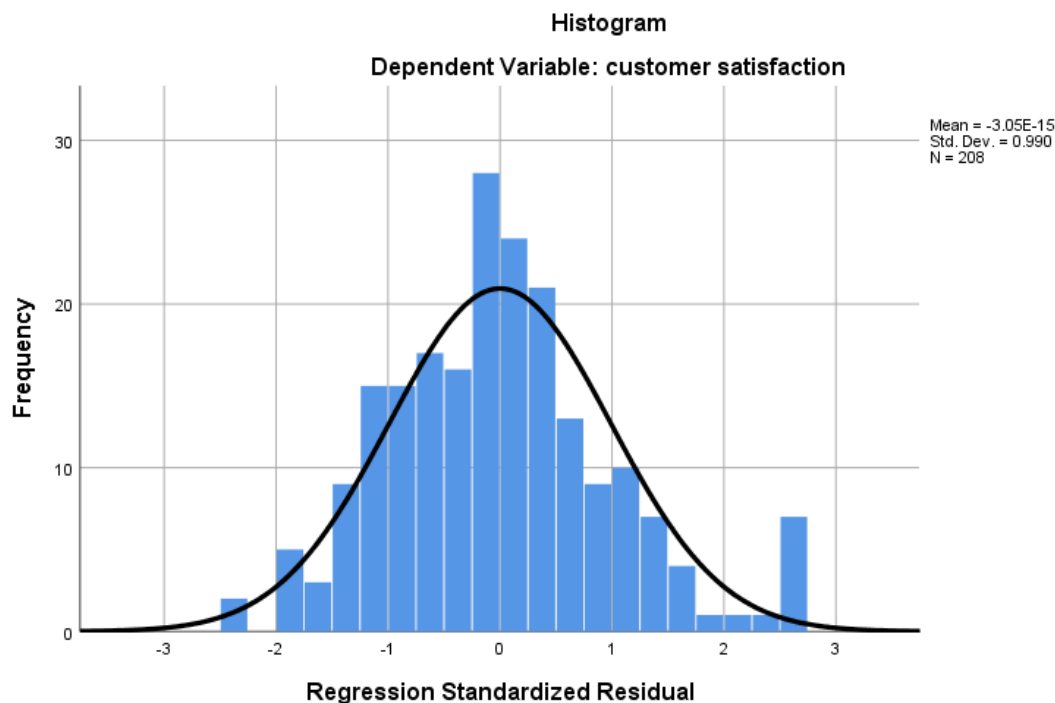
4.4.2. Multiple regression analysis

This study was used multiple regression analysis to analyze the clear effect of the predicting factors (marketing mix strategies) on the outcome factors (customer satisfaction) so that the

study organized by including the explanatory variables (Marketing skill, Promotion, Product, Price, Place). The regression assumptions are discussed.

4.4.2.1. Normality test

Figure 4.1 normality test



Source: own computation, 2024

The multiple regression analysis requires the independent variables to be normally distributed. According to Smith and Wells (2006), the normal distribution of the data can be described by the skewness and kurtosis statistics. Kurtosis is a property of a distribution that describes the thickness of the tails. The thickness of the tail comes from the amount of scores falling at the extremes relative to the Gaussian distribution and skewness is a measure of symmetry. A distribution, or data set, is symmetric if it looks the same to the left and right of the center point. For the test of the first assumptions of normality distribution skewness and kurtosis statistics were computed based on the data obtained on the survey. As revealed in the above figure, all the values of skewness and kurtosis for each variable are within an acceptable range ± 1.0 . Thus, the data is said to be normally distributed.

4.4.2.2. *Multicollinearity Test*

Table 4.12 Multi collinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
	Price	.394	2.538
	Product	.470	2.129
	Place	.819	1.221
	Promotion	.373	2.680
	People Factors	.200	4.991

