ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES, FACULTY OF BUSINESS

PROGRAM OF MARKRTING MANEGMENT

EFFECT OF MARKETING MIX ELEMENTS ON CUSTOMER LOYALITY: THE CASE OF TECHNO MOBILE

**A Thesis Proposal Submitted to ST. Mary's University,
School of Graduate Studies in Partial Fulfillment of the Requirements for the
Award of the Degree of Master of Arts in Marketing Management**

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JULY, 2022

ADDIS ABABA, ETHIOPIA

ST. MARY'S UNIVERSITYSCHOOL OF GRADUATE STUDIES

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Statement of Certification

This is to certify that **HAREG G/MEDHN** has carried out her Research work on the topic entitled "***The Effect of Marketing Mix Elements on Customer Loyalty***: **the case of TECNO MOBILE**" is her original work and is suitable for submission for the award of Master's Degree in Marketing Management.

Advisor: EPHREM ASSEFA (Ph.D)

JULY, 2022

Declaration

I certify that this research paper entitled "***The Effect of Marketing Mix Elements on Customer Loyalty:* the case of Techno Mobile**" has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree. I also certify that the thesis/project has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

_____

HAREG G/MEDHN

Date: _____

Acknowledgment

First of all, I would also like to express my appreciation to Dr. Ephrem Assefa (Ph.D) advisor, for his invaluable comments encouragement, and expert guidance during the whole process of research writing.

I also wish to thank all my instructors who have been incredibly supportive and collaborative over the last few years. Last but not the least, my special thanks goes to god and my family for their continuous support.

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ACRONYMS

4Ps:	Product, Price, promotion, and Place
SPSS	Statistical Package for Social Sciences
SMEs	Small and Medium Enterprises
H	Hypothesis
ANOVA:	Analysis of Variance
VIF	Variance inflation factor

Abstract

This study was intended to examine the effects of marketing mix strategy on customer loyalty in the case of Tecno mobile users in Addis Ababa. The study Applied quantitative research approach and explanatory research design where questionnaire was administered to gather data from Tecno Mobile users in Addis Ababa city. This study built on the Theory Research survey to explain the relationship between marketing mix elements and customer loyalty. 385 questionnaires were distributed and out of which 343 were considered for further analysis. Primary data was collected through use of questionnaires validated through a pilot study of customers. Cronbach's Alpha reliability coefficient was 0.78.The results revealed that marketing mix strategy significantly contributed to customer loyalty (β=0.75, p=0.000) implying marketing mix strategy initiatives increases levels of customer loyalty.*Descriptive and inferential statistics (correlation and regression analyses) were used to analyze data. The collected data revealed that there has a positive effect and positive relationship among different dimensions of marketing mix elements and customer loyalty.* Study concludes:marketing mix strategy contributes positively to customer satisfaction

Keywords: Customer Loyalty, Product, Place, Price, Promotion

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

In the current complex and competitive marketing, business reputation is very difficult and losing business reputation is very easy. With the growing competition in the domestic and international markets, more demanding and assertive customers, rapid advancements in technology, and changing government policies and laws, the marketing environment has changed dramatically and is becoming more turbulent (Akroush 2003).

According to Cross (2018), a successful marketing strategy must tell an organization where they would want to be on a long-term basis. In today's highly competitive business environment, every organization has its own mission to achieve for organizational objectives and to meet their goals. Their first focus is to fulfill their customers' need and expectations. Strategic thinking represents a new perspective in the area of marketing. Marketing plays a vital role in the strategic management process of a firm. The experience of companies well versed in strategic planning indicates that failure in marketing can block the way to goals established by the strategic plan (Kotler & Armstrong 2012).

The strength of relationship between an organization and a customer emerges in the form of customer's loyalty with products of an organization. To satisfy customers' needs and to sell products profitably, organizations relay on innovation and enhanced quality standards of their services that are exhibited through marketing strategy (Nuseir1 & Madanat 2015). Marketing strategy has become important tool globally for any organization to remain in competitive market environment and be stronger. It implies that the analysis of the market and its environment, customer buying behavior, and competitive activities (Aremu & Lawal 2012).

Marketing strategy has become a relevant tool in the world for any organization to remain in the competitive market environment and become stronger. Companies should arrange marketing mix well in order to be able to satisfy needs and wants of customers and create customer loyalty. Harsono (2017) stated that quality product, reasonable price, accessible location and effective promotion strategy enable companies the ability to influence consumers to learn and purchase their product, thus increasing the chance of creating a loyal customer.

Among the marketing mix elements, product quality, reasonable price to deliver the product, distribution activities that aim to easily deliver the products and services, and effective promotions to communicate with customers are the most important elements to encourage them to buy products and services (Pour, Nazari & Emami 2013). Furthermore, Zhang & Hagos (2020) conducted study on effects of marketing mix on the competitive advantage on selected Small and Medium Enterprises in Bole Sub City of Addis Ababa, Ethiopia. They found that all of the 4Ps marketing mix elements (product, price, place, and promotion) have a significant impact on realizing competitive advantage regarding the Addis Ababa City SMEs.

Organization uses customer related marketing initiatives to present itself a socially responsible company in corporate environment (Agarwal et al. 2010). High market share of an organization unfolds the strength of a successful marketing strategy (Bee, 2009). Strong customer oriented strategies inspire customers to stay loyal and organizations use their loyalty to improve sales performance, and Thakur (2016) defined loyalty as a customers' intention to remain committed to specific provider in the market place by repeating their purchasing experiences, which consequently increased profitability of the firm.

With the existing market and growth of mobile companies in all over the world, the people from all sectors and positions are using these devices for various purposes. In today's marketing environment, consumer preference regarding mobile phones is continuously changing and becoming highly diversified, and buyers were exhibiting diversified, unanticipated and surprising purchase behavior. In order to satisfy the changing need of customers, companies must first know their needs and requirements that is where marketing strategy begins. Hence, for a company to survive in today's competitive market, it has to strategize in satisfying customers' needs more effectively and efficiently through marketing mix strategies (Cross 2018).

Though there is increasing empirical evidence regarding the impact of marketing strategies on companies' performance in developed markets, much attention has not been given and there are few empirical evidence in developing economy like Ethiopia to examine marketing mix and its impact on companies performance specifically, market share and profitability regarding the mobile phones.

Moreover, mobile phone business sectors in Ethiopia face numerous challenges from both the domestic and international environment. The intensified competition among the suppliers, the continuous advancements in technology, the increasing awareness and changes of customers' needs and wants, and the ever rising of costs of doing business are some of the challenges that are affecting the performance of the mobile phones business sectors. To cope successfully with these challenges, the mobile phones business companies have to implement workable and effective marketing mix strategies that will help them to beat the competition and enhance their business performance. Hence, this study attempts to examine the effects of marketing mix strategy on customer loyalty in the case of mobile phones products in Addis Ababa city.

1.2 Background of the organization

TECNO Mobile is the premium mobile phone brand of TRANSSION Holdings with a comprehensive mobile devices portfolio across feature phones, smart phones and tablets. As a brand, TECNO is dedicated to transforming state-of-art technologies into localized products under the guideline of "Think Globally, Act Locally" (CoheThursday, December 13, 2018n et al., 2006).

TRANSSION Holdings is committed to becoming consumers' favorite smart device and mobile value-added services provider with the highest brand influence in global emerging markets. Its brand portfolio comprises its best known leading mobile phone brands in emerging markets, including TECNO, itel and Infinix, Carlcare for after-sales services, oraimo for smart accessories as well as Syinix for home appliances. TRANSSION has become the backbone of the mobile phone industry in global emerging markets. In 2017, it sold nearly 130 million mobile phones globally, becoming the largest exporter of mobile phones in China (CoheThursday, December 13, 2018n et al., 2006). According to International Data Corporation /IDC/ figures for 2017, the total market share of TRANSSION's mobile phone brands ranked first in Africa and fourth in the world (Olive, R and Kallanberg R, 2003).

IDC added that as of August 2018, TRANSSION has 4 manufacturing facilities around the world, which based in Shenzhen China, Addis Ababa Ethiopia, Noida India and Gazipur Bangladesh. Meanwhile, Carl care, TRANSSION's after-sales service brand has 2,000+ service contact points (including third-party cooperation partners) plus 7 large after-sales

repair centers globally to provide unequalled support to customers. Furthermore, with Google, Facebook, Intel, Sony, Microsoft, Media Tek, Orange, Qualcomm, and other world-renowned enterprises as strong partners, TRANSSION is set to continue its development at a steady pace. With more than 10,000 employees worldwide, TRANSSION has a global sales network covering 50+ countries and regions in Africa, the Middle East, Southeast Asia and South Asia, including Nigeria, Kenya, Tanzania, Ethiopia, Egypt, the UAE (Dubai), India, Pakistan, Bangladesh, and others (DeSarbo W.S. and Madrigal, R. 2011). Tecno Mobile, a Chinese mobile phone manufacturer based in Hong Kong, was established in 2006. It is a subsidiary of Transsion Holdings. Tecno focused its business on Africa and the South Asian market. However, following market research conducted in Southeast Asia, Africa and Latin America, the company found that Africa was the most lucrative region. As a result of this, in 2008, it stopped doing business in Asia to exclusively focus on Africa. Later in 2016, Tecno entered Middle East mobiles phones market after acquiring a good market in Africa,and then in Southeast Asia in 2017 (Olive, R and Kallanberg R, 2003).

1.3   Statement of the Problem

Recently the business world has been witnessing a huge revolution in all aspects of business. There are many forces that have emerged as critical challenges facing today's companies. Marketing is considered as a key element for any successful business, irrespective of its sector, size, the nature of its work, aim and objectives (Akroush 2003).

In order to satisfy the changing need of customers, companies must first know their needs and that is where marketing strategy begins. For a company to survive in today's competitive market, it has to strategize in satisfying customer's needs more effectively and efficiently through marketing mix strategies (Cross 2018). The ultimate goal of any business is to be successful and continuously remains in business, profitably, and hence, the success of any business company depends on its marketing strategies. Since marketing is also a dynamic lesson and is developing from time to time, marketers should be able to adjust to the changing market conditions and environment through the major elements of marketing mix such as product, price, place and promotion (Weldegebriel 2011).

Since marketing strategy has been an important aspect in achievement of business objectives in most companies, their decision-making process on selection and implementation of appropriate and effective marketing strategies makes it possible for them to adhere to the business objectives easily. However, most organizations do not meet their objectives, while

others engage into different strategies due to the existing competition in the market (Renart 2007). Moreover, though some companies had started investing in new technologies, research and development, they still achieve poor return on investment because of poor assessment of customers' needs, wants, and requirements (Nilesh & Nilesh 2015).

Literature reveals that a number of studies have provided empirical support for the relationship between the marketing mix strategies and sales performance of a business. However, majorities of those studies have been based on the impact of marketing mix strategies that focused on companies' performance in developed countries (Owomoyela, Oyeniyi & Ola 2013; Zhang & Hagos 2020). The relationship between marketing strategies and customer loyalty in our country is under researched. The meager amount of empirical evidence that exists regarding the relationship between marketing strategy and customer loyalty mostly focus on the marketing mix strategies and models, especially in banking service sector, which are used in the service marketing, and hence, it requires more investigation in the goods marketing area regarding the mobile phones business in Addis Ababa city.

The motivation for this study was the knowledge gap regarding the effects of marketing mix elements. Business companies and marketers need to comprehend why customers prefer one product over the other; how product quality, pricing strategy, distribution/place, promotion, packaging design, and after sales service influence sales performance in market share and profitability of the companies. Therefore, this research attempts to examine effect of marketing mix on customer loyalty of Tecno mobile phones business in Addis Ababa city.

