



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

DEPARTMENT OF MARKETING MANAGEMENT

**ASSESSMENT OF MARKETING MIX ON THE CASE OF GULELA BOTANIC
GARDEN**

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RESEARCH ADVISOR: EPHREM ASSEFA (Ph.D)

2021

ADDIS ABABA, ETHIOPIA

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Declaration of Originality

I hereby declare that this submission is my own work towards the Masters of marketing management prepared under the guidance of Ephrem Assefa (Ph.D) and that, to the best of my knowledge, it contains no material previously published by another person nor material which has been accepted for the award of any other degree of the university, except where due Acknowledgment has been made in the text.

HELINA BEDLU

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Signature

ENDORSEMENT

This thesis has been submitted to St. Mary's University School of Graduate Studies for examination with my approval as university advisor.

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Advisor Signature

St. Mary's University, Addis Ababa

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ABSTRACT

The purpose of the research was to assess the marketing mix of Gulele Botanic Garden (GBG) using the 7Ps of marketing mix elements namely product, promotion, price, place, people, process and physical evidence of the company. Among Non-probability samplings convince/accidental sampling is used. Both primary and secondary data were gathered for the study purpose. Primary data were collected using questioner and interview methods. Moreover, mixed research approach and descriptive research design were used in that the investigator collected and analyzed data, integrate the findings and draws inference using both qualitative and quantitative approaches. Questionnaires were used to gather quantitative data from 356 customers of Gulele Botanic Garden. SPSS was used to process quantitative data gathered via questionnaire. Descriptive statistics and thematic analysis were used to analyze quantitative and qualitative data, respectively. The findings of the study indicate that survey respondents have poor perception towards the marketing mix practices of Gulele Botanic Garden. The overall mean value for the 7Ps was 2.58. However, out of the 7Ps, only promotion was positively perceived by survey respondents (\bar{x} =3.55). The rest of the marketing mix elements namely product (\bar{x} =2.70) price (\bar{x} =2.05), place (\bar{x} =2.42), people (\bar{x} =2.59), process (\bar{x} =2.35), and physical evidence (\bar{x} =2.41) were perceived negatively. Therefore, it is recommended that Gulele Botanic Garden need to work on promotion with professional promotion agencies for better outcome. Moreover, Gulele Botanic Garden needs to appoint trained employee, use modern payment methods and to formulate organized marketing plan. Clear and well defined and written process should be developed by the Gulele Botanic Garden to enable customer getting the service in addition the service delivery process should be automate to make the service efficient and effective.

Key words: Marketing mix elements, marketing practices, challenges, Gulele Botanic Garden

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Marketing is often described as a set of strategies and techniques, which are postulated to be outside the realm of Library and Information Science. However, all people, as information experts and consistent with their occupational position and the types of services they offer, are willingly or unwillingly involved in the marketing process. On the one side, there is the issue of information service and on the other side, there are users whose needs have to be determined and met. Therefore, the provision of services and information products in the absence of any efficient and effective marketing plan will be inadequate (Norouzi, 2007).

Marketing means the selection of target markets, not a blind attempt to conquer a market and provide everyone with everything. The general concept of marketing is an organized process of planning, implementation, pricing, promotion and dissemination of ideas, products and services for individual and organizational satisfaction. The information centers, obliged to organize information services to achieve their goals and deliver them to the actual users, should take advantage of marketing models and experiences. It should also be noted, nonetheless, that there is a disparity between the views of marketing information services and those of marketing sales. In fact, the main purpose of marketing information services is to meet the demands of users (customers), which are accomplished after the identification and understanding of customer needs. Therefore, it is necessary to take advantage of marketing experiences and accept its general framework with the aim of determining the main elements of marketing information services and developing the appropriate marketing plan and method of propagating services and products (Alizadeh, 2006).

Marketing is a management process including marketing planning, marketing research, market segmentation and marketing mix. In developing a marketing plan, a library should focus on objective analysis, resources, strategic planning, monitoring and evaluation functions (Safavi and Moradi, 2012). Khosravi (2011) also considers marketing as a strategic program that draws on

research to develop the facilities and capabilities of libraries with the aim of effective prediction and fulfillment of customer needs.

According to Booms and Bitner (1981) describe that marketing management is the concept of the marketing mix. The marketing mix is not a theory of management that has been derived from scientific analysis, but a conceptual framework which highlights the principal decisions that marketing manager's make in configuring their offerings to suit customers' needs. The tools can be used to develop both long term strategies and short term tactical programs (Palmer, 2004). Booms and Bitner (1981) defined 7Ps of the marketing mix as follows:

i. Product - It must provide value to a customer but does not have to be tangible at the same time. Basically, it involves introducing new products or improving the existing products.

ii. Price - Pricing must be competitive and must entail profit. The pricing strategy can comprise discounts, offers, and the like.

iii. Place - It refers to the place where the customers can buy the product and how the product reaches out to that place. This is done through different channels, like internet, wholesalers and retailers.

iv. Promotion - It includes the various ways of communicating to the customers of what the company has to offer. It is about communicating about the benefits of using a particular product or service rather than just talking about its features.

v. People -This refers to the customers, employees, management and everybody else involved in it. It is essential for everyone to realize that the reputation of the brand that you are involved with is in the people's hands.

vi. Process - It refers to the methods and process of providing a service and is hence essential to have a thorough knowledge on whether the services are helpful to the customers, if they are provided in time, if the customers are informed in hand about the services and many such things.

vii. Physical (evidence) - It refers to the experience of using a product or service.

Gullele Botanic Garden (GBG), the first of its kind in Ethiopia, established on 2005 by the joint venture of Addis Ababa University and Addis Ababa City administration that realized after

almost thirty years' effort made by different institutions and scientists for four major objectives such as: Conservation; Research, Education and Eco tourism development. This study will assess the eco-tourism marketing practices specifically the 7ps marketing mix is going to be assessed.

1.2. Statement of the Problem

Organizational marketing practices describe how the firm fulfills the needs and wants of its customers. It can also include activities associated with maintaining relationships with other stakeholders, such as employees or supply chain partners. Additionally, marketing strategy is a plan for how the organization will use its strengths and capabilities to match the needs and requirements of the market. A marketing strategy can be composed of one or more marketing programs that each program consists of two elements a target markets and a marketing mix (known as the seven Ps product, price, promotion place, people, process and physical evidence). To develop a marketing practice, an organization must select the right combination of target market(s) and marketing mixes in order to create distinct competitive advantages over its rivals (Ferrell and Hartline, 2010).

It is natural that every business organization whether small or large, private or government, domestic or international operate in a turbulent and uncertain environment. In the context of changing customer expectations, technological discontinuities, increasing environmental uncertainties, business managers have a big challenge of making the right practice choice and setting their strategic priorities in order to allocate their resources to different functions in an efficient manner for business success. Due to this, managers must develop new tools, new concepts, new strategy and the new mindsets to cope with turbulent environments leading to discontinuous change (Jain, 1997).

In fact, when you run a business, everything might not be easily accomplished. The company ability to generate profits or to stay in business. Likewise, Gulele Botanic Garden might face with some problems regarding the present situation of completion in the Eco tourism industry while practicing the marketing like poor positioning in customer mind, and lack of research and development practice, poor promotional practices and there is limited data on the firm website. The above problems were found by interview with the marketing manager of Gulele Botanic Garden and observation. Since there is no empirical evidence that have been conducted to assess

the marketing strategy practices of Gulele Botanic Garden. This study will be conducted on this topic to provide some insight about the marketing mix's current state.

There was an applied research that conducted in terms of its objectives, which uses a survey method for data collection. This study was carried out in the second semester of academic year 2014-2015 in the universities of North Khorasan province. In this paper, the main goal was to evaluate the effect of marketing practices in provision of information services. As such, variables related to marketing practices, or 4Ps (products and services, prices, place and distribution platforms and promotional activities) and provision of information services were adopted.

The above research use only the 4ps of marketing mix in order to evaluate the effect of marketing practice in provision of information service. This research would like to add the additional 3ps of service and assess all the 7ps which is practiced by the firm.

1.3. Research Question

1. What are the major challenges Gulele Botanic Garden is experiencing in implementation of its marketing mix practice?
2. How are the marketing mix' elements implemented in order to fulfill customer requirement of Gulele Botanic Garden?
3. What is the perception of customers towards the marketing practices of Gulele Botanic Garden?

1.4. Objective of the Study

1.4.1 General Objective of the Study

The general objective of the study is to assess the marketing mix practice of Gulele Botanic Garden.

1.4.2 Specific Objectives of the Study

- To assess the marketing mix elements (7ps) designed by Gulele Botanic Garden to fulfill customer requirement.
- To identify how marketing mix' elements implemented to fulfill customer requirement.

- To identify what kind of response the marketing mix practice gets from consumers.

1.5. Significance of the Study

The aim of the business establishment is to continue in business by generating profit through production and sale of products or services. Without optimal profit, a business firm cannot survive. One of the core activities in a business company is having a well-developed marketing practice. The ultimate success or failure of a company depends on its marketing practice.

The study therefore, intended to help the company management to redirect their attention to this highly essential function. The study focused on how marketing mix used in order to enhance, maintain and attract customers and to identify how those tools should affect their marketing mix practice and under taking such study is very crucial for any business entity so as to shape its marketing mix. The study is worth doing because it can help the company to look at its problems, to take in to the alternative consideration, and to give basic knowledge about marketing mix practice and their significance in the Eco tourism industries. The study can also contribute towards the advancement of theoretical knowledge and served as a reference material for similar studies in future.

1.6. Scope of the study

The scope of this study is delimited to assess the marketing mix practices in the case of Gulele Botanic Garden. In geographical terms, this study is concentrated only on one organization called Gulele Botanic Garden located around Adisu Gebeya. It also involves consumer's view of the company so as to see the success of the marketing mix practices of the company. The study includes the basic marketing mix elements such as product, price, promotion, people, place, physical evidence and process strategies of the company. In terms of methodology, the study used questionnaire survey to gather pertinent data for the study purpose. In terms of limitations of the study, the student researcher faces difficult time in gathering data from respondents due to corona virus pandemic some of the respondents were not acquiesce to fill questioner. Time and budget was also the limitation of the study.

1.7. Definition of key operational terms

- **Marketing:** is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Kotler, 2005).
- **Marketing strategy:** is the marketing logic by which the business unit hopes to achieve its marketing objectives (Kotler, 2005).
- **Marketing mix elements:** the set of tactical marketing tools product, price, Placement, and promotion, process, physical that the firm blends to produce the response it wants in the target market (Kotler and Armstrong, 2012).
- **Product:** A product is anything that can be offered to a market for attention, use or consumption that satisfies a want or need (Kotler and Armstrong, 2012).
- **Price:** Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service. (Kotler and Armstrong, 2012).
- **Promotion:** The specific mix of advertising, personal selling, sales promotion and public relations that accompany uses to pursue its marketing objectives (Kotler and Armstrong, 2012).
- **Placement:** The distribution strategy is to provide effective Placement convenience for the customers to avail products and services of the service provider. It is related to the distribution pattern, channel management, and retailer network (Sabu, 2014).
- **Process:** The actual procedures, mechanisms, and flow of activities by which the service is delivered are termed as process (Sabu, 2014).
- **People:** All human elements involved in service delivery or service assurance influence the buyer's perceptions (Sabu, 2014).
- **Physical evidence:** is the environment in which the service is delivered and where the firm and customer interact, and any tangible components that facilitate performance or communication of the service (Sabu, 2014).