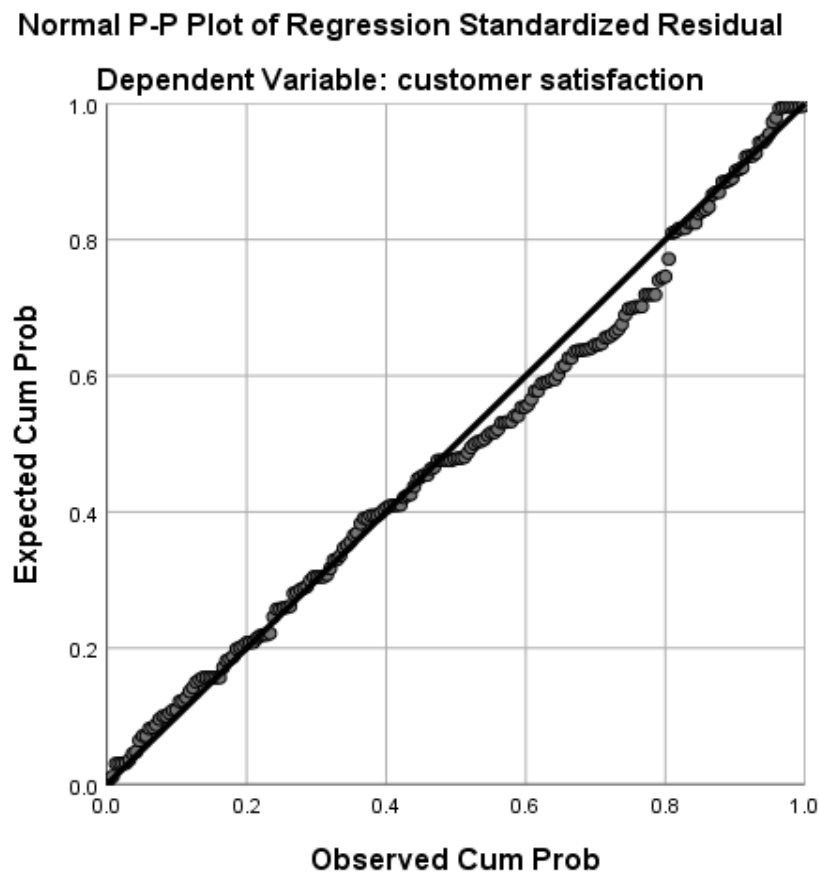
Source: own computation, 2024

The multi-co linearity problem makes interpretation of variables difficult or perhaps not possible, because it is difficult to confirm the clear relationships between the outcome variable and independent variables. Consequently, in multi-co linearity, the assessments of the relative strength of the explanatory variables the rule of thumb is that tolerance values should be bigger than 0.2 (Garson, 2008). While the VIF result should not be greater than 10 to say no multi-co linearity problem.

The result in the above table depicts that VIF values of all the explanatory variables of marketing mix strategies was price (2.538), product factors (2.129), place factors (1.221), promotion(2.68) and marketing skill factors (4.99). In addition to this, the tolerance values of the explanatory variables were price (.394), product factors (.470), place factors (.819), promotion (.373) and marketing skill factors (.200). Thus based on the above result it can be concluded as there is no serious multi-co linearity problem but some less degree of collinearly from natural relationships of the variables may be happened.