1.4 Research questions

Based on the problem statement stated above, the main question of the study is:

How marketing mix strategy influences customer loyalty in the case of Techno Mobile in Addis Ababa City?

The study also will answer the following specific research questions.

1. What is the effect of the product on customer loyalty in the case of Techno mobile in Addis Ababa?

2. What is the influence of the price on customer loyalty retention in the case of Techno mobile in Addis Ababa?

3. How does product place/ distribution affect customer loyalty in the case of Techno mobile in Addis Ababa?

4. What is the effect of promotion on customer loyalty in the case of Techno mobile in Addis Ababa?

1.5 Objectives of the Study

1.5.1 General objective of the study

The general objective of this study is to examine the effect of marketing mix on customer loyalty *in the case of* Techno Mobile in Addis Ababa.

1.5.2 Specific Objectives

Considering the general objective, the specific objectives of the study will be:

1) To find out the effect of the product on customer loyalty in the case of Techno mobile in Addis Ababa.

2) To identify the influence of the price on customer loyalty in the case of Techno mobile in Addis Ababa.

3) To determine the effect of the place on customer loyalty in the case of Techno mobile in Addis Ababa.

4) To establish the effect of promotion on customer loyalty in the case of Techno mobile in Addis Ababa.

1.6 Significance of the Study

The finding of this study will offer vital information to the marketing management and decision makers of cell phones manufacturing companies and product distributors, and it can help marketers to design a better marketing strategy by identifying the factors that influence customer loyalty. Thus, the study has a theoretical contribution in the area of marketing strategies influencing customer loyalty regarding cell phones marketing in the context of Ethiopian market specifically, in Addis Ababa. Furthermore, the study will give insight for future researchers who are interested to investigate the issue more in the area, in a broader scope and wider context.

1.7 Scope of the Study

The scope of the study can be discussed in terms of the major theme, geographical area and methodology adopted.

- **Conceptual scope:** This study mainly tries to determine the effect of marketing mix strategy on customer loyalty regarding cell phones products. To achieve this aim, the scope of the study will focus in areas of marketing-mix strategies such as product, price, place and promotion that influence customer loyalty.

- **Geographical scope:** The study is delimited to Addis Ababa, capital city of Ethiopia. It is believed that a considerable number of techno mobile distributors and promotion and service centers are available in Addis Ababa.

- **Methodological scope:** Data will be collected from techno mobile including distributors and promotion centers of mobile cell phones by distributing structured questioners that are related with the main variables the researcher wants to touch within convenient time for the respondents.

1.8 Definition of Terms

- **Marketing:** is a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, partners and society at large (Kotler, 2000:74).

- **Marketing Strategy**: is an endeavor by an organization to differentiate itself from its competitors, using its relative corporate strengths to better satisfy customer needs and to meet the organizations overall objectives (Kotler & Armstrong 2010).

- **Marketing Mix:** marketing mix is the set of marketing tools used by an enterprise to achieve the objectives of the adapted marketing in the particular marketing segment (Kotler & Armstrong, 2010).

- **Product:** Product is anything that can be offered to a market for attention, acquisition, use, or consumption hence satisfying customers want or need (Kotler & Armstrong 2013).

- **Price**: price is the sum of all the values that customers give up to gain to the benefits of a product or service (Kotler & Armstrong, 2008).

- **Place:** Place is the process where organizations decide where to locate their store and how many stores to have at the convenience of the shoppers (Kanoga 2016).

- **Promotion**: promotion is all activities undertaken to communicate and promote products or services to the target market (Armstrong, 2008).

- **Customer loyalty:** Customer loyalty describes an ongoing emotional relationship between you and your customer, manifesting itself by how willing a customer is to engage with and repeatedly purchase from you versus your competitors. Loyalty is the

byproduct of a customer's positive experience with you and works to create trust. (Kanoga 2016).

1.9   Structure of the Thesis

The content of this research has five chapters. The first chapter is introduction to study and includes the background of the study, statement of the problem, research questions, objectives, significance, scope, and limitations of the study and operational definitions. The second chapter is about review of related literature including the discussion of concepts, theoretical reviews, and empirical reviews related to the area of study, research or knowledge gap, conceptual framework and research hypotheses. The third chapter describes the research methodology and includes research approach and design, participants of the study, the data source, techniques and procedures of data collection, reliability and validity of data collection instruments, and method of analysis, and ethical considerations. The fourth chapter deals with data presentation, analysis, interpretation and discussion of the research findings. Finally, the last chapter includes summary, conclusion and recommendations based on the findings of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Theoretical Framework

A theoretical framework is a structure of the study, which describes the concept for the research, and also explains why the research problem under study exists (Swanson 2013). For this study, self-concept and stimulus-response learning theories, which were selected based on their relevance to the study, provide the foundation framework for the research.

2.1.1. The Marketing Mix strategy Concept

The nature of the targeted market and the activities of the company determine the formulation of a marketing mix, which must be organized in such a way as to enable the company to meet its customers' needs and wants. To survive and profitable in a competitive environment, companies use the marketing mix concept works as a tool, which is controlled by the companies and comprises four elements product, price, place, and promotion (Owomoyela, Oyeniyi & Ola 2013). Taking into consideration the macro and microenvironment, the companies should have a database of their customers to determine the most effective marketing mix. The 4Ps marketing mix elements are considered to be the focal point in establishing a marketing structure within the company through providing a good-quality product in the right place, at an affordable price (Zhang & Hagos 2020).

The marketing mix affects the demand by tracing the requirements, needs and wants of the potential customers and the positive perception of the customers comes by the products/services that create value for them with satisfaction, giving the company a notable edge over its competitors (Kotler 2011). Dealing with competitiveness in the business development means to strengthen the ability and performance of the companies to satisfy customers' demands and requirements better than their competitors. This can be done by supplying goods and services successfully to meet the quality standards of the target markets at prices that are affordable and competitive, while providing adequate returns on the resources employed in producing those (Zhang & Hagos 2020).

Nilesh & Nilesh (2015) analyzed the existing marketing practices and outlined in detail future developments that increase the return on investment within sales, marketing, and the customer's fulfillment activities. Some companies had started investing in new technologies,

research and development but still achieve poor return on investment because of poor assessment of customers' needs, wants, and requirements. In order to satisfy the changing need of customers, companies must first know their needs and that is where marketing strategy begins. For a company to survive in today's competitive market, it has to strategize in satisfying customer's needs more effectively and efficiently through marketing strategies (Cross, O D 2

Strategic marketing can be defined as the aim of identifying or designing a plan of action to satisfy customer needs and achieve long-term objectives of company i.e., increasing productivity and profitability of the company as well as improving its overall performance. Strategic marketing moves with a well-researched written strategic marketing plan that explains what type of marketing techniques or programs are going to be used within the given time frame and how these programs will be implemented in the near future (Kotler & Armstrong (2012)

Mohammed & Hildia (2015) confirmed that all four aspects of marketing mix are equally important and have positively affect customer buying intention and affect sales performance of the companies. Marketing mix strategies are vital in any management practice as they help to determine the output of sales activities in the organizations. One of the ways through which strategic marketing affects sales output is through satisfying and retaining customers. In strategic marketing, the approach depends on key administration, in which a company concentrates on developing and holding existing clients (Coelho & Henseler 2012). The factors affecting on buying decision of customers are product quality, market environments, price not much higher than the market price, usually cheaper than other products, the prices match the quality, more promotion and advertisement, convenient and attractive packaging (Duy et al. 2016).

2.1.1.1. Product

Kotler & Armstrong (2012) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. They further state that consumers buy products frequently, with careful planning, and by comparing brands based on price, quality and style. Borden (1984) sees a product as about quality, design, features, brand name and sizes. Mohammad, Wang & Sunayya (2012) also say that product is the physical appearance of the product, packaging, and labeling information, which can also influence whether consumers notice a product in-store, examine it, and purchase it.

Past researchers have clearly suggested that product influences have a significant impact on business performance (Kazem & Heijden 2006; Kemppainen, Vepsäläinen & Tinnilä 2008; Owomoyela, Oyeniyi & Ola 2013). The marketing mix elements such as product, price, place, and promotion were significant factors of business performance in terms of profitability and market share (Adewale, Adesola & Oyewale 2013).

2.1.1.2. Price

Kotler (2007) defines price as a cost of producing, delivering and promoting the product charged by the organization. Price can be defined by briefly as the quantity the purchaser ought to trade to receive a providing, and various elements have impact on the pricing methods of an organization, including value of materials, competition level, market share, product differentiation, and the customer's perceived value of the product (Talreja & Singh 2012).

In addition, price can be stated as the actual or rated value of a valuable product, which is up for exchange; some define it as amount of money paid for product (Kotler et al. 2005). The studies conducted by Colpan (2006), Doole, Grimes & Demack (2006) and Owomoyela, Oyeniyi & Ola (2013) established significant relationship between price and business performance. The price you set for your product or service plays a large role in its marketability, and pricing for products/services that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes (Jones 2007).

This Price consists of themes such as Trade Discount, Quantity Discount, Cash Discount, Seasonal Discount and Trade Allowances.

- **Trade Discount**- Members of supplier's distribution chain (for example retailers and wholesalers) will demand and payment for their services (Kotler and Armstrong, 2010)
- **Quantity Discount-**these who allow tobuy larger quantities of the product or service are frequently given incentives). Sellers use the quantity discount to encourage buyers to buy more. This in turn can help the seller to reduce their own production costs, which can help reduce price for the buyers (Kotler and Armstrong, 2010).

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Pricing Objectives

The organization's objectives of pricing should be taken in to consideration before determining price setting strategies. As Perreault & McCharthy (2002), findings suggest there are three main pricing objectives; profit- oriented objective, sales- oriented objectives and status quo objectives.

1. **Profit- oriented objectives: -** Perreault & McCharthy (2002), indicated that under this objective there are two subordinate objectives; target return & maximize profits. The aim of target return objective is to set satisfactory profit, while the aim of maximize profits is setting price to get as much as possible profit.

2. **Sales -oriented objectives:-** The findings of Perreault & McCharthy (2002), showed that some managers believe that sales growth will lead to high profit; for that reason , they have tendency to set prices at levels which minimum profit and focus on increasing market share in the market.

3. **Status quo objectives**:- similarly Perreault & McCharthy (2002), findings indicate that when the profit and market levels of an organization is achieved as expected managers will adopt status quo objectives; now the price tend to be stabilized, in addition managers might want to avoid competition.

2.1.1.3. Promotion

Promotion is one of the most powerful components of a marketing mix, which enables the company to contact the target market by identifying the needs of the target segment to purchase the products. Advertising concept includes all marketing activities used to announce, persuade, and remind the target market about a company and its products or services to create a positive image in the customer's mind (Sidhanta & Chakrabarty 2010). In addition, (Kotler & Armstrong 2012) defined advertising as human activity based on a communication process that could be indirectly operated through personal sales points or advertising messages through the media. Also, that promotion can be defined by as a planned

stimulus technique that conveys positive information about products/services, companies, and ideas to the attention-grabbing audience. The goal of marketing communications is to increase the understanding of marketing information and to influence a company's acceptance of its offerings (Nwokocha et al. 2020).

The main objective of the promotion process is to identify the business companies and their products/services to the target market and increase the volume of purchases. The companies in Addis Ababa focus on the promotion process to identify the individual company's products and services and encourage their customers to re-purchase their products or services. However, the promotion process is affected by the decisions of companies' marketing managers regarding marketing cost or promotion (*Zhang & Hagos 2020). Promotion has many components such as advertising process, advertising, personal sales, sales promotion and public relations. Together these elements form the promotion mix that aims to achieve the company's marketing objectives. Promotion enhances the image of the product in the market or keeps the engagement in the customer's mind (Niazi et al. 2012).