1.8. Organization of the research report

The research is structured into five chapters including this introductory chapter dealing with the general background, problem statement, research questions, objectives, significance, and

delimitations of the research and definition of key terms. Chapter two of the thesis deals with the review of related literature. A review of both theoretical and empirical literatures on the subject of strategic management has been included under the theoretical review and empirical review sections of the chapter respectively. The research design and methodology followed to answer the research questions framed previously is covered under chapter three. Also covered under this chapter are the types of data to be collected and used, data collection instruments, population and sampling techniques and methods of data analysis. The fourth chapter of the research is devoted to the data presentation and discussion. The data collected from the different data sources are presented under the first section of the chapter and discussed under the second one. The last chapter of the study deals with the summary of findings, conclusions and recommendations. The limitations of the study are also incorporated under this chapter.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Literature

The starting point for the discipline of marketing lies in human needs of wants. All Human beings have a need to satisfy human needs are states of felt deprivation. Therefore, human beings try to satisfy these needs by exchanging goods and services with other interested parties. Thus, the concept of exchange leads to the concept of a market. Kotler P and Armstrong G, (2010:7) defines a market as: “A public gathering consisting of all the potential customers sharing in exchange to satisfy that needs or wants”. From the above definition we can interpret that marketing is the exchange between the customer and the marketer and each party gives something of value to the other, with the goal of satisfying their respective needs and wants, and then in the process both parties gain as much as possible.

Marketing can be defined as series of activities to promote and sell products and/or services to gain profit (Amit & Zott, 2001). Marketing activities concentrate on organization efforts to satisfy needs and desires of customers by offering competitive valuable products and services (Barney, 2001). The aim of Marketing is to create value for beneficiary individuals and groups whom are the most important customers (Jafar Nejad, 2006). While customers have a major influence on marketing decisions, companies are devoting more attention than ever before to customers' wants and needs (Anderson and Vince, 2004:4).

Hence, marketing efforts are more focused on attracting, retaining and developing relationship with their present and potential customers. Therefore, it is necessary to know precisely who the customers are, why they buy, and what it takes to satisfy them. Marketers have four tools to use to develop an offering to meet the needs of their targeted customers. Collectively they are called as the marketing mix (Product, Price, placement and promotion). The basic idea is first the product of the factory produced, then setting the affordable price, and then promoting that product on the basis of customer's media habit and finally distributes the product on the targeted customers. According to McGraw, (2004) states that the marketing mix is the tools organizations

use to develop offerings to satisfy their target market(s). If your marketing mix doesn't meet their needs, they won't be satisfied-and if they aren't satisfied, you are unlikely to meet your objectives. Thus, the more the marketer is effective in combining the four elements of the marketing mix, the more the customers are satisfied and stay loyal, and as a result, the more the profitable sales of the product should result.

2.1.1. The marketing mix practice concept

Borden claims to be the first to have used the term marketing mix and that it was suggested to him by Culliton's (1948) description of a business executive as mixer of ingredients. However, Borden did not formally define the marketing mix; to him it simply consisted of important elements or ingredients that make up a marketing programme (Borden, 1965, p. 389). McCarthy (1964, p. 35) refined this further and defined the marketing mix as a combination of all of the factors at a marketing manager's command to satisfy the target market. More recently, McCarthy and Perreault (1987) have defined the marketing mix as the controllable variables that an organization can co-ordinate to satisfy its target market. This definition (with minor changes) is widely accepted as can be seen from Kotler and Armstrongs definition of the marketing mix: according to them, marketing mix refers to the set of controllable marketing variables that the firm blends to produce the response it wants in the target market (1989, p. 45).

2.1.2. Emergence of Marketing Mix

Borden in 1965 claimed to be the first to have used the term "Marketing Mix" but to him it's imply consisted of important ingredients or elements making up a marketing program. Rafiq & Ahmed (1995). Wolfe & Crotts (2011), Riaz & Tanveer (n.d) and DURMAZ (2011) revealed that Neil Borden in his address coined the term, "marketing mix", in 1953. Marketing mix is the set of controllable variables and their levels that the firm uses to influence the target market. The elements of marketing mix are the basic, tactical components of a marketing plan. Also known as the Four P's, the marketing mix elements are price, place, product, and promotion. Cengiz & Yayla (2007) and Wolfe & Crotts (2011) citing some studies asserted that McCarthy (1960) was first to suggest the four P's representing price, Promotion, product and place of distribution as the primary ingredients of a marketing strategy, and as a means of translating marketing planning into practice.

Cengiz & Yayla (2007) also asserted that the Marketing Mix is a term used to describe the combination of tactics used by a business to achieve its objectives by marketing its products or services effectively to a particular target customer group. Grönroos (1994) quoted that the marketer plans various means of competition and blends them into “marketing mix” so that a profit function is optimized. Cengiz & Yayla (2007); Shahhosseini & Ardahaey (2011) and Suprihanti (2011) asserted that marketing mix helps to define the marketing elements for successfully positioning market offer. They also stated that marketing mix develops the satisfaction, and one of the best-known models, in marketing mix is the Four Ps, containing: product, place, promotion and price. The four Ps of the marketing are briefly described as follows: Product, the item or service being marketed, through its features, quality, benefits and quantities, company can make high quality products; Price, includes the price of the item and product assortments and lines, price changes and payment methods, company can make competitive price; Place, refers the location where the product or service is available to the customer, including distribution channels, Place also means that the for consumer it is easy to get the product; and Promotion, refers the market communication which is achieved by personal selling, advertising, direct marketing, public relations, sales promotion and sponsorship. Promotion also means that company can communicate to the consumer about their products.

2.1.2.1. Growth of Ps (4Ps, 5Ps, 7Ps, and 8Ps)

Goi (2009) expressed Mc Carthy 1964 refined Borden’s idea of marketing mix and Rafiq & Ahmed (1995) argued referring some studies that while McCarthy’s 4Ps frame work is popular; there is by no means a consensus of opinion as to what elements constitute the marketing mix. In fact the 4Ps framework has been subjected to much criticism because the 4Ps framework is too simplistic and misleading so the 4Ps framework is found wanting for instance, the addition of packaging as the fifth P in the marketing mix, the inclusion of public relations as the fifth P, the addition of Power as well as public relations in the context of “mega-marketing”, the addition of people as a method of differentiation in industrial marketing and the addition of people, processes, and customer service for relationship marketing.

Cengiz & Yayla (2007) extracting from some researches expressed that the 4Ps framework is widely used by marketers as the underpinning of their marketing planning. The 4Ps framework has won an overwhelming acceptance among marketing practitioners. In a competitive situation,

a firm has to prioritize marketing mix elements. Prioritizing emphasizes the need to recognize the fact that some elements may be important than others at a given point in time. On the other hand, in recent years some scholars in marketing literature increased the marketing mix to the “5Ps”, to include people. Besides, some discusses “7Ps”, to include physical evidence and process.

Goi (2009) expressed in detail citing extensive literature that Mc Carthy 1964 refined Borden’s idea of marketing mix defined and regrouped Borden’s 12elements (namely product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis) to four elements or 4Ps, namely product, price, promotion and place at a marketing manger’s command to satisfy the target market. Goi (2009) mentioned the story of Ps with citations of studies that marketing mix has originated from the single P (price) of microeconomic theory. New Ps, were introduced into the marketing scene in order to face up in to a highly competitively charged environment. Especially in 1980s onward, number of researchers proposed new ‘P’ in to the marketing mix. Judd (1987) proposed afifth P (people). bBooms and Bitner (1980) added 3 Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service. Kotler (1986) added political power and public opinion formation to the Ps concept. Baumgartner (1991) suggests the concept of 15 Ps. MaGrath (1986) suggested the addition of 3 Ps i.e. personnel, physical facilities and process management. Vignalis and Davis (1994) suggested the addition of S (service) to the marketing mix. Goldsmith (1999) suggested that there should be 8 Ps i.e. product, price, place, promotion, participants, physical evidence, process and personalization.

2.1.2.2. Benefits of Concept of Marketing Mix

Goi (2009) pointed out that the main reasons that the marketing mix is a powerful concept are: It makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; and The components of the marketing mix can change a firm’s competitive position. The marketing mix concept also has two important benefits. First, it is an important tool used to enable one to see that the marketing manager’s job is, in a large part, a matter of trading off the benefits of one’s competitive strengths in the marketing mix against the benefits of others. The second benefit of the marketing

mix is that it helps to reveal another dimension of the marketing manager's job.

2.1.2.3. The Importance of '7-Ps' versus '4-Ps' in Marketing Service

According to Rafiq & Ahmed (1995) the most influential of the alternative frameworks is, however, Booms and Bitner's 7Ps mix where they suggest that not only do the traditional 4Ps need to be modified for services but they also need to be extended to include participants, physical evidence and process. Their framework is: Product, Price, Place, Promotion, Participants, Physical evidence and Process Constantin ideas (2002) expressing about online marketing argued that applying the traditional approach, based on the 4Ps paradigm, is also a poor choice in the case of virtual marketing and identifies two main limitations of the framework in online environments: the drastically diminished role of the Ps and the lack of any strategic elements in the model.

Muala & Qurneh (2012) expressed that Rafiq and Ahmad (1995) claim to be advocates of the 7Ps framework owing to the dissatisfaction with the 4Ps framework. The findings reveal more emphasis on the traditional 4Ps in consumer marketing and less on other mix variables. Moreover, there is a similar opinion in services marketing but there have also been strong claims that 7Ps should be used as a general framework due to the simple nature of 4Ps mix. On the other hand, there is consensus on the complexity of the 7ps mix.

2.1.3. Marketing Mix

As Eric Shaw (2011) stated that, the marketing program (popularly called the marketing mix) is the set of variables that managers use to influence customers. These variables include the product or service, price, advertising and promotion, and distribution. And the main four elements of marketing mix are described as the following: -

2.1.3.1. Product

Of all the strategic decisions to be made in the marketing plan, the design, development, branding, and positioning of the product are perhaps the most critical. At the heart of every organization lie one or more products that define what the organization does and why it exists. Products fall into two general categories. Products purchased for personal use and enjoyment are called consumer products, whereas those purchased for resale, to make other products, or for use in a firm's operations are called business products. (Ferrell and Hartline, 2011).

(small business development corporate [SBDC], 2011) stated that products incorporate product attributes, branding, and packaging.

1. Product attributes

Quality – the major tool in positioning our product. It encompasses two key elements:

Quality level - how it is made or perceived, and

Quality consistency - how it performs over its life.

Features - the physical or intrinsic characteristics of our product that contribute to the benefits it offers.

Design - a combination of how the product looks and how it performs.

2. Branding

A brand is a name, term, sign, symbol or design, or a combination of these elements that identifies the maker or seller of a product or service. Branding is an important part of a product and contributes to its personality and perceived value. The power of a brand cannot be underestimated many people buy on the strength of brand alone with no regard for price or performance.

3. Packaging

Packaging incorporates the wrapper or container for your product. It serves to protect the product, ensuring it reaches the buyer in good condition and also conveys the personality of your brand and important safety and statutory information.

4. Labeling

Labeling incorporates all the written information about our product and usually takes the form of an adhesive sticker, a tie-on tag or a printed piece of packaging.

Marketing through the Product Life Cycle

Although there are variations on the concept, the product life cycle is typically divided in four stages: introduction, growth, maturity, and decline.