4.4.2.3. *Linearity Relationship*

Figure 4.2: linearity relationship

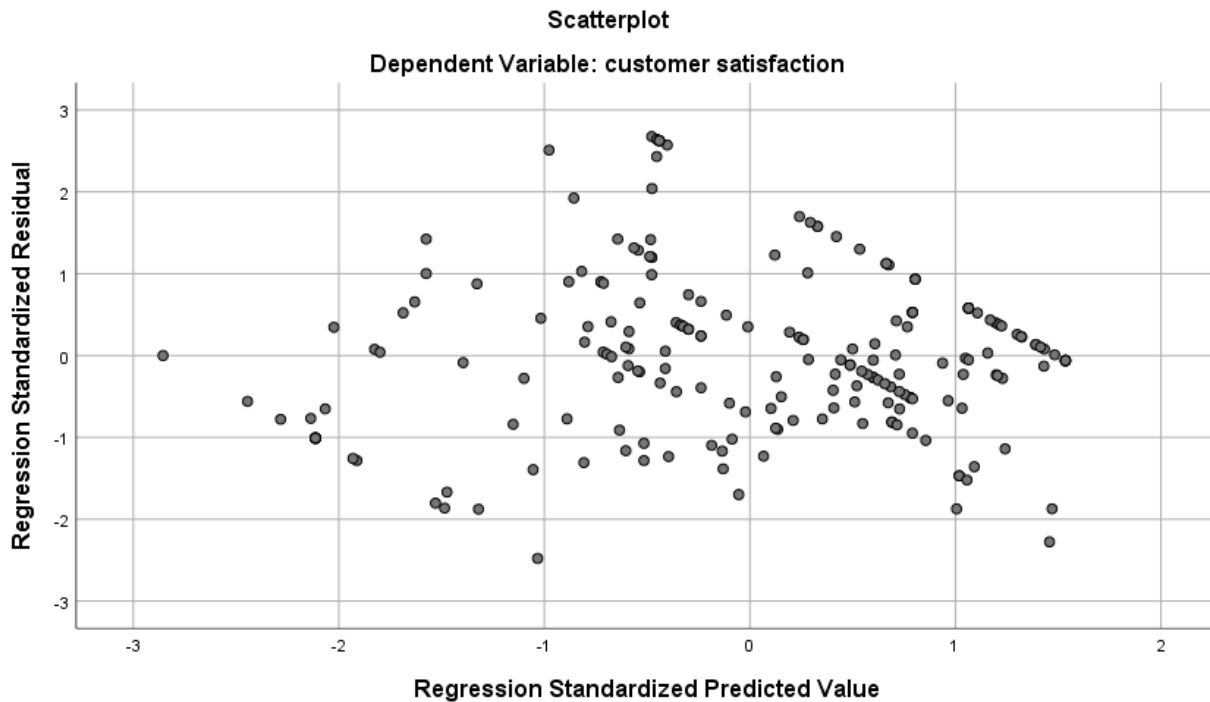


Source: own computation, 2024

This assumption of the regression shows that the linear relationships between dependent and the predictor variables. The above scatter plot, figure 4.2, depicts that there exist a linear relationship between the independent (Products, Promotion, People Factors, Place, Prices) variables and the dependent variable (customers satisfaction). This means that, a unit increase of the one or all predictors causes respective increments for the market share.

4.4.2.4. *Heteroscedasity test*

Figure 4.3 heteroscedasticity test



Source: own computation, 2024

This condition for performing multiple regressions is homogeneity of variance (equal variance), in which the model errors are expected to have an unknown but finite variance that is constant across all levels of the predictor variables. This assumption can be verified visually by looking at a plot of the regressions' standardized residuals (errors).

4.4.3. Regression Test on the effect of factors on Customers Satisfaction

Table 4.13: Model Summary^b

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808 ^a	.653	.646	.677	1.600
a. Predictors: (Constant), people strategy, price strategy, place strategy, product strategy					
b. Dependent Variable: customer satisfaction					

Source: SPSS output (2024)

As indicated in the above table, the R square value represents the correlation coefficient between the dependent variable (customer satisfaction) and the independent variables people strategy,

price strategy, place strategy, product strategy that taken together. The regression effect between dependent variable and the five independent variables together were the strong one in this study, and have a positive regression. From the model summary, the adjusted R square showed 0.646 which means that the independent variables (people strategy, price strategy, place strategy, product strategy) can explain the dependent variable (*customer satisfaction*) by 64.6%. However, 35.4% of the variance remained unexplained in this study.

4.4.4. Testing ANOVA

Researchers use ANOVA to see whether any difference exists between the groups on variables and to estimate the amount of variation due to assignable causes or due to chance causes. According to David (1996), in testing ANOVA, the significance value should be $p < 0.05$, but any value which is greater than this will be defined as non-significance effects and the F value is measurement of how different the means are relative to variability within the variables.

Table 4.14: ANOVA

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	175.355	4	43.839	95.639	.000 ^b
	Residual	93.051	203	.458		
	Total	268.406	207			
a. Dependent Variable: customer satisfaction						
b. Predictors: (Constant), people strategy, price strategy, place strategy, product strategy						

Source: SPSS output (2024)

Table 4.14 above indicated that ANOVA of the results from the data gathered show a strong positive significant regression for the reason that F result for this study model is 95.639 at significance value level 0.000, which is $p < 0.05$. This meant that the independent variables (people strategy, price strategy, place strategy, product strategy, people strategy), have a strong significant influence on customer satisfaction. The test statistic reveals that the null hypothesis that all of the coefficients are jointly zero and should be rejected. Thus, one can conclude that factors related to people, promotion, product, price, place factors have variable relationship or variable significant effect towards their contribution to customer satisfaction.