Borden (1984) defines promotion as sales promotion, advertising, personal selling, public relations and direct marketing. Kotler (2007) discovers that Promotions have become a critical factor in the product marketing mix which consists of the specific blend of advertising, personal selling, sales promotion, public relations and direct marketing tools that the company uses to pursue its advertising and marketing objective. Previous researches (Amine & Cavusgil 2001; Francis & Collins-Dodd 2004) have established significant relationship between promotion and business performance.

2.1.1.4.Place/ distribution

Place is one of the components of the marketing mix elements that includes distribution channels, warehouse facilities, mode of transport, location, classification, accumulation, logistics and inventory management (Zhang & Hagos 2020). Kotler & Armstrong (2006) define place/distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Jones (2007) defines place as any way that the customer can obtain a product or receive a service. It is the third element of the marketing mix, and encompasses all decisions and tools, which relate to making products/services available to customers. Place strategy calls for effective distribution of products among the marketing channels such as the wholesalers or retailers.

Distribution (or **place**) is one of the four elements of the marketing mix. Distribution is the process of making a product or service available for the consumer or business user who needs it. This can be done directly by the producer or service provider or using indirect channels with distributors or intermediaries. Prior to designing a distribution system, the planner needs to determine what the distribution channel is to achieve in broad terms. The overall approach to distributing products or services depends on a number of factors including the type of product, especially perishability; the market served; the geographic scope of operations and the firm's overall mission and vision. The process of setting out a broad statement of the aims and objectives of a distribution channel is a strategic level decision. (Zhang & Hagos 2020). Kotler & Armstrong (2006)

In an intensive distribution approach, the marketer relies on chain stores to reach broad markets in a cost efficient manner. Strategically, there are three approaches to distribution:

1. **Mass distribution (also known as an intensive distribution):** When products are destined for a mass market, the marketer will seek out intermediaries that appeal to a broad market base. For example, snack foods and drinks are sold via a wide variety of outlets including supermarkets, convenience stores, vending machines, cafeterias and others. The choice of distribution outlet is skewed towards those that can deliver mass markets in a cost efficient manner.

2. **Selective distribution**: A manufacturer may choose to restrict the number of outlets handling a product. For example, a manufacturer of premium electrical goods may choose to deal with department stores and independent outlets that can provide added value service level required to support the product. Dr. Scholl orthopedic sandals, for example, only sell their product through pharmacies because this type of intermediary supports the desired therapeutic positioning of the product

3. **Exclusive distribution**: In an exclusive distribution approach, a manufacturer chooses to deal with one intermediary or one type of intermediary. The advantage of an exclusive approach is that the manufacturer retains greater control over the distribution process. In exclusive arrangements, the distributor is expected to work closely with the manufacturer and add value to the product through service level, after sales care or client support services. Another definition of exclusive arrangement is an

agreement between a supplier and a retailer granting the retailer exclusive rights within a specific geographic area to carry the supplier's product.

Distribution channels cover all activities that contribute to delivering a product or service to a customer. These channels help to advertise, sell and distribute its products to end buyers such as resellers, body distribution companies, marketing service agents and financial intermediaries (Kotler & Armstrong 2012). Implementing marketing strategies involves a successful delivery process, which allows the company to achieve the available capacity to deliver products in the right place, at the right time. Companies in Addis Ababa use place or distribution channels as a way to communicate with their customers through distribution points to reach them in the right place, at the right time (Zhang & Hagos 2020). According to Szopa & Pękała (2012), there are many benefits with delivery locations such as moving products from the production location to the required areas, providing information to customers about products/services, and improving products/services. The previous studies by Amine & Cavusgil (2001), McNaughton (2002) and Owomoyela, Oyeniyi & Ola (2013) confirmed that place has significant effect on business performance.

2.1.1.5. The significance of strategic marketing

Strategic marketing is a marketing process that allows an organization to allot and make the best use of its resources. Every organization has a set of achievable goals and targets. Strategic marketing helps businesses to market the products or the services that will help them realize those goals efficiently. Strategic marketing developed as a subject in the late 1970s and 80s, based on the strategic management of organizations. Having a solid marketing strategy allows businesses to successfully connect with current customers and reach a wider audience of potential customers. (Owomoyela, Oyeniyi & Ola (2013).There is some steps towards achieving strategic marketing. They are as follows: Detailed Process of Strategic Marketing Picking the target market: Every organization has a specific target market or type of people they sell their products or services to. Hence, not all segments of the market bring profits or have the potential for every business. but every organization has a market for itself that guarantees fast profits with excellent potential and some of these market barriers may even be very tough to enter. Strategic marketing involves several processes but one of the main ones is to identify and conduct in-depth research on the buyers as well as potential buyers including their buying traits, budget and distinct needs. Gather the marketing mix: 'The marketing mix' is a popular business model used by organisations to sell their products. The model is organised around the four Ps: product, price, place, and promotion. A marketing mix is a combination of all these factors that are moderated to influence the decision of the buyers. Marketing strategy offers an edge to an organization over its competitors. Strategizing marketing techniques helps to develop goods and services that have the best profit-making potential. Marketing strategy also helps to discover business areas that are affected by different factors and allows businesses to create plans to meet those changes. Strategic marketing helps to fix products and services at the correct price based on information that is collected through market research. Through strategic marketing, organizations get to make the optimum utilization of their available resources and market according to the organization's target and goals. With a proper strategy in place, organisations get to fix the budget on advertisement in advance. This means marketing strategy also determines what revenue will be generated by that advertisement plan. A marketing strategy explains in short how an organization can reach its predetermined goals and objectives.

With a strategy in place, companies can penetrate their desired market easily. By dividing the segment of the market a company wants to penetrate and understanding its functional value, its customers and their needs, organizations can determine the right footing of their products.

After having studied the audience, marketing strategies can now be more focused on connecting with the right demographic of your customers. It can be achieved by studying and analyzing the consumers' needs. This measure is followed to increase the reach of the brand. A study of this sort also leads to more consumers because when the needs of the consumers are studied effectively; the business will evolve around those needs, therefore, leading to more consumers. (Lee, Jeon and Kim (2011).Strategic marketing goals are more effective: traditional marketing is flooded with products everywhere, but strategic marketing is more focused and specific. It has a particular target, which helps organisations in outlining their goals and then achieving them. Keeping some considerations in mind while preparing the strategy of an organisation can ensure that the strategies work efficiently. Make a thorough study of the market and the consumers and then prepare the plan. The more information you have on your buyer, the more you know about where you are performing well and where you need to improve. Set goals that are realistic, achievable and can be measured.

The marketing plan should be easy to understand and clear in language. It should bring alignment between the goals of the company as well as the needs of the consumers. This is the most comprehensive and sustainable business development plan.

2.1.1.6 Customer Loyalty

Earlier, several researchers examined the drivers of customer loyalty, as loyal Customers in both consumer and business markets are possible to engage in repeat Purchases from a seller or increase their "share" of purchases from a specific seller. Furthermore, they may possibly provide referrals of business to sellers or engage in Word-of-mouth promotion (Lam and Burton, 2006). The customer loyalty can lower Costs or increase profitability, as the cost of recruiting a new customer is said to be Five times more than the cost of retaining an existing customer. (Addmour, 2005 and Sarker, 2012).

Shoemaker and Lewis (1999 p. 349) describe loyalty as it pertains specifically to the hospitality industry: loyalty takes place when "the customer feels so strongly that you can best meet his or her relevant needs that your competition is virtually excluded from the consideration set, the customer buys almost exclusively from the preferred service organization referring to you". (Jacoby and Chestnut, 1978) have stated that loyalty is as a

repeat purchase behavior and/or the expression of a favorable attitude toward such behavior. Likewise, loyalty is described as repeated purchasing or relative volume of same brand purchasing (Lee, Jeon and Kim (2011).

Newman and Werbel (1973) suggested that loyal customers who purchased a brand or service lots of times considered only the same brand and they made no efforts to search for related information of another brand.

Even though there are numerous definitions of loyalty, loyalty toward a company is defined as "a deeply held commitment to re buy or re-patronize a preferred product/service consistently in the future, thereby causing repetitive same brand or same brand set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1999, p. 34)

2.2. Empirical Reviews

Prior empirical studies have been conducted to explain the relationship between marketing mix elements and customer loyalty. adewale, Adesola, & Oyewale (2013) Said that product and price strategies are the strongest drivers of customer satisfaction. Adewale, Adesola, & Oyewale (2013) found that the marketing mix components namely: product, price, place, promotion, packaging strategy and after sales service were significant joint influencing predictors of business performance in term of profitability, market share and return on investment. They found out that among the six marketing mix elements, product, place, price, packaging, and after sales service have positive and significant effect on business performance. The study, however, discovered that, promotion has significant but negative relationship with business performance.

Mohammed & Hildia (2015) confirmed that all four aspects of marketing mix are equally important and positively affect customer buying intention and sales performance of the companies. Marketing mix strategies are vital in any management practice as they help to determine the output of sales in organizations. One of the ways through which strategic marketing affects sales output is through satisfying and retaining customers. In strategic marketing, the approach depends on key administration, in which an organization concentrates on developing and holding existing clients through impetuses (Coelho & Henseler 2012).

Duy et al. (2016) investigated the factors affecting the customer's shopping decisions and assesses the level of satisfaction of clients for the products in order to attract more customers. The factors affecting on buying decision of customers are product quality, market environments, price not much higher than the market price, usually cheaper than other products, the prices match the quality, more promotion and advertisement, convenient and attractive. As (Mahmood 2014:169) mentioned about Impact of Service Marketing Mixes on Customer Perception: Marketers try to shape customer perception towards their firm by implementing various controllable elements of marketing mix which known as 4Ps of marketing (product, price, place, promotion). Due to the nature and inherent intangibility, three additional Ps i.e. people, process, and physical evidences were introduced for service sector. These new elements are essential to the definition and promotion of services in the consumers' eyes both prior to and during the service experience. He studied the practices of Banks in using the marketing mixes in order to shape the perception of their customers. Now days,Modern banks are blending all the7Ps of services marketing in their marketing activities (Mahmood, 2014:160). A large number of deposit and loan schemes are being developed in accordance with the requirements of different segments of the society. Innovation and renovation of products are not the solely way to retain customers in this competitive industry. Banks are trying to satisfy their customers through improved service quality. Launching new schemes with advertisements and other promotional activities help a lot to attract new depositors as well as to loan customers. State of art technology and up dated banking facilities like Internet banking, Mobile banking, Phone banking, 24/7ATMs, Bill pay machines etc. all have a positive impact on attracting and retaining customers. Most academics and practitioners agreed that customer perception varies individual to individual and have a major impact on purchasing decisions. Marketers try to shape customer perception, their firm to influence the purchasing decisions by implementing various controllable elements of marketing mix i.e. product, price, place, promotion, people, process, physical evidence (Bitner,1990). Previously, many researchers measured the relationship between 7Ps and customer satisfaction, customer loyalty, competitive advantage, consumer behavior in different service sectors like tourism, hotel service, cooperatives etc. He attempted to identify the relationship between 7Ps of services marketing mix and customer perception and he found that four (price, promotion, people, and physical evidence) out of seven elements of services marketing mixes have statistically significant relationship with customer perception. That means these elements have positive impact on the customers to shape their perception. He also found no significant relationship between other 3Ps (product,

place and process) and customer perception. It indicates increasing product basket is not the only way to attract more customers (Mahmood 2014:169). Customers must be able to stand out the products from those of competitors'. Place may not be a big concern while choosing due to ease of transportation system but convenient locations should be given priority, while opening new branches in other cities. Faster process should be developed and one stop services in the branches must be ensured. The findings of the study would help them to focus on the elements needed to be developed to have a significant positive impact on customers' perception towards the bank (Mahmood 2014:169).