I. Introduction Strategies

In the introductory stage of the life cycle, a financially strong firm facing weaker competitors would probably employ a penetration strategy. The penetration strategy aims at the mass market, or a very large market segment, with an aggressive marketing mix: usually a combination of basic product, low price, large advertising and promotional campaign, and intensive distribution. (Shaw, 2011)

II. Growth Strategies

Usually employed during the growth phase, an expansion strategy may be used during any stage of the life cycle, even to recycle a mature or declining product. There are two types of expansion strategies, one based on customers the other based on products. Firms can expand by adding new customer segments. An organization can expand geographically, by going from local to regional, regional to national, or national to international. A firm could also expand by adding new product lines. (Shaw, 2011)

III. Maturity Strategies

During the maturity stage of the life cycle there are several strategic alternatives. These include maintenance, harvesting, and differentiation strategies. A maintenance (or hold) strategy attempts to maintain market share by maintaining marketing effort; essentially, keeping things the way they are. Toward the end of maturity, many firms shift from maintenance to a harvesting strategy. The product is treated as a “cash cow;” which involves accepting some reduction in market share in exchange for a more than proportional retrenchment in marketing effort. In contrast to the passive maintenance and harvesting strategies, a differentiation strategy keeps the firm aggressive during the maturity phase of the life cycle. Differentiation involves creating brand uniqueness in the minds of customers. (Shaw, 2011)

IV. Decline Strategies

Finally, at some time in the decline stage of the life cycle, a divestment strategy becomes necessary because a product or service with declining sales consumes disproportionate amounts of marketing time, effort and money. Consequently, the product must be withdrawn from the market. If almost all other competitors are dropping out of the market, however, it may be possible to profitably stay alive a little longer as the sole survivor. (Shaw, 2011)

2.1.3. 2. Pricing

In discussing pricing, include the rationale for choosing the price, as well as any discounts, allowances, trade margins or adjustments. Three generic approaches to pricing are known as the 3 Cs namely: (1) customer (or demand), (2) competitor, and (3) cost oriented pricing. The highest price possible to charge is the maximum that a customer is willing to pay. The lowest price a firm can offer, and remain in business for long, is its cost of goods plus operating expenses. Typically, prices are set somewhere between these two extremes based on competitor's prices.

- I. **Demand oriented pricing;** customers are charged the highest price that each segment will pay, usually phrased: "what the traffic will bear." Price skimming is an example of demand oriented pricing. With skimming a high price is charged initially. After those who are willing to pay the most actually buy the product and sales begin to level off, the price is lowered to the next segment, and the process is repeated.
- II. **Competitor oriented pricing** is particularly common in industries known as oligopolies. If a firm charges a higher price than competitors, no one buys from them.
- III. **Cost oriented pricing** relates the price to cost. This method is particularly popular in wholesaling and retailing where a standard markup is common, such as "keystone" pricing using 100 percent markup above cost (Shaw, 2011).

Selecting a Pricing Method

The three major considerations in price setting: Costs set a floor to the price. Competitors' prices and the price of substitutes provide an orienting point. Customers' assessment of unique features establishes the price ceiling. Companies select a pricing method that includes one or more of these three considerations. According to Kotler and Keller (2012), pointed out that, Here the following are the price-setting methods: -

Markup pricing- The most elementary pricing method is to add a standard markup to the products cost. Construction companies submit job bids by estimating the total project cost and adding a standard markup for profit. Lawyers and accountants typically price by adding a standard markup on their time and costs.

Target-return pricing-In target-return pricing, the firm determines the price that yields its target rate of return on investment. Public utilities, which need to make a fair return on investment, often use this method.

Perceived-value pricing- An increasing number of companies now base their price on the customers perceived value. Perceived value is made up of a host of inputs, such as the buyer's image of the product performance, the channel deliverables, the warranty quality, customer support, and softer attributes such as the supplier's reputation, trustworthiness, and esteem.

Value pricing- In recent years, several companies has adopted value pricing: They win loyal customers by charging a fairly low price for a high-quality offering. Value pricing is thus not a matter of simply setting lower prices; it is a matter of reengineering the company's operations to become a low-cost producer without sacrificing quality, to attract a large number of values conscious customers.

Going-rate pricing- In going-rate pricing, the firm bases its price largely on competitors' prices. In oligopolistic industries that sell a commodity such as steel, paper, or fertilizer, all firms normally charge the same price. Smaller firms "follow the leader," changing their prices when the market leader's prices change rather than when their own demand or costs change. Some may charge a small premium or discount, but they preserve the difference.

Auction-type pricing- Auction-type pricing is growing more popular, especially with scores of electronic marketplaces selling everything from pigs to used cars as firms dispose of excess inventories or used goods. (Kotler and Keller, 2012)

Pricing Strategies for New Products

The pricing strategies for new product should be developed so that the desired impact on the market is achieved while the emergence of competition is discouraged. Two basic strategies that may be used in pricing new products are; skimming pricing and penetration pricing strategy. (Kotler and Keller, 2012).

Skimming pricing: is the strategy of establishing initial price for a product with a view of skimming the cream of market" at the upper end of the demand curve. It is accompanied by heavy expenditure on promotion. A skimming strategy may be recommended. (Kotler and Keller, 2012).

- when the nature of demand is uncertain,

- When a company has expended large sums of money on research and development for a new product,
- When a competition is expected to develop and market a similar product in the near future or when the product is so innovative that the market is expected to mature very slowly. Under these circumstances, a skimming strategy has several advantages.

Premium and **umbrella** prices are two other forms of price skimming. Some products carry premium prices (high prices) permanently and build on image of superiority for themselves. Some times higher prices are maintained in order to provide an umbrella for small high cost competitors. Umbrella prices have been aided by limitation laws that specify minimum prices for a variety of products, such as milk (Shaw, 2011).

Penetration pricing: is the strategy of entering the market with a low initial price so that a greater strategy is used when an elite market does not exist and demand seems to be elastic over the entire demand curve even during early stages of product introduction. High price elasticity of demand is probably the most important reason for adopting a penetration strategy. The penetration strategy is also used to discourage competitors from entering the market. Penetration pricing reflects a long term perspective in which short term profits are sacrificed in order to establish sustainable competitive advantage (Paul Fifield, 1994).

2.1.3.3. Promotion

Promotion relates to all the communication tools that the marketers use in the marketplace. As (Vardarajan, R.2010) in his strategic marketing book stated that, promotion includes all of the tools available to the marketer for marketing communications. As with the marketing mix, marketing communications has its own promotions mix, where different aspects of the Promotions mix can be integrated to deliver a unique campaign. The elements of the promotions mix are: -

I. Personal Selling

Personal selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. Personal selling is highly persuasive and is often used in markets where personal choice figures strongly in the purchase (Vardarajan, R.2010).

Compared to other types of promotion, personal selling is the most precise form of communication because it assures companies that they are in direct contact with an excellent prospect. Though one-on-one contact is highly advantageous, it does not come without disadvantages. The most serious drawback of personal selling is the cost per contact. Personal selling is also expensive due to the costs associated with recruiting, selecting, training, and motivating salespeople (Ferrell and Hartline, 2011).

II. Sales Promotion

Sales promotion, a key ingredient in marketing campaigns, consists of a collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade. Whereas advertising offers a reason to buy, sales promotion offers an incentive. Sales promotion includes tools for consumer promotion (samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions, cross-promotions, point-of purchase displays, and demonstrations), trade promotion (prices off, advertising and display allowances, and free goods), and business and sales force promotion (trade shows and conventions, contests for sales reps, and specialty advertising). Sales promotions in markets of high brand similarity can produce a high sales response in the short run but little permanent gain in brand preference over the longer term. In markets of high brand dissimilarity, they may be able to alter market shares permanently. (Kotler and Keller, 2012).

Sales promotion involves activities that create buyer incentives to purchase a product or that add value for the buyer or the trade. Sales promotion can be targeted toward consumers, channel intermediaries, or the sales force.

Sales promotion includes broad assortment of promotional elements because it encompasses activities other than advertising, public relations, and personal selling (Ferrell and Hartline, 2011).

III. Public Relations

Public relation is defined as the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics, institute of public relations. Public relations can be split into proactive communications designed to build understanding and reactive communications designed to counter misunderstanding (Whalley, A., 2010).

Not only must the company relate constructively to customers, suppliers, and dealers, it must also relate to a large number of interested publics. A public is any group that has an actual or potential interest in or impact on a company's ability to achieve its objectives. Public relations include a variety of programs to promote or protect a company's image or individual products. The wise company takes concrete steps to manage successful relationships with its key publics (Kotler and Keller, 2012).

IV. Direct Mail Marketing

Direct mail is a popular medium because it permits target market selectivity, can be personalized, is flexible, and allows early testing and response measurement. Although the cost per thousand is higher than for mass media, the people reached are much better prospects. The success of direct mail, however, has also become its liability so many marketers are sending out direct-mail pieces that mailboxes are becoming stuffed; leading some consumers to disregard the blizzard of solicitations they receive. In constructing an effective direct-mail campaign, direct marketers must choose their objectives, target markets and prospects, offer elements, means of testing the campaign, and measures of campaign success (Kotler and Keller, 2012).

Direct marketing has now expanded into areas such as telemarketing; cataloguing, door to door leafleting, e-mail marketing, broadcast faxing etc. As such direct marketing is a major sub-section of marketing in its own right (Vardarajan, R.2010).

V. Trade Fairs and Exhibitions

The purpose of trade fairs and exhibitions is to increase awareness and to encourage trial, largely through face to face contact of supplier and customer. They offer the opportunity for companies to meet with both the trade and the consumer, for both to build relationships outside traditional sales meetings. They are heavily used with business to business marketing, especially within technology and engineering based products (Vardarajan, R.2010).

VI. Advertising

Advertising is a key component of promotion and is usually one of the most visible elements of an integrated marketing communications program. Advertising is paid, non-personal communication transmitted through media such as television, radio, magazines, newspapers, direct mail, outdoor displays, the Internet, and mobile devices. Advertising promotes all types of

products, including goods, services, ideas, issues, people, and anything else that marketers want to communicate to potential customers. Whether used in consumer or business markets, there are two basic types of advertising: institutional and product advertising. Institutional Advertising Institutional advertising promotes a firm's image, ideas, and culture, with the goal of creating or maintaining an overall corporate image. Product Advertising Product advertising promotes the image, features, uses, benefits, and attributes of products. Product advertising comes in many different forms (Ferrell and Hartline, 2011).

In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as "the five MS": Mission: What are our advertising objectives? Money: How much can we spend and how do we allocate our spending across media types? Message: What message should we send? Media: What media should we use? Measurement: How should we evaluate the results? (Kotler and Keller, 2012).

2.1.3.4. Place

Place is not just about the point of sale, it's about the total channel of distribution and a consideration of the value chain from raw materials through to the customer. As such it's one of the most cross-functional areas within marketing and one of most vital areas in terms of the processes aspect of the extended marketing mix.

There are six basic channel decisions:

1. Do we use direct or indirect channels? (E.g. direct to a consumer, indirect via a wholesaler).
2. Single or multiple channels.
3. Cumulative length of the multiple channels
4. Types of intermediary
5. Number of intermediaries at each level
6. Which companies as intermediaries to avoid intra channel conflict (i.e. infighting between local distributors)? There are many types of intermediaries such as wholesalers, agents, and retailers, the internet, overseas distributors, direct marketing?

Channel Intermediaries-

- a. **Wholesalers**

They break down bulk into smaller packages for resale by a retailer, i.e. they buy from producers and resell to retailers and in doing take title to the goods. They provide storage facilities. A wholesaler will often take on the some of the marketing responsibilities (Vardarajan, R.2010). (from manufacturer to user without an intermediary), and many others.

Wholesalers (also called distributors) differ from retailers in a number of ways. First, wholesalers pay less attention to promotion, atmosphere, and location because they are dealing with business customers rather than final consumers. Second, wholesale transactions are usually larger than retail transactions, and wholesalers usually cover a larger trade area than retailers. Third, the government deals with wholesalers and retailers differently in terms of legal regulations and taxes (Kotler and Keller, 2012).

b. Agents

An agent will typically secure an order for a producer and charge a commission on the sale or be paid a retainer with a sales related bonus. Generally, they don't take title to the goods, unless they are a stockiest agent who will hold consignment stock, i.e. will store the stock, but the title will remain with the producer. This approach is used where goods need to get into a market soon after the order is placed. Agents can be very expensive to train. They are difficult to keep control of due to the physical distances involved. They are difficult to motivate. (Vardarajan, R. 2010).

c. Retailers

Retailers will generally have a much stronger personal relationship with the consumer. They will hold several other brands and products and their customers will expect to be exposed to many products and brands that are competitive. Where the retail purchase is significant the retailers will often offer credit to the customer which requires consideration in pricing decisions. Retailers will give the final selling price to the product but will also do their own marketing or will increasingly arrange co-operative marketing with the producer (Vardarajan, R.2010).