4.4.5. Regression coefficient

Table 4.14: Coefficient of Independent variables on customers satisfaction

Coefficients ^a					
Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	-0.332	0.231		-1.438	0.152
product strategy	0.103	0.047	0.107	2.148	0.033
price strategy	0.175	0.037	0.223	4.750	0.000
place strategy	0.367	0.046	0.391	8.044	0.000
promotion strategy	0.108	0.110	0.106	0.988	0.0324
people strategy	0.329	0.116	0.323	2.832	0.005

a. Dependent Variable: customer satisfaction

By recalling the model specifications of the variables from the chapter three of methodology part, it was said that, the unstandardized coefficients (β_1 up to β_5) are the coefficients of the estimated regression model. The model variables specifications were written in line with each model, as it is now rewritten in the above table 4.14. Hence, the model of customer satisfaction can be written by including error term (ϵ), in the below form. From the variable that has been incorporated in the regression models price, product, place, promotion and place factors are statistically significant or it does have a cause and effect relationship with customer satisfaction.

$$Y = \beta_0 + \beta_1 + X_1 + \beta_2 + X_2 + \beta_3 + X_3 + \dots \beta_n + X_n + \epsilon$$

From the regression result one can understand that price related factor has statistically significant relationship with customer satisfaction since the P value is 0.000 which is less than the cut point of 0.05. This implies that by keeping other variables constant a unit increase in price of hollow block products will affect customer satisfaction by 17.5 percent.

The regression result also shows that product related factors have statistically significant relationship with customer satisfaction since the P value is 0.033 which is less than the cut point of 0.05. The result also shows that product related factors have positive and statistically significant effect on customers' satisfaction. By keeping other variables constant a unit increase in product factors will increase customer satisfaction by 10.3 percent. This implies that whenever

the hollow block manufacturing enterprise work hard to improve their product quality, this will enable the sector to improve their customer satisfaction.

The regression result shows that place related factors have statistically significant relationship with customer satisfaction since the p value is 0.000 which is less than the 0.05. By keeping other variables constant a unit increase in place related factors of hollow block product, will also increase customer satisfaction by 36.7 percent. This result implies that if the hollow block manufacturing enterprises solve place related factors, customer satisfaction will also increase. Thus, it indicates that place is a vital component of marketing mix that play critical role in improving customer satisfaction and if applied properly it enable manufacturers to search new market and improve their share in the market.

As the result shows that promotion related factors have positive and statistically significant impacts on customer satisfaction. By keeping other variables constant a unit increases in promotion of hollow block products will increase the satisfaction of customers by 10.8 percent. This implies that whenever hollow block manufacturing enterprises work more in promoting their products, it will increase customer satisfaction and this will enable the sectors to improve their good will and performance.

Regarding People factors the regression result shows that people related factors have statistically significant relationship with customer satisfaction since the p-value is 0.005 which is less than the 0.05. By keeping other variables constant a unit increase in people related factors of hollow block product will also increase customer satisfaction by 32.9 percent. This result implies that if employees and owners increase their skill, it will play vital role in improving customer satisfaction. Thus, it indicates that employee performance is a vital component of marketing mix and if applied properly it enable to create positive relation with customers.

4.5. Interview responses

When the interviewees asked about the fair amount of rate of return, 66.67% of them respond $\geq 15\%$ rate of return is mandatory but the rest 33.33% said 4.44% of rate of return is fair. The data obtained implies that hollow block marketers offer high price. In terms of quality of the hollow block, there is no any laboratory test undertaken or graded their products in to classes on their products. The interviewees added that they are producing their product according to the

standard of hollow block production process but the researcher assured through his personal observation with eyewitness and cross sectional information from others that all of them never use sand, standard ratio of raw materials and ≤ 10 days curing. All the interviewees with the same voice agree that the major forces which push them to increase prices is the continuous increment of the cost of inputs.

In general, respondents believe that customers are the core elements of the business which requires special attention. Therefore, hollow block marketers believe they are treating them with supplying additional services such as free loading and politeness in approach. All the interviewees responded that they never promote their product.

4.6. Hypothesis testing

According to the standardized coefficient of beta and p-value, the hypotheses of the study were tested and the results of the study presented as the following.

Hypothesis One

- ❖ The quality of hollow block products has significant effect on customer satisfaction.

The findings of this study confirmed that, the effect of quality on customer satisfaction is both positive and significant ($\beta=0.103$, $p=.033$). Hence, the hypothesis is fully supported.

Hypothesis Two

- ❖ The price of hollow block products has significant effect on customer satisfaction.

The findings of the analysis confirmed that price factors have a positive and significant effect on customer satisfaction ($\beta=.175$, $p=.000$). Therefore, the hypothesis is fully supported.