2.3.   Theoretical foundation of the study

Theoretical framework was provided by social exchange theory (Blau, 1964) which treated customer loyalty as social aspect of individual. This focused so much on loyalty and not on customer retention. Theory of reasoned action (Ajzen and Fishbien, 1980) points on preference based on behavior, attitude and norms which can be expressed by product strategy than other strategies on loyalty of the customer. While consumer power provides the power of choice to the consumer but does not explain about the mix marketing strategies.

Companies are increasingly focused on managing customer relationships, to build customer retention and loyalty. CRM principles and systems help organizations to focus on the dual creation of value: the creation of value for shareholders (via long-term firm profitability) and the creation of value or utility for customers.

Customer relationship management explicitly recognizes the long-run value of potential and current customer, and seeks to increase revenue, profits and shareholder value through targeted marketing activities directed towards developing, maintaining, and enhancing successful company-customer relationship. The customer base is a market-based asset that is measured, managed and tracked over time. Customer relationships must be carefully managed and customer loyalty must be earned.

Customer loyalty is defined (Oliver, 1997:392) as "A deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing purchasing despite situational influences and marketing efforts having the potential to cause switching behavior".

As per the article (Kumar. 2011) on Assessing the Relationship between Marketing

Mix and Loyalty through Tourists Satisfaction in Jordan Curative Tourism: mentioned the feelings and perceptions have a pervasive influence on attracting new customers and retaining

existing customers. One of the key goals in marketing is stimulating and enhancing customer loyalty.

The variables that have been considered in his study are marketing mix with 7ps seven dimensions namely product, price, place, promotion, personnel, physical evidence, and process. These factors make the best combination as tourism deals with services marketing.

The finding of his study indicates that the product, price, personnel, place has positive and significant impact on tourist satisfaction and loyalty. It means that tourists became satisfied by experiencing the quality, price and delivery of tourism products of Jordan and it increased their loyalty levels, but process was not significant.

This research measures the relationships between marketing mix strategy, as the determinate variable of tourist satisfaction as well as the relationship between tourist satisfaction and tourist loyalty. The result of this study shows that satisfaction will lead to loyalty too

In a similar study Impact of Services Mix Variables in building Customer Loyalty: (Mellens, 1996). Services Mix comprising of Product, Place, Price,Promotion, People, Process and Physical Evidence plays an important role in building Customer Loyalty. In the Service Industry, It is important to recognize that what the consumers are demanding are not products, or features of products but the benefits offered by the service companies/providers. Producing added benefits thus helps the marketer to distinguish one product from another.

Good design or style of service can form the basis of differentiation (Mellens,1996). this enables the company to create a personality for its service.

2.4. Research Gaps

Most empirical literature explained market strategies on customer loyalty without focusing on marketing mix (Yavas, Benkenstein & Stunhlderier, 2003). Other researcher like Reddy (2005) and Saibaba, Prakash, & Kalyani, (2002) focused on perception and attitude towards banking product without looking into product mix. Most of product mix research has been done hotels and tourism sector (Addmour, 2005 and Sarker, 2012).

Very little research has been done on this area of study. Few studies have been done on the effects of marketing strategies on customer loyalty especially in banks. Factors set in the literature may not clearly relate to the specific organization thus not clearly relate with one another. Some of the literature is based on information from the developed world thus may not reflect the state of affairs in developing countries. The research study seeks to build on the existing knowledge so as to determine the effects of marketing strategies on customer loyalty in techno mobile and thus make recommendations, which can help improve the

situation. Highlighted in the literature review are product mix strategies, pricing strategies, promotion strategies and placement strategy.

2.5. Conceptual framework of the study

From the above related literatures, the researcher formulates the conceptual framework, which shows the relationship between Marketing Mix components (i.e.. Product, Price, Place and Promotion) as independent variables and Customer loyalty as Dependent Variable, as follows. The researcher used the theory of reasoned action (Ajzen and Fishbien, 1980) as a basis to develop the conceptual framework of the study that explain the relationship between marketing mix elements and customer loyalty. Although most people considers marketing is simple to perform and its relationship is clear with brand loyalty and there is still a service delivery failure/gap in banking industry in understanding and practicing the concept. Most of them see it from one perspective or simple one but there are services that ensure the banks competitive advantage. Among the elements of brand equity, According to Aaker, the researcher decided to study the relationship between the dimensions of marketing mix and brand loyalty. Aaker investigated consumers' perceptions on ten selected marketing elements—price, store image, distribution intensity, advertising frequency, celebrity endorsement, price, promotion, non-price promotions, event sponsorship, country-of-origin and word-of-mouth (WOM) recommendation. As it is indicated in the literature review part of this chapter, it was revealed that the marketing mix elements are major factors in influencing brand loyalty and brand equity and that leads to attract and maintain more customers.

The result of Aaker shows that for any economy, brand consumers price, distribution intensity, celebrity endorsement, event sponsorship, non-price promotion, word of mouth and country-of- origin of the brand are important parameters. For consumers of volume brands, advertisement frequency, event sponsorship, and non-price promotion are important, while for premium brand consumers, celebrity endorsement, non-price promotion are the important marketing mix variables influencing their final choice (Chattopadhyay, 2010). Advertising is proxy of customers' direct experiences, and direct marketing mainly bear on the establishment of corporate reputation toward brand loyalty and overall brand equity (Mubushar, Haider & Iftikhar,2013).

Figure 2.1: Conceptual Framework

Marketing mix elements

```
┌──────────────────┐
│     Product      │────────┐
└──────────────────┘         \
┌──────────────────┐          \
│     Price        │───────────\
└──────────────────┘            \      ┌──────────────────────┐
┌──────────────────┐            ─────→ │   Customer loyalty   │
│     Place        │───────────/       └──────────────────────┘
└──────────────────┘          /
┌──────────────────┐         /
│    Promotion     │────────┘
└──────────────────┘
```
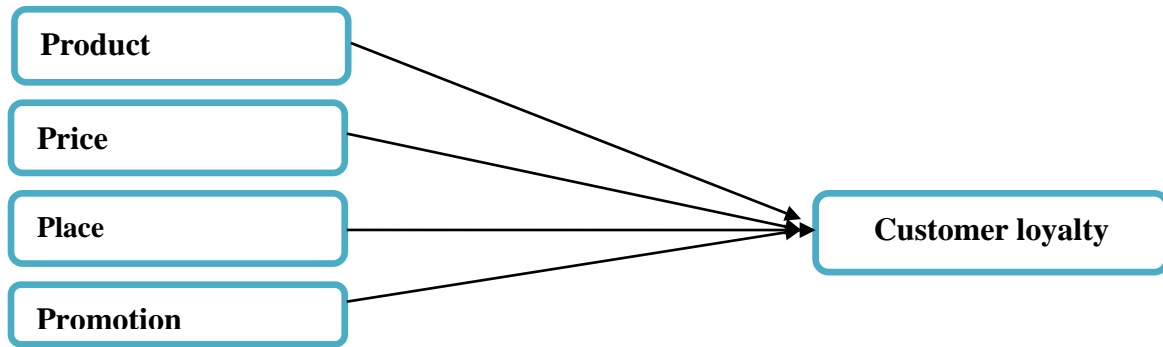
Source: Compiled from the above theoretical and empirical reviews (2021).

2.6.   Research Hypotheses

Based on the literatures and research questions, the researcher formulates the study hypotheses as follows.

- H1: Product has a significant and positive impact on Customer loyalty in the case of Tecno mobile.

- H2: Price has a significant and positive influence on Customer loyalty in the case of Techno mobile.

- H3: Place has a significant and positive impact on Customer loyalty in the case of Techno mobile.

- H4: Promotion has a significant and positive impact on Customer loyalty in the case of Tecno mobile.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter describes the research methodology to be employed in the study. Hence, topics related to research approach and design, source and type of data, population and sampling design, methods of data collection and analysis, validity and reliability of data collection instruments, model specification, and ethical considerations are covered.

3.1 Research Approach

Saunders, Lewis & Thornhill (2009) asserted that the choice of research approach is important when deciding the research design. It enables us to make more learnt decision about research design, which is more than just the techniques by which data are collected and procedures by which they are analyzed. Besides, it is the overall configuration of research question about what type of subject is gathered, from where and how to interpret it in order to provide an answer to the initial questions.

The purpose of this research is to identify the effect of the marketing mix on Customer loyalty. A quantitative research approach using the survey method was used in the study. A quantitative approach has used as it is suitable to test relationships using hypothesis (Zikmund. 2003).The survey method also used because of it can easily facilitates the collection of data from large group of respondents, requires minimum investment to develop and administer and is relatively easy for making generalization .

3.2 Research Design

The research design of this study will be descriptive and explanatory types and it will be done by applying quantitative research approach. The rational for the choice of descriptive survey method is the fact that the descriptive survey studies are used in order to describe and interpret trends of events as they exist at present. The quantitative approach involves descriptive and inferential statistics. Therefore, this study also uses explanatory research design to analyses cause effect relation between dependent and independent variables. It attempts to connect the marketing mix with sales performance. Creswell (2014) asserted that explanatory research is useful for identifying the type of association, explaining complex relationships of multiple factors that explain an outcome, and predicting an outcome from one or more predictors.

3.3. Sampling Design

3.3.1 Population and Sampling

Sampling is a procedure that uses a small number of units of a given population as a basis for drawing conclusions about the whole populations (Albaum, 1997). Population is all individuals of interest to the researcher are called population. Member of the research (Alan and Kaufman, 2005). The user of Techno Mobiles in Addis Ababa are the population of the study.

3.3.2 Sample size

Determining sample size is very important issue because samples that are too large may waste time, resource and money. When samples are too small may lead to in accurate results. According to Saunders (2007), researchers normally work to a 95% level of certainty. For the population that are large to yields are preventative sample for proportion which is valid where N is a sample size, Z is Abscissa of the normal curve that cuts off an area "α" at the tail are (1- α) equals the desired confidence level i.e.95%. "E" denotes the desired level of precision, "p" is the population. "q" is 1-p. The value for Z is found in the statistical tables, which contains the area under the Normal curve. It is advisable to use a large sample to achieve perfect results, which are representative of the population, and sample size should meet the statistical requirements of a particular statistical analysis that the researcher wishes to conduct.

The sample size for this study determined by the sampling calculation method suggested by Cochran(1963) inferring to the infinite number of population and confidence level at 95%.: -
To determine the sample size of the study will be use Cochran man formula
The resulting sample in the study will determined as follows:

$$N = Z^2 P q / E2$$

$$= 1.962 * 0.5*0.50\ 0.052$$

$$=385$$

3.4 Source and Type of Data

The primary data collection instrument for the investigation acted naturally regulated questionnaires. The benefits of utilizing a self-directed questionnaire are that more data could be acquired from numerous respondents in a generally brief time (Mugenda and Mugenda, 2003). Questionnaires are indistinguishable; the boost gave is indistinguishable in all cases. Secrecy of respondents is ensured guaranteeing they don't impact the legitimacy of the reactions especially when research of a touchy sort is embraced. It keeps away from non-reaction from postal questionnaires. It is close to home as a few respondents may wish to talk about additional with the analyst and one can watch non-verbal communication. Likewise, as indicated by Kothari (2004), the analyst can test respondents to expand on an answer and expound on questions that are not clear to respondents.