At the retail level of distribution, channel selection also involves the number of retailers, in a given geographical market, carrying seller's products. Retail coverage may be intensive, selective or exclusive. Intensive distribution attempts to sell products through every available outlet in a given geographical area. Exclusive distribution reduces coverage to a single store, or chain, in the desired market. Selective distribution provides coverage between every outlet

available and a single outlet by offering firms products to a select group of outlets in a chosen area (Shaw, E., 2011).

d. Internet

The internet presents us with geographically dispersed and disparate market in customer terms. This is its main benefit it exposes products to a wider audience at relatively low cost which in turn has led to the proliferation of niche and specialist businesses which would be impossible without the internet as a contact and order placing medium. With the advent of broadband and satellite it has also become a delivery medium for products such as TV, films, software, interactive games etc (Vardarajan, R.2010).

2.1.3.5. People

In Booms and Bitners (2012), 7Ps services marketing framework, people are all people directly or indirectly involved in the service encounter, namely the firm's contact employees, personnel and other customers. Due to the inseparability of production and consumption for services which involves the simultaneous production and consumption of services, service firms depend heavily on the ability of contact employees to deliver the service.

Contact employees contribute to service quality by creating a favorable image for the firm, and by providing better service than the competitions. Service providers (such as hair stylists, personal trainers, nurses, counselors and call center personnel) are involved in real time production of the service. They are the “service”. Much of what makes a service special derives from the fact that it is a lived-through event. Service firms must find ways in which they can effectively manage the contact employees to ensure that their attitudes and behaviors are conducive to the delivery of service quality. This is especially important in services because employees tend to be variable in their performance, which can lead to variable quality i.e. heterogeneity in the performance of services. The quality of a service (a visit to a hospital for medical check-up, having a meal at the restaurant, accountancy and consulting services) can vary from service providers and customers among many other factors. This lack of homogeneity in services creates difficulties for the service firms. As delivery of services occurs during interaction between contact employees and customers, attitudes and behaviors of the service providers can significantly affect customers' perceptions of the service. This is important,

because customers' perceptions of service quality and its value can influence customer satisfaction, and in turn, purchase intentions.

2.1.3.6. Physical evidence

Physical evidence refers to the environment in which the service is assembled and in which the seller and customer interact, combined with tangible commodities that facilitate performance or communication of the service. The physical evidence of service includes all the tangible representations of service such as brochures, letterhead, business cards, reports, signage, internet presence and equipment. For example, in the hotel industry, the design, furnishing, lighting, layout and decoration of the hotel as well as the appearance and attitudes of its employees will influence customer perceptions of the service quality and experiences. Because of the simultaneous production and consumption of most services, the physical facility i.e. its servicescape can play an important role in the service experience (Booms and Bitners, 2012).

2.1.3.7. Process

Process is referred to the procedures, mechanisms and flow of activities by which the service is delivered i.e. the service delivery and operating systems. The process of travelling with a budget airline is very different from that with a full-fledged premium airline. Because services are performances or actions done for or with the customers, they typically involve a sequence of steps and activities. The combination of these steps constitutes a service process which is evaluated by the customers. Furthermore, in a service situation customers are likely to have to queue before they can be served and the service delivery itself is likely to take a certain length of waiting time. It helps if marketers ensure that customers understand the process of acquiring a service and the acceptable delivery times. Creating and managing effective service processes are essential tasks for service firms. Managing the process factor is essential due to the perishability of services which means that services cannot be inventoried, stored for reuse or returned. Hotel rooms not occupied and airline seats not purchased cannot be reclaimed. As services are performances that cannot be stored, it is a challenge for service businesses to manage situations of over or under demand. Another distinctive characteristic of the service process that provides evidence to the customer is the standardized or customized approach based on customers' needs and expectations. Since services are created as they are consumed, and because the customer is

often involved in the process, there are more opportunities for customizing the service to meet the needs of the customers (Booms and Bitners, 2012).

2.2. Review of Empirical study

Many studies have been conducted to assess strategic marketing practice of firms, both inside and outside Ethiopia. Zeweter (2018) also made an assessment on marketing strategy practices of bank of Abyssinia. The study describe how the marketing strategies were practiced in the company to achieve its goals aligned with target market, segmentation, positioning and the marketing mix to satisfy customer requirements. The research was carried out through the use of case study design employed by using both mixed approaches. Both primary and secondary data collection instruments were used to collect data. Closed ended questionnaire survey along with interview was used for the purpose of data collection. The selections of the respondents were carried out by using purposive sampling technique because no other departments were concerned about marketing strategies and the researcher took all the respondents of marketing staffs as a total population of the study. Data collected was analyzed using IBM statistics SPSS 21 software. Descriptive statistics was used and analyzed using methods of frequency distribution and percentage. The study findings indicate that bank of Abyssinian segments its market based on mainly geographic element, follows targeting strategy of differentiation, and there is good level of perception among consumers, the key factors that considered in setting pricing strategy is product value. Promotional practices are strong on advertising and sales promotion and, weak on other promotional tools. The companies staff are capable of implementing the marketing strategy of the company, but not highly capable. The major formulator of the company marketing strategy is marketing department. The major implementer of the strategy is all employees of the company and the major challenges on the implementation of the marketing strategy is communication problem, poor planning, lack of integration and lack of commitment.

March 2013 vol.4, in the interdisciplinary journal of contemporary research in Business Research in the title of “investigating the impact of marketing mix elements on consumer satisfaction: an empirical study on Nigerian breweries plc.” The research result showed that there is strong relationship between marketing mix elements (price, product, place and promotion) and consumer satisfaction. On the basis of the findings of this study, it can be concluded that price, product, place and promotion were jointly and independently predict consumer satisfaction. This

result supported Kotler, (2005) who discovered that marketing mix elements have become major business tools for company to pursue its marketing objective. It is concluded that marketing mix elements have significant effect on consumer satisfaction. Therefore, management of Nigerian breweries should produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to consumers. They also need to pay more attention to their customers in order to understand their needs and expectations as well and to keep in touch with them. Customer's satisfaction surveys should be conducted in a systematic and continues way.

Tilahun (2017) made a research on assessment on marketing strategy on the case of Raya brewery S.C. marketing strategy is commonly defined as a strategy employed by a firm to attain its marketing objectives, which in turn is related to the achievement of the firm's business objectives. In other words, marketing strategy refers to the marketing goals and action plans that address matters of product/ service price, distribution, communication, and the process of new product development. This study focused on assessing the marketing practices of the Raya Brewery Share Company. The study used descriptive method of research design. Both primary and secondary data collection instruments are used to collect data. To collect the data for this study, the target population of the study is the corporate marketing and sales department of the Raya Brewery Share Company. The study was taken 49 people who are working under corporate sales and marketing department, out of 49 people questionnaires were distributed for 48, and one was interviewed. The Raya Brewery's marketing strategy is practiced moderately by and managers. The company provides quality products with affordable prices by promoting its products using different promotional mechanisms (i.e. media advertisement, sales promotion and public relations). It was finally recommended that the company needs to align its marketing strategies with its vision and mission; the vision and missions of the company must be well addressed to its employees, the marketing and planning team and other stakeholders. The company needs to enhance its communication between corporate sales and marketing departments and other departments for the smooth implementation of its strategy.

Zin Mar Soe (2013) made research on an analysis on the marketing strategies for the mobile network service of Myanmar post & telecommunication. This study focuses mainly on the analysis of importance, perception and customers' satisfaction towards the mobile network services as offered by the Myanmar Post and Telecommunications (MPT). The satisfaction level

is measured as a difference between the perception and importance levels. The research uses 7P's marketing mix as an approach to the quality of mobile network service in order to analyze the marketing mix strategies of MPT and to propose an optimal marketing mix strategy for MPT. As the perceived level for each marketing mix dimension reflects MPT's strategy for each marketing mix. The hypotheses are developed to test whether the customers' feeling of importance on each dimension of marketing mix exceeds the company's strategy implementation for that dimension. The researcher found out that customers perceive that Service Dimension, Placement Dimension, Price Dimension, Process Dimension, Promotion Dimension, and People Dimension are in descending order of important. The customers perceive, these six factors significantly important for a mobile network service. However, the customers perceive Physical Evidence Dimension as unimportant.

Moreover, Kalkidan Nigussie (2019) conducted a study to assess Marketing Strategy Practice and challenges of ethio telecom. It tries to identify process the company follows in the formulation of marketing strategy, how segmentation and targeting is being practices, the choice of the marketing mix elements and the challenges experienced by the company in the implementation of the marketing strategy. The research applied qualitative approach and descriptive design. The research was carried out using both primary and secondary source of data to get the intended data and meet the objective of the study. To gather the primary data semi structured questionnaire where used for an interview with purposively selected sample size 18management from divisions responsible for formulation and implementation of the strategy. For the secondary data, of the company planning document is used to understand the marketing strategy formulation process. Data was collected through one to one and telephone interview and self-administered questionnaire. The finding of the analysis shows; the company follow well-structured process in the formulation of the marketing strategy. With regards to segmentation and targeting, apart from an effort in trying to define the segments in the market, it is not fully implemented and there is lack of consistency across the application of segmentation in the company. The gaps on segmentation practice further affects the practice of targeting, although the company have many products and services it is not able to ensure delivery of tailored products for differentially segmented customers. The company has also well exploited the 4 marketing mix elements such as product, price, place and promotion with inadequate focus on three elements people, process and physical evidence. The main challenges in the

implementation are also identified to be lack of attention, focus and poor integration by the management and working units, lack of knowledge and system readiness, lengthy and inefficient procurement and decision making process. Accordingly, it is recommended by the researcher for the company to strengthen internal communication and create better alignment, empower management and ensure timely decision building its capacity hiring expertise on the industry and implementing data analytical tool to support segmentation, include the 3Ps in the marketing mix elements to ensure customer centricity of internal process, procedure and decision making.

Animashaun (2013) conducted a study on marketing activities and its implications on telecommunication industry in the case of Nigeria, a case study on Mobile Telephone Network Nigeria. The purpose of this study was to examine how the marketing activities have been used in telecommunication in Nigeria. It was achieved through a questionnaire and a survey to the customers and to the marketing department of one of the companies in Nigeria. The marketing strategy adopted by MTN Nigeria is well planned and executed with the reflection on how the activities by this company improve the image and the brand of the company. MTN Nigeria use customer calling centers as an activity which is easier than an experience center due to the location of some customers, it usually a phone call is enough to resolve any claim. The challenge in the telecommunication industry according to the respondents is insufficient electricity supply for industrial purposes and household consumption. It is also observed from the respondents that said advertising is the tool used by MTN Nigeria in its promotion strategy, which is more preferable than another means of promotion strategy. Finally, the researcher concludes marketing activities enable companies like MTN Nigeria to reach its final objectives and goals, which enable the MTN Nigeria to satisfy its customers.

Overall, prior empirical studies were conducted on understanding the marketing strategy practice of different firms such as hotels, brewery, bank and telecom industry in Ethiopia and different country. Therefore, there is lack of prior empirical studies. In this regard it is imperative to assess the marketing practice of Gulele Botanic Garden mainly because its work on ecotourism and environment the firm operates is different from the aforementioned industries. Relation to marketing in most of the situation the study characteristics of the firms differ from Gulele Botanic Garden mainly because it works on ecotourism and the environment the firm operate is not the same. There are researches made by analyzing practices of marketing strategy but it was

rather focused on understanding only the 4ps. In this regard rather than just putting the 4ps of the marketing mix practices it will be good to work on both service and product in order to address both service and product in order to address the 7ps.

2.3. Research gap

Empirical studies were conducted on understanding the marketing strategy practice of different firms such as hotels, brewery, banks and the telecom industry in different country and even in Ethiopia in most of the situation the study characteristics of the firms differ from Gulele Botanic Garden mainly because its work on ecotourism and the environment the firms operate is not the same. There are researches made by analyzing practices of marketing strategy but it was rather focused on understanding only the 4ps. In this regard rather than just putting the 4ps of the marketing mix practices it will be good to work on both service and product in order to address the 7ps.