Hypothesis Three

- ❖ The hollow block product distribution channel has significant effect on customer satisfaction.

The findings of the analysis confirmed that product distribution channel have a positive and significant effect on customers satisfaction ($\beta=.367$, $p=.000$). Therefore, the hypothesis is fully supported.

Hypothesis four

- ❖ The hollow block enterprises promotion has significant effect on customer satisfaction.

The findings of the analysis confirmed that promotion of products have a positive and significant effect on customers satisfaction ($\beta=.110$, $p=.032$). Therefore, the hypothesis is fully supported.

Hypothesis five

- ❖ Efficient professional performance and service of hollow block product market by people has significant effect on customer satisfaction. The findings of the analysis confirmed that efficient and professional performance on hollow block products has a positive and significant effect on customers satisfaction ($\beta=0.329$, $p=.005$). Therefore, the hypothesis is fully supported.

In general based on the hypothesis testing result, we can say that all variables already included in the regression equation have significant unique and combined effect on the dependent variable (customers' satisfaction).

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

It is the first study in the town to identify the effect of marketing strategy mix on customer satisfaction. Multiple linear regression model was used for analysis and the result shows that there is positive strong relationship between marketing mix and customer satisfaction at 95% confidence level on hollow block manufacturing marketing in Woldia Town administration.

In this study, the findings indicated that marketing mix strategy significantly influence customer satisfaction which means independent variables explain dependent variable (customer satisfaction) by 64.6%.. Price and promotion are the two most important marketing mix elements that have the greatest impact on customer satisfaction in hollow block marketing particularly in Woldia Town..

This research would add knowledge for future researchers by examining parts of marketing mix factors and looked into their relative effect in relation to customer happiness. Therefore, the result helps hollow block managers, who are devoted their resources in hollow block manufacturing marketing at Woldia, in developing appropriate marketing strategies that will be effective in retaining existing customers and attracting new ones and also aid decision makers in hollow block manufacturing in this area.

5.2. RECOMMENDATION

Hollow block manufacturing managers should pay close attention to these aspects of the marketing mix when establishing a marketing plan. Customers shall visit and compare alternative hollow block markets instead of prefer purchase randomly. Manufacturers should have a thorough understanding of their clients' individual demands. It can do so by providing information networking systems for the effective announcement of their offering and to obtain feedback from customer's at the most reasonable time and develop their all-round marketing mix capabilities to retain and develop their customer base. Finally, to stimulate present and new customers, several forms of unique special offerings should be offered to the manufacturing line. Furthermore, personal relationships with customers and workers should be strengthened, and

manufacturers should remain accessible to consumers who have grievances or problems with their products and auxiliary services

5.3. Limitations and suggestions for future research

This study has some limitations. First, instability of peace in the study area contributed its own negative impact up on the inputs of the study. Second, the amount of sample size (208) was limited due to time and other resource constraints so that primary data collection was from the respondents who were visiting each respective hollow block manufacturer outlets. Third, it was not possible to access intensive and extensive information outside the local area (at international or national level) because internet was completely blocked.

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APPENDIX A

Woldia University

Faculty of Business and Economics Department of Management

Dear Respondents:

First of all, I would like to inform you that I'm doing research on "The effect of marketing mix strategies on customer satisfaction." Hence, the purpose of this questionnaire is to collect data for this research work in requirement for partial fulfillment the award of **Master of Art (MA)** in Woldia University. Therefore, your genuine responses for all questions are extremely valuable for the successful completion of this thesis. Furthermore, it may contribute an input to other social and economic value at local and national level decisional role.

Lastly, I can assure you that the information you provide will be completely anonymous and will not be used for any other purpose it will use only for academic purpose Thank you very much in advance and I appreciate for your cooperation and devoting your valuable time.

Section One: Demographic Background Factors

Gender: (0) Male ☐ (6) Female ☐

Age: (7) 18-30 ☐ (8) 31-40 ☐ (9) 41-50 ☐ (10) 51 and above

Educational status: (11) Certificate and below ☐ (12) Diploma ☐

(13) Bachelor degree ☐ (14) Masters and above ☐

Occupation: (19) Government org. ☐ Non-government org. ☐ Self employed ☐

Unemployed ☐ Employed ☐

Monthly income: Under 5,000 ☐ 5,001-10,000 ☐ 10,001-20,000 ☐ Above 20000

Section Two: Five Likert Scale Questionnaires for manufactured hollow block product consumers in related to the study area of “The effect of marketing mix strategies on customer satisfaction.”