3.5 Data Collection Methods

According to (Catherine, 2007), data may be collected as either primary or secondary. In this study both primary and secondary sources of data is used to collect the needed information from the sources. According to (Malhotra et al. 2007), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. The primary data was collected through administrating questionnaire from selected Tecno mobile users to obtain the real feelings. This research will begin with searching for the secondary data from different books, journals, websites and e-books. Electronic journals and articles were obtained from internet.

The questioner is a common instrument for observing data beyond the physical reach of the observer (Albaum, 1997).

Structured questionnaire (fixed response type) has used to collect primary data from respondent. (Sekaran, 2003) noted that the main advantage of conducting a self-administered questionnaire was that researchers could collect all of the completed responses within a short time. Through the questionnaire conducted in this way, any doubts that respondents may have on any question can be immediately clarified (Sekaran, 2003). In addition, researchers could be provided with an opportunity to introduce the research topic and motivate the respondents to offer their true responses (Sekaran, 2003). Self-administering questionnaires to large numbers of individuals at the same time could be less expensive and save more time.

Section A was designed to gain descriptive information associated with the respondent's demographic factors. In this section, the researcher adopted a multiple choice, single response

format for the questions using a nominal scale and two open ended questions. In this section, respondents were required to tick an appropriate box for each question related to gender, age, martial statues and income level.

All items in Sections B and C of the questionnaire used a five-point Likert-type scale ranging from Strongly Disagree (1) to Strongly Agree (5). A five point Likert type scale ranging from 1 (one being strongly disagree) to 5 (five being strongly agree) is a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements or questions Albaum, 1997).This rating scale is easy to construct and administer and respondents readily understand how to use the scale (Malhotra et al., 2007). Five is an effective choice since the reliability decreases if the number of response options is greater than five (Hayes, 1992). Respondents have required putting 'X' mark to that most accurately reflected their overall experience. The questionnaire was designed in English language.

3.6 Data analysis Techniques

Data analysis consists of examining, categorizing, tabulating, or otherwise recombining the evidence to address the initial propositions of a study (Malhotra et al., 2007). The data collected was edited, coded, tabulated, and presented for analysis. In order to meet the research objectives of this study, all valid responses will assess using a variety of statistical techniques.

Reliability and validity tests: in order to be sure on the reliability and validity of the Instrument factor analysis and crounbach alpha tests have done through the process.

Descriptive statistics has used to interpret data in general. According to (Hair et al. 1998), descriptive research sets out to describe and to interpret what is. It aims to depict the state of affairs as it exists and to describe some aspect of a phenomenon, i.e., the status of a given phenomenon.

Inferential method has used for testing hypothesis and investigating research objectives. According to (Hair et al. 1998), multiple regression analysis is a statistic technique used to investigate the relationships between a dependent variable and two or more independent variables (Kothari, 2007).

Multiple regression analysis is a technique that allows researchers to predict someone's score on one variable on the basis of their scores on several other variables (Julie, 2005). In addition, the statistical method of Pearson Correlation has used to determine the existence of any relationships between the independent variable and dependent variable. It helps to analyze relationship of Marketing mix elements to customer loyalty variable. The ANOVA test also used to evaluate and decide on the acceptance and rejection of the formulated null hypothesis. The data from the study would present in the form of tables, graphs and charts as desire so as to make all the data readable and understandable.

3.7 Data Validity and Reliability

3.7.1 Data Validity

Validity as explained by Saunders, Lewis & Thornhill (2009) is concerned with whether the findings are really about what they appear to be about. According to Creswell (2014), validity is one of the strengths of a research and determining whether the findings are accurate from the standpoint of the researcher, the participant, or the readers of an account. This study's validity will be assured through conducting interview with few of sample population to determine accuracy of findings drawn from questionnaire. Moreover, opinion from the research advisor and experts will be used and ensure the content validity whether the items measure the area of interest or the concept it intends to measure.

3.7.1 Data Realibility

According to (Cavana, Delahave, and Sekaran, 2000), reliability is the degree to which measure are free from error and therefore yield consistent results. All the constructs will test for the consistency reliability of the items within the constructs by using Cronbach"s alpha reliability analysis. The reliability of a measure indicates the stability and consistency with which the instrument measures the concept and helps to assess the goodness of a measure (Zikmund, 2003). According to (Sekaran, 2003), the closer the reliability coefficient gets to 1.0, the better it is, and those values over .80 are considered as good. Those values in the .70 are considered as acceptable and that reliability value less than .60 is considered being poor (Sekaran, 2003).

3.8 Model Specification and Description of Study Variables

As multiple linear regression analysis is the instrument has used to analyzed the output of this study the model has put as the below.

$$Y = \beta_0 + \beta_1*X_1 + \beta_2*X_2 + \beta_3*X_3 + \beta_4*X_4 + \varepsilon$$

Where

Y= Customer loyalty   *X_3 = Place*

β_0 = Constant   *X_4 = Promotion*

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$ = Coefficients   *e = error variable*

X_1 = Product

X_2 = Price

3.9 Ethical Issues

The researcher took into account the ethical issues of research studies by clearly stating the objective of the research study, protect the right of confidentiality and anonymity of the participant responses and use the information collected just for academic use of the research study. The researcher will disclose a letter of introduction and research permits to respondents so that to eliminate any form of doubt on the credibility and reliability of the information gathered for the research study purposes. The findings of the research will be presented without any deviation from the outcome of the research. In addition, the researcher gives full acknowledgements to all the reference materials used in the study.

CHAPTER FOUR

4.DATA PRESENTATION,ANALYSIS & INTERPRETATION

This chapter presents the results of the data analysis according to the research Methodology discussed in chapter three. Furthermore, it presents the result of data analysis in different sections, which include demographic information; descriptive analysis and regression analysis. The data obtained from the questionnaire were processed using Statistical Package of the Social Sciences (SPSS) version 20. This chapter presents the result of data analysis in different sections, which include demographic information; descriptive analysis and regression analysis. Finally, summary of the findings are presented.

4.1. Sample and Response Rates

After distributing 385 questionnaires for Tecno mobile users, a total of 365 were collected back, which is 95% of the total distributed questionnaires. After checking the retrieved questionnaires, 22 questionnaires have incomplete answers and the remaining 343 questionnaires were found to be valid and used for further analysis.

4.2 Demographic Characteristics of Respondents

Demographic information of the respondents is presented in the table 4.1 below. It presents about age, sex, income and educational level of the respondents.

Table 4. 1Demographic information

	Category	Frequency	Percent
Age	18-30 years	144	41.9
	31-50 years	170	49.5
	Above 50 years	58	16.9
Sex	Male	175	51
	Female	168	48.9
Income	3000-5000 birr	98	28.5
	5000-10,000 birr	120	34.9
	Above 10,000	125	36.4
Educational level	Grade 9 – 10	60	17.5
	Certificate	10	2.9
	Diploma	132	38.5
	First degree and above	141	41.1

Source: survey result, 2022

Based on Table 4.1, the majority of age respondents 170 (41.9%) fall in the age range 31- 50 years, followed by 18- 30 years which makes up 144 (41.5%) of the respondents while the age group above 50 years is the least with 58 (16.9%) of the respondents. Regarding sex of respondents, the majority of the respondents were males 175 (51%) while the remaining 168 (48.9%) were females. Concerning the income of respondents, the majority 125 (36.4%) of them were earning monthly income above 10,000 while 120 (34.9%) of them earns 5,001 to 10,000. The remaining 98 (28.5%) of the respondents earns below 3000-5000. The demographic analysis for the respondents indicates that the majority of them 141 (41.1%) were first degree and above graduates while 132 (38.5%) of them have diploma in various fields of study. The remaining 10 (2.9%), and 60(17.5%) were in the range certificate, and 9- 10 grade complete respectively

4.3. Descriptive Analysis of the Variables

Under this part to describe the scale typed questionnaires for all independent and dependent variables average response of respondents (mean) was mainly considered to describe the feedback of the respondents. The response of the respondents for all items of the variables indicated below were measured on five point Likert scale with measurement value 1= strongly disagree; i.e. very much dissatisfied with the case described; 2= Disagree, i.e. not satisfied with the case described; 3= Neutral, i.e., uncertain with the case described; 4= Agree, i.e., feeling all right with the case described and considered as satisfied and 5 =strongly agree, i.e. very much supporting the case described and considered as highly satisfied. To make easy interpretation of respondents feedback , the following ranges of values were reassigned to each scale as a bench mark: 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 or Best, (cited in yohannes, 2018)

Table. 4.2: Descriptive Statistics-Marketing mix and Loyalty

Marketing mix element	Mean	Std. Deviation
Product	3.77	1.04
Price	3.64	1.09
Promotion	3.67	1.06
Distribution	3.46	1.22
Customer loyalty	3.37	1.25

(Source: own survey data 2022)

Table 4.2 indicates the mean scores of the variables. Product has a mean of 3.77 which is the highest among the marketing mix variables while distribution has the lowest mean score (3.46). Customer loyalty scored the lowest mean value of 3.37. Promotion and distribution also have a mean value of 3.67 and 3.46 respectively. In general, all the variables have a mean value above three.

4.3.1. Product dimension

Table 4-3 the product dimensions

Level of Agreement							
Product Dimension		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	**Mean**
Techno Mobile provide quality product for its customer	No	6	67	49	140	81	3.65
	%	0.9	10	7.3	21	12	
Techno Mobile provide varieties of products and satisfy customers	No	44	29	41	196	33	3.42
	%	6.6	4.3	6.1	29.3	4.9	
Techno Mobile products and applications meet customers' prefference	No	18	14	32	174	105	3.97
	%	2.7	2.1	4.4	26	15.7	
Techno Mobile Providing quality accessories	No	26	12	63	154	88	3.77
	%	3.9	1.8	9.4	23.1	13.2	
Techno Mobile has consistent quality	No	1	10	37	152	143	4.24
	%	0.1	1.5	5.5	22.8	21.4	
Techno Mobile my requirement	No	34	28	22	208	51	3.62
	%	5.1	4.2	3.3	31.1	7.6	

Source: own survey data, 2022

As per the above table 4.3 shows the following: 21% of the respondents reply agreed for the question "Techno Mobile provide quality product for its customer" 0.9% reply strongly disagrees. The mean value of this dimension is 3.65. Around 29.3% of the respondents reply agreed for "Techno Mobile provide varieties of products and satisfy customers." The least percentage respondents 4.3% replies disagree for this product dimension question and the

mean value of this dimension is 3.42. The third product dimension question is "Techno Mobile products and applications meet customers' reqn't"26% of respondents reply agreed and 3.1% strongly disagreed with a mean value of the reply is 3.97.

With regard to the fourth item, is "Techno Mobile Providing quality accessories" The mean result here is 3.77. The highest 154 result is 23.1% which is respondents reply agree and the least one is 1.8% reply disagree. For the fifth and sixth items is "Techno Mobile has consistent quality" and "Techno Mobile my requirement", the respondents provided the mean of 4.24. and 3.62, respectively. The highest 153 and 208 result is 22.8%, 31.1which is respondents reply agree respectively and the least one is 0.1% reply strongly disagree.