2.4. Conceptual Framework

The conceptual frame work of the study is a diagrammatic presentation of the relationship between the variable drawn based on prior literature. In order to achieve the marketing objectives, companies need to have a strategy that includes different elements. There are seven major elements that are used in detail of marketing mix practice these are product, place, promotion, price, people, process and physical evidence.

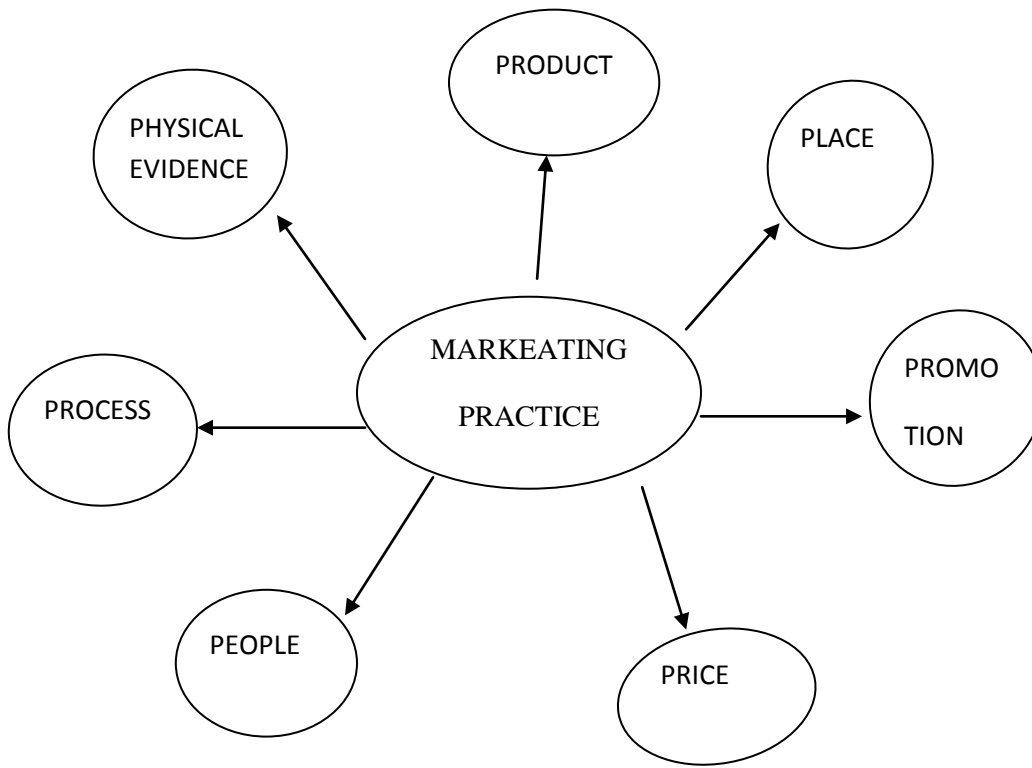


Figure 1. Conceptual framework (Owen design2021)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Research approach

The research approach is a plane and procedure that consist of the steps of broad assumptions to detailed methods of data collection, analysis, and interpretation. It is, therefore, based on the nature of the research problem being addressed. The Research applied mixed approach which defined as research in which the investigator collects and analyses data, integrate the findings and draws inference using both qualitative and quantitative approach or method in a single approach (tashakkori and creswell,2007;4). The data collected by structured interview and open ended questionnaires will be analyzed qualitatively and presented by paragraphs and closed ended questionnaires will be analyzed quantitatively and presented by using tables, percentages and graph.

3.2. Research Design

The primary purpose of this study is to describe marketing practices and challenges of Gulele Botanic Garden in light of the theoretical framework. Thus, this study applied a descriptive research design. The major purpose of descriptive research is to describe characteristics of a certain phenomenon. This research also aims to describe the strategic practices in Gulele botanic Garden. Descriptive research designs describe the characteristics of objects, people, or organizations (Zikmund, Babin, Carr & Griffin, 2012:15). Descriptive research paints a picture of the specific details of a situation, social setting, or relationship. By giving answers to who, what, when, where, and how questions. For Kohtari (2006), descriptive research aims at describing a situation in terms of its characteristics. This research will also try to give details on the strategic marketing mix in Gulele Botanic Garden.

Descriptive research design is chosen for this research as it is suitable to accurately portray components of a given process, marketing practice in this case. Punch (2006) argues that descriptive research design basically gives answer to the question of ‘what is the case or situation here?’. So does this research as far the strategic management practices in Gulele Botanic Garden is concerned. Descriptive research is opted for since it helps in drawing a clear picture of a

phenomenon and acquisition of a lot of information. Descriptive researches purpose of describing how reality is perfectly aligning with the general objective of this research which is describing the marketing practices and challenges of Gulele Botanic Garden.

3.3. Population, Sample size and sampling procedure

To accomplish this study marketing manager and final customers of Gulele Botanic Garden Company are used as population. The researcher will be using non probability sampling because it's difficult to manage and communicate with all final consumers. Non probability sampling approach is used when every member or individual has no equal chance of being included in a sample. Among non probability sampling approach accidental (convenience) sampling technique is used which means the population selected is easily accessible to the researcher available. The population of this study involves all customers of Gulele Botanic Garden which are 10,000 in number (Gululu Botanic Garden).

The researchers used Yemanes formula (1967), in order to determine the sample size of the population. This formula is reliable to 95% and has only 5% deviation factor.

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

$$1 + N(e)^2$$

$$n = \frac{10000}{1 + 10000(0.05)^2} = 385$$

$$1 + 10000(0.05)^2$$

Where:

n = the sample size

N = size of population

e = the level of accuracy (e = 0.05)

Accordingly, the number of sample items from the total population of 10000 subscribers was 385 customers will be randomly chosen to complete questionnaire for the study purpose.

Interview will be conducted with marketing manager of Gulele Botanic Garden. With Structured interviews which is a means of collecting data for a statistical survey. In this case, the data is collected by an interviewer rather than through a self-administered questionnaire. Interviewers read the questions exactly as they appear on the survey questionnaire. The choice of answers to the questions is fixed (close-ended) in advance, though open-ended questions can also be included within a structured interview.

A structured interview also standardizes the order in which questions are asked of survey respondents, so the questions are always answered within the same context. This is important for minimizing the impact of context effects, where the answers given to a survey question can depend on the nature of preceding questions. Though context effects can never be avoided, it is often desirable to hold them constant across all respondents. By doing so, structured interviews often have increased validity.

3.4. Data sources and data collection method

In order to gather the data from relevant sources, both primary and secondary data collection will be used. The primary data will be collected through interview and questionnaires. On the other hand, secondary data will be obtained from the company report records, documents, and electronic media and so on.

3.5. Reliability and validity of data collection instrument

Validity and Reliability

In order to reduce the possibility of getting the answer wrong attention was paid on two particular research designs: reliability and validity (Saunders et al., 2009).

Validity

Validity is concerned with whether the findings are really about what they appear to be (Saunders et al., 2009). Validity is defined as the extent to which data collection method or methods accurately measure what they are intended to measure (Saunders et al., 2009). Yin (2009) states “no single source has a complete advantage over others”. The different sources are highly complementary and a good case study should use as many sources as possible (Yin, 2009). The validity of scientific study increases by using various sources of evidence (Yin, 2009). The following prudent and different steps are taken to ensure the validity of the study:

- data was collected using close ended and open ended questions
- Data was collected from reliable and credible customers who accurately know the company.
- Interview and questions were made based on the measurement the researcher use to measure marketing practice to validate the results.
- Questioners pretested on 185 customers.

Reliability

Reliability is concerned with the question of whether the results of a study are repeatable. Also reliability refers to the consistency of measurement (Bryman, & Bell, 2003). There are two prominent factors that involved when considering whether a measure is reliable (Bryman & Bell, 2003).

Testing for reliability is important as it refers to the consistency across the parts of a measuring instrument (Huck, 2007). A scale is said to have high internal consistency reliability if the items of a scale “hang together” and measure the same construct (Huck, 2007, Robinson, 2009). The most commonly used internal consistency measure is the Cronbach Alpha coefficient. It is viewed as the most appropriate measure of reliability when making use of Likert scales (Whitley, 2002, Robinson, 2009). No absolute rules exist for internal consistencies, however most agree on a minimum internal consistency coefficient of 0.7 (Whitley, 2002, Robinson, 2009).

Cronbach's alpha is used in this study to measure internal consistency of the study in order to prove the liker scale is above 0.7 To establish whether the items on this questionnaire all reliably measure the same construct (perceived task value), the study will conduct pilot taste to ask 30 participants to complete this questionnaire, so I can calculate Cronbach's alpha based on their scores. Each of the measurements which are the 7ps of marketing mixes in the questioner will be analyzed each by each.

The student researcher has used 21 Likert scale items to measure the marketing practices at Gulele Botanic Garden. The scales were adopted from Weldekiros Haftu (2019), Tizita Kinfe (2017), Mamoun N. Akroush and Abrham Ashenafi (2017) and proven to be free from reliability and validity concerns. As shown in table X, the Cronbach alpha for each dimension of marketing practices is above 0.70.

Item	Cronbach's Alpha	Number of Item
All variables	0.737	21
Product	0.792	3
Promotion	0.799	3
Price	0.715	3
Place	0.758	3
People	0.716	3

Process	0.739	3
Physical Evidence	0.717	3

Table 1: The reliability of the scales used to measure the marketing mix elements

The data on the above table shows that all Cronbach's Alpha variables result is 0.737 this shows that the questioner variable considered on this research is reliable. Regarding on product the Cronbach's Alphas show 0.792, on promotion 0.799, price 0,715, place 0.758, people 0.716, process 0.739, physical evidence 0.717 this implies that the result are reliable.

3.6. Data analysis method

Data will be analyzed and interpreted by using both qualitative and quantitative techniques. Qualitative data gathered via close-ended questioner will be processed through SPSS (statistical package for social since) and analyzed by using descriptive statistics (frequency, percentage, standard deviation and mean analysis). Moreover, qualitative data collected through structured interview and open ended questionnaires will be analyzed quantitatively and presented by using tables, percentage and graph.

3.7. Ethical consideration

The confidentiality of information supplied by research subjects and the anonymity of respondents is respected. And also research participants participated in a voluntary way, free from any coercion. Harm to research participants is avoided and the independence of research is clear, and any conflicts of interest or partiality is explicit. Moreover, the researcher will duly acknowledge and cite all reference materials used in the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

In order to assess the marketing mix practices and challenges in the case of Gulele Botanic Garden, the student researcher has used questionnaire and interview. Questionnaires were distributed to 385 customers of Gulele Botanic Garden out of which 356 were properly filled, returned and used for further analysis. Thus, 92.4% response rate was achieved.

4.2. Demographic characteristics

To better understand their nature, survey respondents were asked questions with regard to their demographic characteristics such as gender, age, marital status, level of education, and monthly income. These demographic variables are discussed as follows.

Table.1: Demographic characteristics of survey respondents

No	Description	Personal information	Frequency	Percent(%)
1.	Gender	Male	259	72.8
		Female	97	27.2
Total			356	100%
2.	Age	18-28	45	12.6
		29-39	112	31.5
		40-50	132	37.1
		Over 51	67	18.8
Total			356	100%

3.	Marital status	Single	120	33.7
		Married	235	66.0
		Divorced	1	0.3
		Widowed	0	0
Total			356	100%
4.	Educational background	Grade 8 and below	0	0
		High school complete	21	5.9
		Certificate/Diploma	59	16.6
		Bachelor degree	213	59.8
		Masters and above	63	17.7
Total			356	100%
5.	Monthly income in birr	Less than 2000	6	1.7
		2000-4000	70	19.7
		4000-6000	64	18.0
		6000-8000	141	39.6
		More than 8000	75	21.1
Total			356	100%

Source: Own survey, April 2021

As table 1 depicts, out of the total of 356 survey respondents, the vast majority 259 (72.8%) were male and the remaining 97(27.2%) were female respondents. This implies that there is high proportion of male respondents than female counterparts.