Please read each questions throughout the lists in the table and I request you to **tick (√) mark** based on the rating system for each option to indicate the extent to which you consecutively agree/disagree with the issues as follows.

Strongly Agree (5) Agree (4) Neutral (3) Disagree (2) Strongly Disagree (1)

2.1 The Effect of Marketing mixes

Table 1: Factors related to Products

No.	Items	Likert scale				
		1	2	3	4	5
1	Local hollow blocks products have better selection than products supplied by others					
2	The hollow block manufacturer always has sufficient product stock.					
3	The enterprise uses better technology to keep product quality					
4	Store provides you the service & products at the right promised time					
5	The hollow block manufacturer has good products					
6	There is no guarantee for defected products					

Table 2: Factors related to Prices

No.	Items	Likert scale				
		1	2	3	4	5
1	Prices are set without considering the demand and supply of products					
2	The price of hollow block products are below competitive prices					
3	Prices are not consistent					
4	The price of hollow block products is reasonable					
5	I can get a lower price if I buy more hollow block products					
6	The store asks additional fee for loading and unloading costs					

Table 3: Factors related to Place

No.	Items	Likert scale				
		1	2	3	4	5
1	High rent for working and selling premise, brings about high price					
2	Inaccessibility of infrastructure affect production rate of the enterprises					
3	There is inconvenient public transport to get to the enterprise site					
4	The hollow block manufacturing enterprise is relatively near to my building site and convenient location					
5	Store layout is easy to find and convenient to vehicles for loading					
6	The hollow block manufacturing enterprise is relatively near to my building site and convenient location					

Table 4: Factors related to Promotion

No.	Items	Likert scale				
		1	2	3	4	5
1	I am not well informed of the promotions held					
2	The hollow block enterprise do not consistently carry out promotional activities over its products					
3	I am interested to purchase hollow block here because of the privilege.					
4	Advertisement is available and I am beneficiary from it.					

Table 5: Factors related to People

No.	Items	Likert scale				
		1	2	3	4	5
1	Orders are not finalized on time					
2	Poor handling and weak relation with customers					
3	Sales staff are not well trained					
4	The service delivery is not as good as expected					
5	Employees are not well mannered to give quality service					
6	Complaint handling system is not as effective as expected					
7	Unable to identify target market					
8	Seeking over profit from each item					

2.2 Factors related to perceived customer satisfaction

Table 6: perceived customer satisfaction

No.	Items	very successful	moderately successful	not decide	in trouble	declining level
1	I am satisfied with respectful behavior of hollow block manufacturing enterprise					
2	I am satisfied with the performance of employee of hollow block manufacturing					
3	I am satisfied with the reasonable price of hollow block manufacturing enterprise					
4	I am satisfied with the service provided by the hollow block manufacturing enterprise					
5	I am satisfied with the quality of hollow block products that the enterprise provide					

Thank you for your cooperation!

APPENDIX-B

Interview to managers of hollow block manufactures

The aim of this interview is to collect data for the purpose of conducting a study on “**The effect of marketing mix strategies on customer satisfaction.**” The requirement of the study is for partial fulfillment of post graduate award of **Master of Art (MA)** in Woldia University. The information supplied by you will help me to have a better understanding on the issue under study. Therefore, I request your valuable information for the success of this study in confidentiality so that I would like to assure you that your information will be used only for this research purpose.

I. Interviewee’s demographic profile

Name of the enterprise _____

Gender _____

Position _____

Completed/ongoing educational attainment _____

Years of service at present work _____

II. Structured interview questions

1. What is the initiative factor of the enterprise to prefer this business sector than others?

.....

2. What amount of rate of return do you believe is fair per a hollow block?

3. What are the major forces those push you to change prices of your product?

.....

4. You know the common principle “Customer is king.” Please tell me specific values what you have been creating to your customers and how you are treating them.

.....

5. Have you promoted your product? For how many times did you promote it?..... How do you measure the benefit you acquired from it?.....

-
6. You know competition is the core point in any business activity. So, what are your marketing strategies (in terms of product, price, product distribution, promotion, competent employees) in competing among other hollow block manufacturers?
-
-
-

7. Do you believe that all the employees of the enterprise have the right competency (knowledge, production skill and attitude) in the manufacturing process and in customer treatment? What are the evidences about training or other documents?
-
-
-

Thank you for your cooperation!