4.3.2. Price dimension

Table 4-4 The Price dimension

Level of Agreement							
Price Dimension		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	**Mean**
Techno phone price is one of my priorities when making a buying decision	No	1	100	32	115	95	3.59
	%	0.1	15	4.8	17.2	14.2	
I buy Techno phone that is affordable for me	No	26	42	70	155	50	3.46
	%	3.9	6.3	10.5	23.2	7.5	
I prefer Techno phone that is reasonably priced	No	47	24	56	146	70	3.48
	%	7	3.6	8.4	21.9	10.5	
I feel more secure when I buy Techno phone	No	51	40	52	101	99	3.45
	%	7.6	6	7.8	15.1	14.8	
Techno phone is that give value for money	No	13	56	33	153	89	3.72
	%	1.9	8.4	4.9	22.9	13.3	
The financial risk I will incur if I buy mobile phone from brand "techno'' is very low	No	28	54	6	146	109	3.74
	%	4.2	8.1	0.9	21.9	16.3	
The performance risk from using mobile phone	No	35	29	30	118	131	3.90
	%	5.2	4.3	4.5	17.7	19.6	

from brand Techno" is very low							
The pricing policies of Techno products and services are attractive.	No	35	29	30	118	131	3.81
	%	5.2	4.3	4.5	17.7	21.4	

(Source: own survey result, 2022)

As per the above table 4.4 shows the following: 17.2% of the respondents reply agreed for the question "Techno phone price is one of my priorities when making a buying decision" 0.1% reply strongly disagrees. The mean value of this dimension is 3.59. 23.2% of the respondents reply agreed for "I buy Techno phone that is affordable for me" The least percentage respondents 3.8% replies disagree for this product dimension question and the mean value of this dimension is 3.46. The third product dimension question is "I prefer Techno phone that is reasonably priced" 21.9% of respondents reply agreed and 3.6% disagreed with a mean value of the reply is 3.46. The fourth one is "I feel more secure when I buy Techno phone" The mean result here is 3.45. The highest 101 result is 15.1% which is respondents reply agree and the least one is 6% reply disagree. The fifth and sixth one is "Techno phone is that give value for money" and "The financial risk I will incur if I buy mobile phone from brand "techno'' is very low" The mean result here is 3.90. And 3.81. The highest 231 and 118 result is 21.4%, 17.7% which is respondents reply strongly agrees respectively and the least one is 4.3% reply strongly disagrees.

For the seventh 19.6% of the respondents reply agreed for the question "The performance risk from using mobile phone from brand Techno" is very low" 4.3% reply strongly disagrees. The mean value of this dimension is 3.90. For the eighth 21.4% of the respondents reply agreed for the question "The pricing policies of Techno products and services are attractive." 4.3% reply strongly disagrees. The mean value of this dimension is 3.81

4.3.3. Promotion dimension

Table 4-5 the promotion dimension

Level of Agreement							
Promotion Dimension		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	**Mean**
Advertisement of techno mobile devices through a variety of television, social media influence customer loyalty.	No	14	42	9	193	85	3.51
	%	2.1	6.3	1.3	28.9	12.7	
Placement of advertisements on TV influence customer retention	No	7	49	124	133	30	3.37
	%	1	7.3	18.6	19.9	4.5	
Advertising on TV channels affect feedback from customer survey	No	27	11	95	166	44	3.55
	%	4	1.6	14.2	24.9	6.6	
Advert through creation of many networks influence customer loyalty	No	29	22	79	108	105	3.69
	%	4.3	3.3	11.8	16.2	15.7	
Techno phone gives me value for money	No	13	37	32	168	92	3.84
	%	1.8	5.5	4.9	25.1	13.8	
Promotion determines the level of customer loyalty	No	14	42	9	193	85	3.85
	%	2.1	6.3	1.3	28.9	12.9	
The brand of techno phone has influence on others	No	12	35	59	133	104	3.82
	%	1.8	5.2	8.8	29.8	15.6	

(Source: own survey result, 2022)

As per the above table 4.5 shows the following: 28.9% of the respondents reply agreed for the question "Advertisement of techno mobile devices through a variety of television, social media influence customer loyalty." 1.3% replies undecided. The mean value of this dimension is 3.51. 19.9% of the respondents reply agreed for "Placement of advertisements on TV influence customer retention" The least percentage respondents 1% replies strongly disagree for this product dimension question and the mean value of this dimension is 3.37.

The third product dimension question is "Advertising on TV channels affect feedback from customer survey"24.99% of respondents reply agreed and 1.6% disagreed with a mean value of the reply is 3.55.

The fourth one is "Advert through creation of many networks influence customer loyalty" The mean result here is 3.69.The highest 108 result is 16.2.1% which is respondents reply agree and the least one is 3.3% reply disagree. The fifth and sixth one is "Techno phone gives me value for money" and "Promotion determines the level of customer loyalty'' is very low" The mean result here is 3.84. And 3.85. The highest 193 and 168 result is 28.9%, 25.1% which is respondents reply strongly agrees respectively and the least one is 1.3% and 1.8% reply strongly disagrees. For the seventh 29.8% of the respondents reply agreed for the question "The brand of techno phone has influence on others" 1.8% reply strongly disagrees. The mean value of this dimension is 3.82.

4.3.4. Distribution dimension

Table 4-6 the Distribution Dimension

		Level of Agreement					
Dimension		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	**Mean**
Techno Mobile is easily accessible in my residential area	No	4	93	46	103	97	3.57
	%	0.6	13.9	6.9	15.4	14.3	
Techno Mobile is available in my favorite molls and shops	No	29	61	85	124	44	3.27
	%	4.3	9.1	17.5	18.6	6.6	
Techno Mobile has excellent distribution channels	No	42	17	71	148	65	3.51
	%	6.3	2.5	10.6	22.2	9.7	
Techno Mobile has the power to supply the product when needed	No	44	37	60	98	104	3.52
	%	6.6	5.5	9	15.1	16.1	

Therefore, the result showed that in terms of Distribution, when they buy easily accessible that and affordable for them scores mean of (3.57), the availability in mall (3.27), tecno phone distribution channel (3.51), Techno Mobile has the power to supply the product when needed (3.52) with 16.1% agreed respond.

4.3.5. Customer Loyalty dimension

Level of Agreement							
Customer Loyalty		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**	**Mean**
The tecno phone is my regular choice than others	No	11	123	19	133	57	3.29
	%	1.6	18.4	2.8	19.9	8.5	
I intend to continue using mobile services from this operator for a long time.	No	7	43	123	99	71	3.53
	%	1	6.3	18.4	14.8	10.6	
Tecno phone is congruent with my needs	No	45	62	22	154	60	3.35
	%	6.7	9.3	3.3	23.1	9	
Tecno phone is my favorite choice rather than imported brands	No	62	39	52	119	71	3.28
	%	9.3	5.8	7.8	17.7	10.6	
If I want to change a new telecom service, I am willing to continue selecting this operator.	No	10	97	9	147	80	3.60
	%	1.5	14.5	1.3	22.9	12	
Promotion determines the level of customer loyalty	No	15	73	66	117	72	3.51
	%	2.2	10.9	9.9	17.5	10.8	
I feel proud to own mobile phone from brand "Tecno"	No	42	48	35	134	84	3.50
	%	6.3	7.2	5.2	20.1	12.6	
I prefer mobile phone from brand "Tecno", which increase my status and esteem.	No	64	58	61	111	49	3.06
	%	9.6	8.7	9.1	16.6	7.3	
I am willing to say positive things about tecno mobile to other people.	No	61	30	41	127	84	3.41
	%	9.1	4.5	6.1	19	12.6	

(Source: own survey data, 2022)

As per the above **table 4.7** shows the following: 19.9% of the respondents reply agreed for the question "The tecno phone is my regular choice than others" 1.6% reply strongly disagrees. The mean value of this dimension is 3.29. 18.4% of the respondents reply agreed

for "I intend to continue using mobile services from this operator for a long time." The least percentage respondents 1% replies disagree for this product dimension question and the mean value of this dimension is 3.53. The third product dimension question is "Tecno phone is congruent with my needs"23.1% of respondents reply agreed and 3.3% disagreed with a mean value of the reply is 3.35.

The fourth one is "Tecno phone is my favorite choice rather than imported brands" The mean result here is 3.28. The highest 119 result is 17.7% which is respondents reply agree and the least one is 5.8% reply disagree. The fifth and sixth one is "If I want to change a new telecom service, I am willing to continue selecting this operator." and "Promotion determines the level of customer loyalty'' is very low" The mean result here is 3.60. And 3.51. The highest 147 and 146 result is 22.4%, 17.5% which is respondents reply strongly agrees respectively and the least one is 1.3% reply strongly disagrees.

For the seventh 20.1% of the respondents reply agreed for the question "I feel proud to own mobile phone from brand "Tecno"" is very low" 5.5% reply strongly disagrees. The mean value of this dimension is 3.50. For the eighth 16.6% of the respondents reply agreed for the question "The pricing policies of Techno products and services are attractive." 4.3% reply strongly disagrees. The mean value of this dimension is 3.81. For the eighth 21.4% of the respondents reply agreed for the question "I prefer mobile phone from brand "Tecno", which increase my status and esteem." 9.1% reply neutral. The mean value of this dimension is 3.06. For the Ninth item, 19% of the respondents reply agreed for the question "I am willing to say positive things about Tecno mobile to other people." which increase my status and esteem." 4.5% reply strongly disagrees. The mean value of this dimension is 3.81

4.4 Reliability

The reliability and validity of the data and findings are of pivotal importance to the whole research. These determine whether the research can engender useful findings or not. Reliability connotes to the consistency on the research results, which are judged by different observers or by the same observer on different occasions (Hamersley, 1992). As pointed out by Davis and Bremner (2006), to justify reliability, one can replicate the same research to see whether the same outcomes are obtained on subsequent occasions. In order to strengthen the reliability of a study a researcher conducted a pilot test, identify, omit potential problem sand

check questionnaires comprehension. The researcher also those who have smart phone selling and buying experience in ethiotelecom shop including staffs, customers, guidance from a research adviser on how to do the research. Reliability test can be established using pilot test by collecting data from 30 subjects not included in sample.

Data collected from pilot test was processed using SPSS. For this study, cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cranach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha of 0.7 indicate fair reliability. Thus, for this study, a cronbach's alpha score of 0.7 or higher is considered adequate to determine reliability

Table 4.8 Constructs Reliability

Constructs	Number of Items	Cronbach's Alpha
Product	6	0.82
Price	8	0.98
Promotion	7	0.7
Distribution	4	0.81
Customer Loyalty	9	0.75

(Source: own survey data 2022)

The results from Table 4.10 indicated that the Cronbach alpha for all the four strategic marketing mix element and customer loyalty were well above 0.7 as recommended by prior scholars (Cavana et al. 2000). Cronbach's alpha for the four constructs ranged from the lowest of 0.7 (promotion) to highest 0.98, (price). In conclusion, it can clearly see that the scores of the Cronbach's alpha for all the constructs used in this research are well more than 0.70 and this confirmed that the measurement scales used to measure the constructs were stable and consistent, therefore the reliability of the constructs were confirmed.

4.5 Validity

Validity of a scale is defined as the extent to which differences in observed scale scores reflect the true differences among objects on the characteristics being measured (Malhotra, 2007).

4.5.1. Factor Analysis

Factor analysis was conducted to test how well the measured variables represent the number of influences. Factor analysis is an interdependence technique in that an entire set of

interdependent relationships are examined without making the distinction between dependent and independent variables. The suitability of using factor analysis as a validation tool was checked by applying the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). The measurements are strived to measure the KMO at >=0.70(Field, 2000). The Kaiser- Meyer-Olkin (KMO) measure is utilized to examine the appropriateness of factor analysis in this study. For Statements meet the

KMO, factor analysis has done. Factor loadings of 0.4 and higher (Field, 2000) are considered to validate the items that measure each of the marketing mix elements. The explained by the factor analysis serves as indicator to determine the relative importance of each of the independent variables (the marketing mix elements).