As can be seen in table 1, in terms of age, 45 (12.6%) respondents were found to be in between the age range of 18-28 whereas 112 (31.5%) respondents were between 29 and 39, 132(37.1%) respondent between 40 and 50 and 67(18.8%) respondent were above 51 years. This implies that the dominant age group was between 40 and 50. This indicates that there is a potential advantage if Gullele Botanic Garden targets adult people.

The above table also reveals the marital status of survey respondents. Of the total of survey respondents, 120 (33.7%) were single, 235(66.0%) were found to be married, 1(0.3%) respondent was divorced and there were no widowed respondents. Since most of the respondents were married, the company will get better profit by providing family package services.

In terms of level of education, 21(5.9%) of the respondents where high school completed, 59(16.6%) have certificate up to diploma, 213(59.8%) have first degree and 63(17.7%) have masters and above. Moreover, as far as the monthly income of the respondents is concerned, the vast majority 141(39.6%) earn monthly income respondent have income between 6000-8000, followed by 75 (21.1%) respondents earn more than 8000 birr, 70 (19.7%) respondents earn between 2000 and 4000, 64(18.0%) respondents between 4000 and 6000, and 6 (1.7%) respondents earn monthly income below birr 2000. Therefore, from the total respondents the vast majority earn monthly income between 6000 and 8000. This can help the organization to set their price according to customer income.

4.3. Prior behavior of customers

Survey respondents were asked to mention their prior experience to visit Gulele Botanic Garden. More specifically, they were asked questions how long they have been customers of GBG, frequency of visit, and purpose of visit.

Table.2: Prior visit behavior of customers

no	Description	General equation	frequency	Percentage(%)

1.	How long have you been the customer of Gulele Botanic Garden?	1-2 Year	154	43.3
		3-4 Year	184	51.7
		4-5Year	6	1.7
		More than 5Year	12	3.4
Total			356	100(%)
2.	Could you please specify your motive to visit Gulele Botanic Garden?	Picnic	16	4.5
		Jogging	114	32.0
		Panoramic view of AA	114	32.0
		Different events	112	31.5
		mountain biking	0	0
Total			356	100(%)
3.	How often do you visit Gulele Botanic Garden?	Once in a year	65	18.3
		Twice in a year	183	51.4
		Three times in a year	80	22.5
		four times in a year	28	7.9
		five times in a year	0	0
Total		365	100(%)	

Source: Own survey, April 2021

The above table displays how long the respondents have been customers of Gulele Botanic Garden. 154 (43.3%) respondents have been customers from 1 up to 2 years, 184(51.7%) respondents from 3-4 years, 6(1.7%) respondents 4-5 years and the rest 12(3.4%) respondents used the service of GBG for more than 5 years. This implies that the vast majority of

respondents were customers from 3-4 years. These customers should have different customer relationship with the firm to get their opinion about the service that have been provide for them since they use the service for longer period from the others the firm can use them as their firm ambassador.

The above table also shows the motives for using the services of GBG. The result shows that 114(32.0%) respondents visit Gulele Botanic Garden for jogging, 114(32.0%) for panoramic view of Addis Abeba, 112 (31.5%) for different events, 16(4.5%) respondents for picnic, and none of the respondents visit the Garden for biking purpose. Most of the respondents visit Gulele Botanic Garden for Jogging and panoramic view of Addis Abeba. This can be taken as benefit since most of the respondents prefer to use the services but the other services need more work in order to be demanded as much as the other services by customers.

Regarding how often the respondents visit Gulele Botanic Garden, 65(18.3%) of them response stated once in a year, 183(51.4%) respondents twice in a year, 80(22.5%) respondents three times in a year, and 28(7.9%) respondents visited the Garden four times in a year. Most of the respondents visit GBG twice in a year. Thus, the organization can provide better offer through its service delivery in order to keep and make more customer visit it.

4.4. Perception towards marketing practices

Survey respondents were asked questions to assess their perception towards the organization's marketing practices namely product, price, promotion, place, people, process and physical evidence.

For this study marketing mix (7ps) is used to assess marketing practices and challenge of Gulele Botanic Garden. This model contains 21 questions to describe the seven marketing mix dimensions namely product, price, promotion, place, people, process and physical evidence. In order to measure marketing practices and challenge of Gulele Botanic Garden five point Likert scale was used with: 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5= strongly agree. While making interpretation of the results of mean and standard deviation the scales were reassigned as follows to make the interpretation easy and clear. 1-1.8= Strongly Disagree, 1.81–2.6 = Disagree, 2.61 – 3.4= Neutral, 3.41 –4.20= Agree and 4.21 –5 = Strongly Agree (Best, 1977, as cited by Yonas, 2013). In order to measure the result of customer perception about

assessment of marketing practices and challenge of Gulele Botanic Garden; mean, standard deviation, mode frequency and percentage of each question about each marketing mix dimensions are computed as follows.

Table 3: Descriptive statistics for product

S.N	Statement	N	Mean	Std. Deviation
1.	The services provided by Gulele Botanic Garden have good quality.	356	2.67	1.588
2.	The services that have been provided by Gulele Botanic Garden have good quality offer customer service through e-mail, text message, social media and web.	356	3.22	1.655
3.	The service is convenient at any time.	356	2.41	1.573
Grand mean		356	2.76	

Source: Own survey (2021)

Table 3 shows descriptive statistics about the perception of survey respondents towards the products of GBG. The mean value for the first item (the services provided by Gulele Botanic Garden have good quality) was 2.67. The mean value for the second item (the services that have been provided by Gulele Botanic Garden have good quality offer customer service through e-mail, text message, social media and web) was 3.22. And the mean value for the third item (the service is convenient at any time) was 2.41. The overall mean for the three items used to measure the perception of customers towards the products of GBG was 2.76. This result indicates that the respondents have negatively perceived the products of GBG.

Table 4: Descriptive statistics for price

S.N	Statement	N	Mean	Std. Deviation
1.	Gulele Botanic Garden gives discounts to its consumer.	356	1.85	1.210

2.	Gulele Botanic Garden method of payment is modern and good.	356	2.50	1.574
3.	Gulele Botanic Garden price is fair.	356	1.82	1.165
Grand mean		356	2.05	

Source: Own survey (2021)

Table 4 shows descriptive statistics about the perception of survey respondents towards the product price of GBG. The mean value for the first item (Gulele Botanic Garden gives discounts to its consumer.) was 1.85. The mean value for the second item (Gulele Botanic Garden method of payment is modern and good) was 2.50. And the mean value for the third item (Gulele Botanic Garden price is fair) was 1.82. The overall mean for three items used to measure the perception of customers towards the price of GBG products/services was 2.05. This result indicates that the respondents have negatively perceived the product price of GBG.

Table 5: Descriptive statistics for promotion

S.N	Statement	N	Mean	Std. Deviation
1.	I see The services that have been provided by Gulele Botanic Garden have good promotion trough different advertisements.	356	3.53	1.509
2.	I receive enough information about Gulele Botanic Garden in their web address.	356	3.37	1.649
3.	I can identify Gulele Botanic Garden brand.	356	3.77	1.525
Grand mean		356	3.55	

Source: own survey (2021)

Table 5 shows descriptive statistics about the perception of survey respondents towards the promotional activities by GBG. The mean value for the first item (I see the services that have been provided by Gulele Botanic Garden have good promotion through different advertisements) was 3.53. The mean value for the second item (I receive enough information about Gulele Botanic Garden in their web address) was 3.37. And the mean value for the third item (I can identify Gulele Botanic Garden brand) was 3.77. The overall mean for three items used to measure the perception of customers towards the promotional activities of GBG was 3.55. This result indicates that the respondents have positively perceived the promotional activities of GBG.

Table 6: Descriptive statistics for place dimension

S.N	Statement	N	Mean	Std. Deviation
1.	Gulele Botanic Garden resides in accessible area for customers	356	2.53	1.568
2.	Gulele Botanic Garden location helps to make buying decision easily.	356	2.42	1.488
3.	Gulele Botanic Gulele botanic garden have comfortable service layout.	356	2.33	1.369
Grand mean		356	2.42	

Source: own survey (2021)

Table 6 shows descriptive statistics about the perception of survey respondents towards the place dimension of the marketing mix elements of GBG. The mean value for the first item (Gulele Botanic Garden resides in accessible area for customers) was 2.53. The mean value for the second item (Gulele Botanic Garden location helps to make buying decision easily) was 2.42. And the mean value for the third item (Gulele Botanic Gulele botanic garden have comfortable service layout) was 2.33. The overall mean for three items used to measure the perception of customers towards the place dimension of the marketing mix elements of GBG was 2.42. This result indicates that the respondents have negatively perceived the place or location of GBG.

Table 7: Descriptive statistics for people dimension

S.N	Statement	N	Mean	Std. Deviation
1.	Gulele botanic garden employees are well qualified and trained to interact with customer during service delivery process.	356	2.52	1.468
2.	Gulele botanic garden employees assure me about the service quality.	356	2.60	1.493
3.	Gulele botanic garden employees are Smart and neatly dressed.	356	2.67	1.532
Grand mean		356	2.59	

Source: own survey (2021)

Table 7 shows descriptive statistics about the perception of survey respondents towards the people or employees of GBG. The mean value for the first item (Gulele botanic garden employees are well qualified and trained to interact with customer during service delivery process) was 2.52. The mean value for the second item (Gulele botanic garden employees assure me about the service quality) was 2.60. And the mean value for the third item (Gulele Botanic Garden employees are smart and neatly dressed) was 2.67. The overall mean for three items used to measure the perception of customers towards the people/ employees of GBG was 2.59. This result indicates that the respondents have negatively perceived the people or employees of GBG.

Table 8: Descriptive statistics for process dimension

S.N	Statement	N	Mean	Std. Deviation
1.	I have selected Gulele botanic garden service because of Speedy delivery.	356	2.08	1.241
2.	Gulele botanic gardens have Standardize procedures.	356	2.31	1.334
3.	Gulele botanic garden service delivery is	356	2.66	1.370

	efficient.			
Grand mean		356	2.35	

Source: own survey (2021)

Table 8 shows descriptive statistics about the perception of survey respondents towards the process dimension of marketing activities of GBG. The mean value for the first item (I have selected Gulele botanic garden service because of Speedy delivery) was 2.08. The mean value for the second item (Gulele botanic garden have Standardize procedures) was 2.31. And the mean value for the third item (Gulele botanic garden service delivery is efficient) was 2.66. The overall mean for three items used to measure the perception of customers towards the process dimension of marketing practices of GBG products/services was 2.35. This result indicates that the respondents have negatively perceived the process dimension of marketing practices of GBG.

Table 9: Descriptive statistics for physical evidence

S.N	Statement	N	Mean	Std. Deviation
1.	Gulele Botanic Garden have comfortable physical environment, furnishing and colors for creating friendly atmosphere.	356	2.70	1.587
2.	Environment in which service is delivered is comfortable for customers.	356	2.40	1.435
3.	Gulele Botanic Garden has good interaction with customers.	356	2.13	1.216
Grand mean		356	2.41	

Source: own survey (2021)

Table 9 shows descriptive statistics about the perception of survey respondents towards the physical evidence dimension of marketing practices of GBG. The mean value for the first item (Gulele Botanic Garden have comfortable physical environment, furnishing and colors for creating friendly atmosphere) was 2.70. The mean value for the second item (the environment in which service is delivered is comfortable for customers) was 2.40. And the mean value for the

third item (Gulele Botanic Garden has good interaction with customers) was 2.13. The overall mean for three items used to measure the perception of customers towards the physical evidence dimension of marketing practices of GBG was 2.41. This result indicates that the respondents have negatively perceived the physical evidence dimension of marketing practices of GBG.

Table 10: Grand mean for marketing mix practices of GBG

S.N	Marketing practices	N	Mean
1	Product	356	2.70
2	Price	356	2.05
3	Promotion	356	3.55
4	Place	356	2.42
5	People	356	2.59
6	Process	356	2.35
7	Physical evidence	356	2.41
Grand Mean		356	2.58

Source: own survey (2021)

4.5. The challenges of marketing practices at GBG

As per the marketing manager of Gulele Botanic Garden answer the firm give many services from them trekking, canopying, birding, mountain biking, picnic, jogging, yoga sport, cafeteria, panoramic view of Adiss Abeba, and different events are some of them.

Gulele Botanic Garden target customers are all people living in and out of Adiss Abeba also people around the globe. The firm don't have well organized marketing plane, Gulele Botanic Garden is government organization that use fixed pricing system for all type of service which they provide promotion is used in different forms basically advertising system like printed advertising materials and social Medias are used as means of communication. But the firm doesn't evaluate advertisement effectiveness.

As a challenge Beget is one of the obstacles, lack of budget restricts the marketing team from spending money on promotion. Lack of well train employees that have adequate knowledge in promoting Gulele Botanic Garden and deliver the intended message to target customer moreover Means of payment is traditional customers will have to stand for long period of time until the chaser writ and give the recite. Gulele Botanic Garden dost have standard modern recite. This are the changes Gulele Botanic Garden face during implementation of marketing practice.

3.6. Measures taken by Gulele Botanic Garden to implement marketing practices.

In order to implement marketing practice Gulele Botanic Garden is working on providing restaurant service, branding blogging, social media, website and email are used to accommodate service and Meets the demands of the market and satisfies, or exceeds, the expectations of the customer. Regarding place GBG provide facilitate infrastructure in order to give easy access for its customer. Gulele Botanic Garden use fixed price system cost, demand and competitors have been taken in consideration when price is seat. The price Gulele Botanic Garden set reflects customer's perceived value of its service and correlate with their budget. Besides promotion is used in different forms basically advertising system like printed advertising materials and social Medias are the main mechanisms Gulele Botanic Garden use in implementation of promotion. Likewise regarding People in the near future Gulele Botanic Garden plane to give employs fair training and a considerable understanding of their role and the impact that it has within the company no matter how behind-the-scenes or customer-facing they are. The Process Gulele Botanic Garden use has standardized flow of activity, but level of automation is pore. Furthermore Physical evidence contains visual aspects or quantifiable features of Gulele Botanic Garden brand, such as website, logo, a sign on Gulele Botanic Garden building, and social media presence are used to represent physical evidence of the marketing mix.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1 Summary

- This study was conducted with an aim to assess marketing mix practices and challenges in the case of Gulele Botanic Garden. Thus, the student researcher has used questionnaire and interview to gather pertinent data for the study purpose. To this end, data were gathered from 356 customers who pay visit the garden.
- As far as the demographic characteristics of survey respondents is concerned, the majority 259 (72.8%) were male and the rest 97(27.2%) respondents were female. With regard to age, the vast majority of respondents 132(37.1%) were between 40 and 50 years. In terms of marital status, the majority 235(66.0%) were married. Moreover, most of the respondents 213(59.8%) have first degree and earn the vast majority 141(39.6%) also earn monthly income between 6000-8000 birr.
- Moreover, the majority of respondents have been customers of Gulele Botanic Garden for 3-4 years. With regard to purpose of visit is concerned, the majority of customers 114(32.0%) visit for jogging and to view the panoramic view of Addis Abeba. As far as the frequency of visit is concerned, the majority 183(51.4%) of respondents visit Gulele Botanic Garden twice in a year.
- Under the product category, the overall mean for the three items used to measure the perception of customers towards the products of Gulele Botanic Garden was 2.76. This result indicates that the respondents have negatively perceived the products of Gulele Botanic Garden.
- The overall mean for three items used to measure the perception of customers towards the price of Gulele Botanic Garden products/services was 2.05. This result indicates that the respondents have negatively perceived the product price of Gulele Botanic Garden.

- As far as promotion is concerned, the overall mean for three items used to measure the perception of customers towards the promotional activities of Gulele Botanic Garden was 3.55. This result indicates that the respondents have positively perceived the promotional activities of Gulele Botanic Garden.
- With regard to the place (or distribution) dimension of the marketing mix elements, the overall mean for three items used to measure the perception of customers towards the place dimension of the marketing mix elements of Gulele Botanic Garden was 2.42. This result indicates that the respondents have negatively perceived the place or location of Gulele Botanic Garden.
- As far as the people dimension of marketing mix elements is concerned, the overall mean for three items used to measure the perception of customers towards the people/ employees of Gulele Botanic Garden was 2.59. This result indicates that the respondents have negatively perceived the people or employees of Gulele Botanic Garden.
- As far as the process dimension of the marketing mix elements is concerned, the overall mean for three items used to measure the perception of customers towards the process dimension of marketing practices of Gulele Botanic Garden products/services was 2.35. This result indicates that the respondents have negatively perceived the process dimension of marketing practices of Gulele Botanic Garden.
- The overall mean for three items used to measure the perception of customers towards the physical evidence dimension of marketing practices of Gulele Botanic Garden was 2.41. This result indicates that the respondents have negatively perceived the physical evidence dimension of marketing practices of Gulele Botanic Garden.
- As per the marketing manager of Gulele Botanic Garden answer the firm give many services from them trekking, canopying, birding, mountain biking, picnic, jogging, yoga sport, cafeteria, panoramic view of Adiss Abeba, and different events are some of them.
- Gulele Botanic Garden target customers are all people living in and out of Adiss Abeba also people around the globe. Even if they target mass number of customers the firm don't have well organized marketing plane. Fixed pricing system for all type of service

they provide. Promotion system like printed advertising materials and social Medias are used to communicate with target customers, even if the firm uses different means of advertisements their effectiveness is not being measured.

- As a challenge Beget is one of the obstacles, lack of budget restricts the marketing team from spending money on promotion. Lack of well train employees that have adequate Knowles in promoting Gulele Botanic Garden and deliver the intended message for the target customers. Means of payment is traditional since modern cash register is not in use customers will have to stand for long period of time until the chaser write and give the recite. Gulele Botanic Garden dost have standard modern recite. This are the changes Gulele Botanic Garden face during implementation of marketing practice.
- Gulele Botanic Garden use different mechanisms to implement its marketing practice in order to accommodate 7ps of marketing mix Gulele Botanic Garden providing restaurant service and branding blogging, social media, website and email are used to accommodate service and Meets the demands of the market and satisfies, or exceeds, the expectations of the customer. Gulele Botanic Garden has developed infrastructure to make it easier for customers to access it. The price is based on a fixed price system that considers cost, demand, and competitors when determining the price of a seat. Similarly, the major techniques used by Gulele Botanic Garden in the implementation of promotion are advertising systems such as printed advertising materials and social media. In addition, Gulele Botanic Garden intends to provide training and a thorough grasp of their function and the impact it has on the organization, regardless of how behind-the-scenes or customer-facing it is. Aside from Gulele Botanic Garden usage of a defined activity flow, the amount of automation is minimal. There is physical proof. Visual or quantitative parts of its brand, such as its website, logo, or a sign on the GBG building, and equipment, and social media presence are used to represent physical evidence of the marketing mix.

5.2. CONCLUSION

- The researcher tries to assess marketing practice and challenges of Gulele Botanic Garden by using the 7ps of marketing mix and get different kinds of response from the total population that prove some of the problems the researcher tries to prove are real. Most of the respondents are male while the rest are females. Who have good monthly income and married who have bachelor degree between the ages of 40-50.
- The majorities of survey respondents have been using service of Gulele Botanic Garden for more than four years, visiting two times in a year and prefer jogging and panoramic view of Addis Abeba.
- Customer give negative response to receiving good quality service delivery, convince service and receiving information through e-mail, text message, social media and web since they give negative response Gulele Botanic Garden need improvement on service delivery.
- Majority number of respondent positive response towards seeing their promotion through different advertisement, receiving information from web address and identifying the firm brand.
- Regarding price, the majority of the respondents give negative response towards getting discount, fair price and modern payment from the firm.
- In term of place respondent who give positive response are less than negative response towards finding the firm in accessible area, the location helps them make buying decision easily and receiving comfortable service layout.
- As far as the people dimension of the marketing mix elements is concerned, the majority of respondents negatively perceived that Gulele Botanic Garden employees are well qualified and trained to interact with customer during service delivery process they also Smart and neatly dressed and assure customer about the service quality.
- Most of the respondents negatively perceived that they receive Speedy and efficient service delivery with standardized procedures.
- Gulele Botanic Garden has good interaction with clients, a nice physical setting, furnishings, and colors for generating a nice mood, and the majority of respondents had a negative impression of it.

- Gulele Botanic Garden offers trekking, canyoning, birding, mountain biking, picnic, jogging its target customers are all people living in and out of Addis Ababa and globe. Fixed pricing system for all type of service they provide. Means of payment is traditional since modern cash register is not in use. Lack of budget Beget and well train employees that have adequate knowledge in promoting Gulele Botanic Garden is also another challenge.
- To fit the 7ps of marketing mix, Gulele Botanic Garden employs a variety of strategies to achieve its marketing practice. To accommodate service and branding, Gulele Botanic Garden uses blogging, social media, the website, and email. Satisfies or surpasses the customer's expectations and meets the market's demands.
- Gulele Botanic Garden has invested on infrastructure to make it more accessible to visitors. The cost of a seat is determined using a fixed price system that takes into account cost, demand, and competitors. Similarly, advertising strategies such as printed advertising materials and social media are used extensively by Gulele Botanic Garden in the implementation of marketing. Physical evidence of the marketing mix is represented by visual or quantitative aspects of its brand, such as its website, logo, or a sign on the Gulele Botanic Garden building, and equipment, as well as its social media presence.

5.3. RECOMMENDATION

- Although the application of 7ps principle is under way to manage the marketing of the company, there is no written document in this regard to guide the overall activity. Therefore, Gulele Botanic Garden should design organized marketing plan that will help as road map in serving its target customer well and there by achieve its overall objective.
- Gulele Botanic Garden should build brand awareness through coordinating different promotional tolls i.e. advertising cooperate social responsibilities.
- Gulele Botanic Garden should conduct marketing mix analysis due to its ability to help the firm implementing the right marketing mix to satisfy customers therefore the firm should constantly be reviewing the sub elements of each marketing mix to offer better value and successfully compete.
- Gulele Botanic Garden should use information technology in offering its products to customer as today's customer are more informed and their need change from time to time.
- Extra effort should be made to make the promotion of the company attractive to customer. The firm should conduct survey to evaluate the effectiveness of the promotion practiced by the firm.
- Gulele Botanic Garden should exert much effort to improve the overall level of customer satisfaction on the marketing mix tools namely; product, price, place, people, people, process and physical evidence and process through introducing new and diversified process options, fair service charges and commissions, cooperative and skillful employees, enhancing customers and employee's technology knowhow and introducing fast and modernized services. Moreover, the Gulele Botanic Garden should apply various process options, trained and efficient staff in marketing management.
- Formulate suitable legal and regulatory framework on service marketing mix implementation, formal and documented service marketing mix strategies and allocate enough marketing budget.
- Marketing department should get budget by preparing strong proposal that show how promotion can give profit if it promotes Gulele Botanic Garden properly.

- Give training for employees in order to get adequate Knowles in promoting Gulele Botanic Garden.
- Gulele Botanic Garden should use modern means of payment in order to have effective service delivery.