1. The KMO score for Product 0.78, Price 0.85, Promotion 0.83 and Distribution 0.92 are higher than 0.700 requirements with the Bartlett's score equally satisfactory at 0.000. So, the data is considered in the factor analysis.

   Table 4.9 Factor Analysis results

Factor Name	Factor loading
Product	0.78
Price	0.85
Promotion	0.83
Distribution	0.92

   (Source: own survey data 2022)

2. In all the factors 0.78 under product question returned a low factor loading as compared to the other factors. But, all the factors are above the requirement 0.4 and then this ensured that all product, price, promotion and distribution are reliable enough to be considered as it has effect on customer loyalty. The factor analysis conducted thus did confirm the statements selected for each marketing mix elements were indeed valid. KMO validated the appropriateness of factor analysis in this study.

4.5.2. Pilot test

All variables (items) were inspected by the researcher and two customer loyalty section team leaders to ensure that they were an adequate and a thorough representation of the construct under investigation. To test the questionnaire for clarity and to provide a coherent research questionnaire, a pilot test data collection has done at Merkato and Megenagna (which are well known with their sales volumes) for around 30 customers were filled by customers who

were buying Tecno mobile and after they filled the sample questionnaires some items were added, based on their valuable recommendations. Some others were reformulated to become more accurate and clearer, and this was required for the purpose of enhancing the research instrument.

4.6. Inferential Analysis

To test the hypotheses, Pearson correlations, multi linear Regression analysis with (F) Test using ANOVA table was used as follows: In order to make the regression is valuable normality, linearity, homoscedasticity and multi-collinority tests were done on the data.

4.6.1. Correlation Analysis

A correlation analysis with Pearson's correlation coefficient was conducted on all variables in this study to explore the relationships between variables. The study is set to determine the relationship of dependent and independent variables.

The four independent variables that effects customer loyalty are not isolated from one another however they have inter correlations with one another. Table 4.12 below displayed a correlation matrix using the Pearson correlation coefficient for all variables. As explained by (Cohen, 1988), the value of Pearson's correlation is divided into three areas. A correlation coefficient between 0.10 and 0.29 will indicate a small correlation, a correlation coefficient between 0.30 and 0.49 will indicate a medium correlation, and a correlation coefficient between 0.50 and 1.0 will indicate a large correlation.

Table 4. 10 Correlation Analyses

Variable	Product	Price	Promotion	Distribution	Customer Loyalty
Customer loyalty	0.136	0.125	0.05	0.138*	1

A correlation coefficient between 0.10 and 0.29 will indicate a small correlation, a correlation coefficient between 0.30 and 0.49 will indicate a medium correlation, and a correlation coefficient between 0.50 and 1.0 will indicate a large correlation.

Table 4. 11 .1 Correlation matrix analyses between marketing mix dimension and customer Loyalty.

Correlations		Product	Price	Promotion	Place	Customer Loyalty
Product	Pearson Correlation	1	.077	.061	.004	.032
	Sig. (2-tailed)		.154	.261	.936	.557
	N	343	343	343	343	343
Price	Pearson Correlation	.077	1	.054	.090	.029
	Sig. (2-tailed)	.154		.323	.095	.596
	N	343	343	343	343	343
Promotion	Pearson Correlation	.136	.125	1	.138*	.042
	Sig. (2-tailed)	.261	.323	.12	.011	.435
	N	343	343	343	343	343
Distribution	Pearson Correlation	.004	.090	.138*	1	.014
	Sig. (2-tailed)	.936	.095	.011	.14	.795
	N	343	343	343	343	343
Customer Loyalty	Pearson Correlation	.032	.029	.042	.014	1
	Sig. (2-tailed)	.557	.596	.435	.795	.15
	N	343	343	343	343	343

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

(Source: survey result, 2022)

Based on the results reported on Table 4.11 above, the correlation study revealed that there is a positive relationship between all of the predictor variables and brand loyalty. All of the correlation results between them have scored more than 0.1. The highest score recorded is between distribution and customer loyalty (0.138).

Per the above correlation the below findings are listed:

- There is a significant and positive relationship between the product element of the marketing mix and customer loyalty (r=0.136 and p=.000)
- There is a significant and positive relationship between the price element of the marketing mix and customer loyalty (r=.125 and p=.000).
- There is a significant and positive relationship between promotion element of the marketing mix and customer loyalty (r=.05 and p=.000).

- There is a significant and positive relationship between the distribution element of the marketing mix and customer loyalty (r=.138 and p=.000).

4.6.2. Regression Analysis

Model Assumption tests

4.6.2.1 Multicollinearity Test

In Regression Analysis, Multicollinearity is the tastes of very high inter correlations or inter-association among the independent variables. Multicollinearity test in multiple regression analysis refers to the correlation among the independent variables (Kline, 1998). According to (Kline, 1998) multicollinearity is not a threat if a correlation value is less than 80%. Multicollinearity problem arises when there is a linear relationship among explanatory variables that the result could not obtain estimates of all parameters. This causes large variance and standard error with a very low t-ratio and wide confidence interval (Gujarati, 2004).

Before conducting the multiple regression analysis, the researcher examined the result of multiple correlations among the independent variables and found out that, the pair wise correlation between the independent variables is less than 80%, as shown in table 4.9 VIF (Variance Inflation Factor).

- As (Hill et al. 2000) indicated one way of identifying multicollinerity is to scan a correlation matrix of all the predictor variables and see if any correlate very highly (above .80 or .90).
- The other one among multicollinerity diagnostics is variance inflation factor (VIF) which indicates whether a predictor has a strong relationship with other predictors. (Malhotra, 2007) suggested that a value below 10 is a good value.
- If tolerance is below .2 it indicates a potential problem (Malhotra, 2007).

As shown in table 4-11, the tolerance values of all the variables are above .2 and all the VIF values also below ten which are indicators of no multicollinearity existence.

Table 4. 11 Multicollinearity Test

Variables	Tolerance	VIF
Product	0.999	1.005
Price	0.985	1.015
Promotion	0.961	1.041
Distribution	0.965	1.037

(Source: survey result, 2022)

4.6.2.2 Linearity Test (Normal P-P Plot)

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998).

In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of independent variable (Hair et al., 1998).

As we checked by the Pearson correlation the relation between independent variables (the marketing mix elements) and the independent variable (loyalty) is positively correlated.

As it is shown in the Figure 4.2, the P-P plot of residuals reveals no large deviation in the spread of the residuals that almost all residuals lay on the linear straight line. Therefore, this indicates that the relationship between the independent variables and the dependent variable is linear.

Figure 4. 2 *linearityTest*
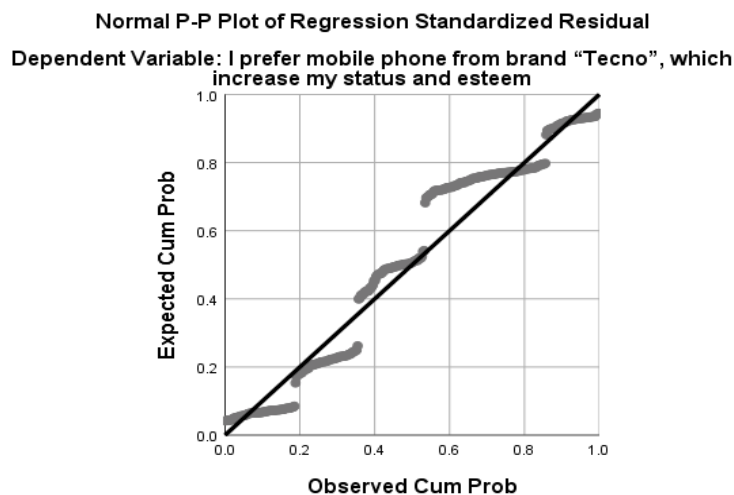
Source: survey result, 2022

1*The Kurtosis value for all variables is found to be greater than the standard cut of point indicating the violation of normality assumption. However, since the sample size for each variable is 343 that greater than 30, the sampling distribution tends to be normal based on the Central Limit Theorem.

4.6.4.3 Normality test

Normality test was conducted in order to examine the level normality of the data used whether it is normally distributed or not and the study used histogram normality test. The findings of Priyatno (2012), suggested that the level of normality of data is extremely significant because if data is normally distributed, it indicates the data can represent the population. In this study normality data test intended to test whether the independent variables (product, price, promotion and place/distribution) and the dependent variable (customer satisfaction) both have a normal distribution or not in the regression model. Doglos et. al. (2006), findings' suggested empirical rule for asymmetrical, bell-shaped frequency distribution approximately 68% of the observations will lie within plus and minus one standard deviations of the mean; about 95% of the observations will lie within plus and minus two standard deviation of the mean; and practically all (68%) will lie within plus minus three standard deviations of the mean.
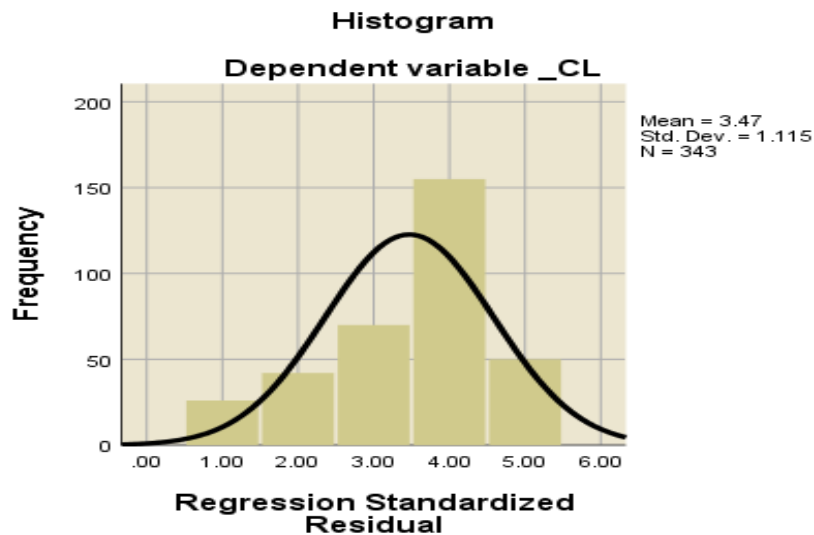

Figure 4. 3 Histogram

4.6.4.4 Auto Correlation test

The study used Durbin--Watson (DW) test to diagnose the auto- correlation problem in the data used.

Table 4. 12 Result of Durbin – Watson (DW) test

Variables	Durbin-Watson
Product	1.541
Price	2.193
Promotion	2.461
Distribution	2.265

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According to Brooks (2008), the acceptable Durbin – Watson test result range is between 1.5 and 2.5. The study result of Durbin – Watson test on the above table 4.6 indicated the Durbin –Watson values for all independent variables are less than 2.5. Hence, this result shows that as there was no auto- correlation problem in the data used in this study.