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Appendix A

St. Mary University School of Graduate Studies

Dear Respondents

I would like to extend my deep gratitude in advance for volunteering to devote your valuable time to fill this questionnaire. The main objective of the study is to Assess Marketing Practice of Gulele Botanic Garden and is conducted in partial fulfillment for Masters of marketing management. To this end questionnaire is used to gather data from customer of Gulele Botanic Garden. Thus I kindly request your assistance in responding to the questions listed below. Any information you present will be kept utterly confidential and will be used only for academic purpose. I thank you very much for your willingness to spare 15 minutes of your precious time to complete the questioner. Your cooperation and prompt response will be highly appreciated.

Contact Address: - HELINA BEDLU e-mail:- buculu@yahoo.com tele +251-934972978

General Instruction

- Writing your name is not necessary**
- Put “√” for your choice in the box provided**

Thank You in advance!

Part I – Demographic characteristics

1. Gender?

A) Male

B) female

2. Age

A) 18-28

B) 29-39

C) 40-50

D) over 51

3. Marital status

A) Single

B) married

C). Divorced

D) Widowed

4. Educational back ground

A) Grade 8and below

B) high school complete

C) Certificate/Diploma

D) bachelor degree

e) Masters and above

5. Monthly Income in birr

A) Less than 2000

B) 2000-4000

C) 4000-6000

D). 6000-8000

e) More than8000

Part II – general equations

1. How long have you been customer of Gulele Botanic Garden?

A) 1-2 year

B) 3-4year

B) 4-5 year

D) more than 5year

2. Could you please specify your motive to visit Gulele Botanic Garden?

A) Picnic

B) Jigging

C) Panoramic view of Adiss Abeba

D) Different events

E) Mountain biking

If you have any other motive to visit pleas mention it in the above space

3. How often do you visit Gulele Botanic Garden?

A) one in year

B) twice in a year

C) three times in a year

D) four times in a year

E) five times in a year

Part III – perception towards marketing practice

The following statements are amid to measure your level of perception towards Gulele Botanic Gardens marketing practice namely product, price, promotion, place, people, process, physical evidence. Thus, indicate the extent of your agreement on five-point liker scale (1=strongly disagree, 5=strongly agree) with respect to each of the following statements by marking ‘x’ in the box of your choice.

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

Statement		1	2	3	4	5
Product						
1.	The services that have been provided by Gulele Botanic Garden have good quality.					
2.	The services that have been provided by Gulele Botanic Garden have good quality offer customer service through e-mail, text message, social media and web.					
3.	The service is convenient at any time.					
Promotion						
4.	I see The services that have been provided by Gulele Botanic Garden have good promotion trough different advertisements.					
5.	I receive enough information about Gulele Botanic Garden in their web address.					
6.	I can identify Gulele Botanic Garden brand logo.					
Price						

7.	Gulele Botanic Garden gives discounts to its consumer.					
8.	Gulele Botanic Garden method of payment is modern and good.					
9.	Gulele Botanic Garden price is fair.					
Place						
10.	Gulele Botanic Garden resides in accessible area for customers					
11.	Gulele Botanic Garden location helps to make buying decision easily.					
12.	Gulele Botanic Garden have comfortable service layout.					
people						
13.	Gulele Botanic Garden employees are well qualified and trained people to interact with customer during service delivery process.					
14.	Gulele Botanic Garden employees assure me about the service quality.					
15.	Gulele Botanic Garden employees are Smart and neatly dressed					
process						
16.	I have selected Gulele Botanic Garden service because of Speedy delivery.					
17.	Gulele Botanic Garden have Standardize procedures.					
18.	Gulele Botanic Garden service delivery is efficient.					
Physical evidence						
19.	Gulele Botanic Garden have					

	comfortable physical environment, furnishing and colors for creating friendly atmosphere.					
20	Environment in which service is delivered is comfortable for customers.					
21.	Gulele Botanic Garden have good interaction with customers.					

If you have further comment, please indicate in the space provided below.

APPENDIX B

Interview Questions with marketing manager of Gulele Botanic Garden

Dear Interviewee;

The objective of the study is to assess the marketing practice of Gulele Botanic Garden and is conducted in partial fulfillment of Masters in MARKETING MANAGEMENT. Thus, this interview is conducted to gather pertinent data for

Thank You in advance!

1. What is the main service or products of Gulele Botanic Garden?
2. Who are your target customers?
3. Do you have a well –organized marketing plane? Yes/no
4. How do you describe the pricing system of Gulele Botanic Garden?
5. How do you describe the promotion system of Gulele Botanic Garden?
6. is there any changes Gulele Botanic Garden face during implantation of marketing practice?

የቅድስት ማርያም ዩኒቨርሲቲ

የድህረ ምረቃ ጥናቶች ትምህርት ቤት

በጉለሌ ቦታኒክ የእጽዋት ማእከል ደንበኞች ለመሙላት የተዘጋጀ መጠይቅ

ውድ መላሾች ፡

ይህ ጥናት ከቅድስት ማርያም ዩኒቨርሲቲ በግብይት ማኔጅመንት መርሃግብር ለ ማስተርስ ስነ ጥበባት ዲግሪ በከፊል ፍፃሜ ይካሄዳል ። የጥናቱ ዓላማ የጉለሌ የእጽዋት ማእከል የገበያ ሁኔታ ለማጥናት ነው። ይህ መጠይቅ ከጉለሌ የእጽዋት ማእከል ደንበኞች እና ከሰራተኞች ተገቢ መረጃዎችን ለመሰብሰብ ይጠቅማል ።

ክፍል I: ስለ የዳሰሳ ጥናት ተጠሪዎች የግል መረጃ

1. ያታ

ሀ) ሴት

ለ) ወንድ

2. ዕድሜ (በዓመት)

ሀ) 18-28

ለ) 29-39

ሐ) 40-50

መ) ከ 50 በላይ

3. የጋብቻ ሁኔታ

ሀ) ነጠላ

ለ) ያገባ

ሐ) ተፋቷል

መ) የሞተበት/ባት

4. የትምህርት ደረጃ

ሀ) ከ 8 ኛ እና ከዚያ በታች

ለ) የሁለተኛ ደረጃ ትምህርት ተጠናቀቀ

ሐ) ዲፕሎማ / የቴክኒክና ሙያ ትምህርትና ሥልጠና

መ) ዲግሪ

ሠ) ማስተርስ እና ከዚያ በላይ

5. ገቢ

ሀ) ከ 2000 በታች

ለ) 2000-4000

ሐ) 4000-6000

መ) 6000-8000

ሠ) ከ 8000 በላይ

ክፍል II: ጠቅላላ መጠይቅ

1. የጉሰሌ እጽዋት ማእከል ደንበኛ ናት?

ሀ) አው

ለ) አይ

2. የጉሰሌ እጽዋት ማእከል ደንበኛ ከሆኑ ምን ያህል ጊዜ ሆኖት?

ሀ) ከ 1-2 አመት

ለ) ከ 3-4 አመት

ሐ) ከ 4-5 አመት

መ) ከ 5 አመት በላይ

3. የጉሰሌ እጽዋት ማእከልን የጎበኙበት ምክንያት ምንደን ነው?

4. የጉሰሌ እጽዋት ማእከልን ምን ያህል ጊዜ ይጎበኛሉ?

ሀ) በአመት አንዴ

ለ) በአመት ሁለቴ

ሐ) በአመት ሶስቴ

መ) በአመት አራቴ

ሠ) በአመት ከ አምስት ጊዜ በላይ

5. የጉሰሌ እጽዋት ማእከል አገልግሎት አሰጣጥ እረክተዋል?

ሀ) አው እረክቻለው

ለ) አይ አረካሁም

ክፍል III. ገበያን በተመለከተ ያሎት ግንዛቤ

ይህ የዳሰሳ ጥናት ክፍል የጉለሌ የእጽዋት ማእከል የገበያ ሁኔታ ላይ ያለዎትን አስተያየት ለመለካት ይሞክራል ። ስለሆነም አምስት ነጥቦችን በመጠቀም በአረፍተ ነገሮቹ ላይ የሚስማሙበትን መጠን እንዲያመለክቱ ይጠየቃሉ (1= በጣም አልስማማም ፣ 5 = በጥብቅ ይስማማሉ) ። እባክዎ በተገቢው የምላሽ ምድብ ላይ ምልክት ማድረጊያ ምልክት ያድርጉ።

1 = በጥብቅ አልስማማም ፣ 2 = አልስማማም ፣ 3 = ገለልተኛ ፣ 4 = እስማማለሁ፣ 5 = በጥብቅ እስማማሁ

ተ.ቁ	ጥያቄዎች	በጥብቅ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጥብቅ እስማማለሁ
ምርት						
1	የጉለሌ የእጽዋት ማእከል የሚሰጡ አገልግሎቶች ጥሩ የጥራት ደረጃ አላቸው።					
2	የጉለሌ የእጽዋት ማእከል የሚሰጡ አገልግሎቶች ጥራት ያላቸውና በኢ-ሜል፣ የጽሁፍ መልእክት፣ በማህበራዊ ሚዲያ እና ደህረ ገጽ የተደገፈ ነው።					
3	አገልግሎቱ በማንኛውም ጊዜ ለማግኘት ምቹ ነው።					
ማስታወቂያ						
4	የጉለሌ የእጽዋት ማእከል የሚሰጡ አገልግሎቶች በተለያዩ የማስታወቂያ ዘዴዎች ይተዋወቃል።					
5	ስለ ጉለሌ የእጽዋት ማእከል በቂ የሆነ መረጃ ከ ድህረ ገጻቸው አገኛለሁ።					
6	የጉለሌ የእጽዋት ማእከል የንግድ					

	ምልክት መለየት እችላለሁ።					
ዋጋ						
7	የጉለሌ የእጽዋት ማእከል ለሚሰጠው አገልግሎት ቅናሽ ያደርጋል።					
8	የጉለሌ የእጽዋት ማእከል የክፍያ ስርአት ዘመናዊ ነው።					
9	የጉለሌ የእጽዋት ማእከል ክፍያ ሚዛናዊ ነው።					
ቦታ/መገኛ						
10	የጉለሌ የእጽዋት ማእከል ለደንበኞች ተደራሽ በሆነ ቦታ ይገኛል።					
11	የጉለሌ የእጽዋት ማእከል የሚገኝነት ቦታ አገልግሎቱን ለመጠቀም በምስጢር ውሳኔ ላይ እርዳታ አለው።					
12	የጉለሌ የእጽዋት ማእከል ምቹ የሆነ የአገልግሎት አሰጣጥ አደረጃጀት አለው።					
ደንበኛ						
13	የጉለሌ የእጽዋት ማእከል ሰራተኞች ከ ደንበኛ ጋር ለሚኖራቸው ግንኙነት የሰለጠኑ እና ደረጃውን የጠበቁ ናቸው።					
14	የጉለሌ የእጽዋት ማእከል ሰራተኞች ስለ አገልግሎቱ ጥራት ያረጋግጡልኛል።					
15	የጉለሌ የእጽዋት ማእከል ሰራተኞች					

	ንጹ እና በአግባቡ የለበሱ ናቸው።					
ሂደት						
16	ጉለሌ የእጽዋት ማእከልን የመረጥኩት በአገልግሎት አሰጣጣቸው ፍጥነት ነው።					
17	የጉለሌ የእጽዋት ማእከል አገልግሎት አሰጣጥ ሂደቱን የጠበቀ ነው።					
18	የጉለሌ የእጽዋት ማእከል በአገልግሎት አሰጣጣ ቀልጣፋ ነው።					
ቁስአዊ ማስረጃ						
19	የጉለሌ የእጽዋት ማእከል ጥሩ የሆነ እይታ እና ቁሳቁስ ምቹ የሆነ አካባቢን ለመፍጠር ይጠቀማል።					
20	ጉለሌ የእጽዋት ማእከል አገልግሎት የሚሰጥበት አካባቢ ለ ደንበኞች ምቹ ነው።					
21	የጉለሌ የእጽዋት ማእከል ከደንበኞች ጋር ጥሩ መስተጋብር አለው።					

ተጨማሪ አስተያየት ካሎት ከዚህ በታች ባለው ክፍት ቦታ ላይ ይጻፉ።