4.6.4.5 Homoscedasticity Test

The assumption of homoscedasticity (meaning "same variance") is central to linear regression models. Homoscedasticity describes a situation in which the error term (that is, the "noise" or random disturbance in the relationship between the independent variables and the dependent variable) is the same across all values of the independent variables. The assumption of equal variances (i.e. assumption of homoscedasticity) assumes that different samples have the same variance, even if they came from different populations. The assumption is found in many statistical tests, including Variance in our research figure the residuals value are equally distributed. So that this indicates there is homoscedasticity on the dependent variable. Doglos et. al. (2006)
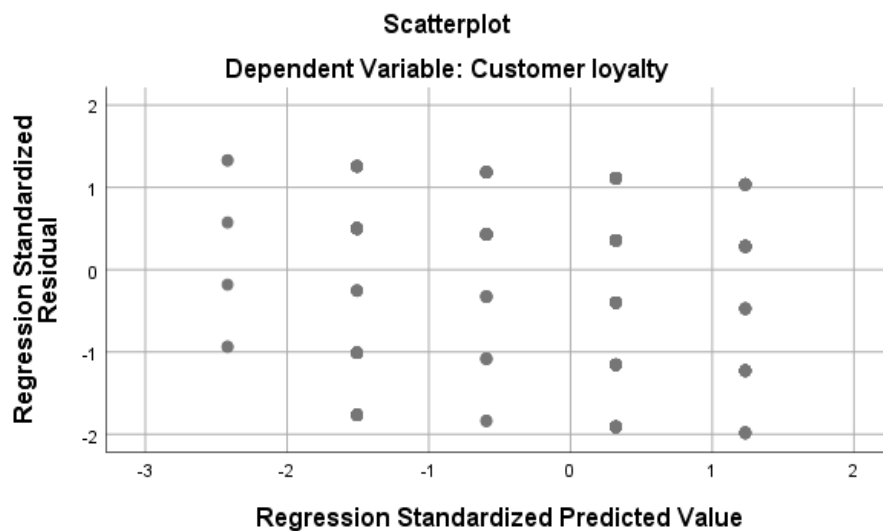
Source: survey result, 2022

4.6.3. Multiple Regression model

The positive correlation of the marketing mix elements to the loyalty factor is checked over a regression model. The regression dependent variable was the computed loyalty variable from product, price, promotion and distribution. Multiple regression analysis is defined as "a

statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line" (Hair et. al., 1998, p.578). Multiple regression analysis was carried out to test the pre-determined hypotheses in the study.

Multiple linear regression models of the study:

$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \varepsilon$

Y is the dependent variable and X1, X2, X3 and X4 are the independent Variables

β_0 = Intercept

$\beta_1, \beta_2, \beta_3$ and β_4 = Coefficients of the line (defined as the ratio Rise/Run)

ε = Error variable

Table of the appendix presents the multiple regression results of the service/product quality, price, promotion and distribution of Tecno mobile and Customer loyalty. In terms of the relationship between the variables based on the conceptual model under chapter two, customer loyalty can be seen as a single dependent variable whereas product/service quality, price, promotion and distribution are regarded as independent variable in a simple regression model.

Table 4. 13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784[a]	.707	.701	1.32710	2.557

Source: survey result, 2022

In this study, model summary is presented in table 4.13. This summary is used to identify factors affecting customer loyalty in the case of tecno mobile specifically in Addis Ababa. As it is shown in the table, R squared is 0.784 and adjusted R squared is 0.707 suggesting that 70.8% variance in the dependent variable is explained by independent variables used in the model. This implies that product, price, promotion and distribution has influence further more affect 70.8% variation in consumer loyalty.

This value indicated that besides the four mentioned independent variables, there are other important variables which lead to Customer loyalty. In addition, since the probability level is 0.000, the regression model is statistically significant.

In this study, model summary is presented in table 4.13. This summary is used to identify factors affecting customer loyalty in the case of tecno mobile specifically in Addis Ababa. As it is shown in the table, R squared is 0.784 and adjusted R squared is 0.707 suggesting that 70.8% variance in the dependent variable is explained by independent variables used in the model. This implies that product, price, promotion and distribution has influence further more affect 70.8% variation in consumer loyalty.

Table 4. 14 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.457	4	1.614	140.917	.000[a]
	Residual	595.286	338	1.761		
	Total	601.743	342			

(Source survey result, 2022)

Table 4.14 of the ANOVA describes the overall variance accounted for in the model. The p value for F statistic is 0. 00 And it is less than 0.05. This means that at least one of the independent variables is a significant predictor of the dependent variable (customer loyalty). Since the p-value for F-Statistics (0.000) less than the significance level at 0.05.

Table 4-15 ANOVA Coefficients

Regression Coefficients				Standardized Coefficients		
		Unstandardized Coefficients				
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.947	.464		6.348	.875
	Product	.303	.066	.853	1.562	.002
	Price	.540	.061	.351	.653	.001
	Promotion	0.140	.080	.677	0.495	.000
	Distribution	.164	.053	.147	.870	.003
a. Dependent Variable: Customer loyalty						

Source: survey result, 2022

The standardized coefficients under table 4-14 are used in the prediction and interpretation of the study multiple regression model. Base on this the multiple regression equation would be:

Loyalty = 0.947+0. 853 Product + 0. 351Price + .677Promotion + .147Distribution

The sig amounts under table indicate the significant level of the independent variables. As the figures on the table indicated all the sig amounts are below .05 and this means all the predictors (independent variables) in the model are significant and should be retained. If sig<.05 then the variable is not good predictor and can be removed from the model.

The Beta value (standardized coefficient) in the table 4.9 indicates the effect of change in the independent variables on dependent variables. Accordingly, a unit increases in product/service quality results in an increase of customer loyalty by 0.853. A unit increases in price results in an increase of customer loyalty by 0. 351, vice- versa, keeping other factors constant. It is also the largest standardized beta coefficient and it means it is the largest to explain the dependent variable customer loyalty.

A unit increases in promotion results in an increase of customer loyalty by 0.67, vice versa, keeping other factors constant. A unit increases in distribution results in an increase of customer loyalty by 0.297, vice- versa, keeping other factors constant.

Then based on these analysis results the stated hypothesis were tested as follows:

Hypothesis	Analysis	Results
H1: "Product has a significant and positive impact on Customer loyalty Tecno mobile."	Multiple Linear Regression	Accepted
H2: "Price has a significant and positive influence on Customer loyalty of Techno mobile."	Multiple Linear Regression	Accepted
H3: "Place has a significant and positive impact on Customer loyalty Techno mobile."	Multiple Linear Regression	Accepted
H4: ": Promotion has a significant and positive impact on Customer loyalty of Tecno mobile."	Multiple Linear Regression	Accepted

(Source: survey result, 2022)

4.6.3. Discussion

From the analysis, it can be summarized that H1 is significant by reason of its p-value is less than 0.05. Hence, there is a significant positive influence of product/service quality towards Customer loyalty. The Beta of 0.3 which is the second largest value next to distribution indicates product does have much effect on the customer loyalty. Likewise, indicated that product and customer loyalty have a positive relationship. Besides, product was directly correlated to loyalty.

From the analysis, it can be summarized that H2 is significant by reason of its p-value is less than 0.05. Hence, there is a significant positive influence of price towards Customer loyalty. The Beta greater than 0.05 which is the fourth largest value next to distribution and promotion indicates product does have much effect on the customer loyalty. Likewise, indicated that product and customer loyalty have a positive relationship. Besides, product was directly correlated to loyalty.

H3 has Beta of 0.147 and p-value of 0.000 which shows that there is a significant positive effect of price towards brand loyalty. Beta and p-value of H3 is 0.147 and 0.001 respectively. Since the p-value is lesser than 0.05, H4 is accepted. Thus, there is a significant positive influence of distribution (product placement) and customer loyalty. It is the largest beta figure of the independent variables.

From the above table, it can be summarized that H4 is significant by reason of its p-value is less than 0.05. Hence, there is a significant positive influence of promotion towards Customer loyalty. The Beta greater than 0.05 which is the 0.6 largest value next to distribution indicates product does have much effect on the customer loyalty. Likewise, indicated that promotion and customer loyalty have a positive relationship. Besides, product was directly correlated to loyalty.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter provides summary of major findings, conclusions and recommendations based on the result of the study. The chapter concludes the study by presenting possible gaps for future research.

5.1   Summary of Findings

The general objective of this study was to investigate the effects marketing mix strategy on customer loyalty. The analysis of results revealed that there is a significant and positive relation between the marketing mix elements and customer loyalty.

Descriptive analysis revealed that majority of age respondents 170 (41.9%) fall in the age range 31- 50 years, followed by 18- 30 years which makes up 144 (41.5%) of the respondents while the age group above 50 years is the least with 58 (16.9%) of the respondents. Regarding sex of respondents, the majority of the respondents were males 175 (51%) while the remaining 168 (48.9%) were females. Concerning the income of respondents, the majority 125 (36.4%) of them were earning monthly income above 10,000 while 120 (34.9%) of them earns 5,001 to 10,000. The remaining 98 (28.5%) of the respondents earns below 3000-5000. Demographic analysis for the respondents indicates that the majority of them 141 (41.1%) were degree and above graduates while 132 (38.5%) of them have diploma in various fields of study. The remaining 10 (2.9%), and 60(17.5%) were in the range certificate, and 9-10 grade complete respectively

The data for this study were proven to be reliable using the Cronbach alpha coefficient technique. All the statements under brand each variables confirmed that the questionnaire was indeed reflective of the construct it was measuring and it also confirmed internal consistency.

Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy yielded values greater than 0.7 requirements and all the variables KMO measure is higher than 0.7 requirements. Therefore, the data is considered in the factor analysis. The degree of common variance among the four

variables was "good". This signified that factor analysis was appropriate for this study as factors to be extracted would account for a good amount of variance.

The Pearson correlation coefficient showed that there is a positive relationship between all of the variables considered under the study. Percentage of responses based on the respondent's level of agreement towards each statement along with respective mean value is discovered. According to that the mean value for product is 3.77 which is the highest one and among its dimensions. Hence, it can be considered as a strong effect on customer loyalty of Tecno mobile. The average mean of distribution is the least one with 3.46 and all its dimensions got a similar mean value of 3.46. Therefore, they are seen as less effect on customer loyalty of Tecno mobile.

5.2. Conclusion

In general, as per the findings of the study, the researcher provides following conclusion. As per, the findings Customer loyalty is significantly influenced by the marketing mix elements; product/service quality, price, distribution/placement and promotion.

In this research, the relationship among variables also tested by a multiple regression model whether the relationship between the observed variables fit hypothesized measurement model. In this study, there are four hypotheses.

Research objective sought to analyze the effect of marketing mix strategy on customer loyalty. Using simple linear regression model, the findings indicated that Marketing mix strategy had a strong significant influence on customer loyalty. The findings indicated that marketing mix strategy explained some change in customer loyalty and had a significant contribution on customer loyalty such that a decrease in executing marketing mix strategy would lead to a decrease in customer loyalty. The study established that marketing mix strategy had a very strong effect on customer loyalty, and therefore concludes that marketing mix strategy is a very important determinant of customer loyalty.

The overall findings offer strong empirical support for the intuitive notion that improving the marketing mix programs in order to make the customers loyal. The research findings are consistent with hypothesizes. The objectives of this study are satisfied. As per the observing results of multiple linear regression analysis, customer loyalty has significant positive relationship with dimensions of marketing mix, namely; product, price, promotion and

distribution. It can be concluded that customer loyalty and 4Ps are positively closed with each other from customer perception point of view.

5.3 Recommendation

Based on the analysis of this study, the following recommendations have been forwarded:

➢ The average or mean value of the product variable is the highest score and this implies that it has an effect on brand loyalty. In addition, as the result of the multiple regressions indicates by improving the product in 100% we can achieve a 85% on Customer loyalty.

➢ Mobile phone companies that are currently serving and those companies that want to enter and serve this segment must provide mobile phone brands that are perceived to be high quality and have to understand what consumers market segment needs and wants should be the main primary activity for companies in the tecno mobile phone industry. Ones they have established themselves in the industry must educate or create brand awareness within this segment. They should also focus on the mobile phone features to incorporate new technological applications such as connection to social media like Facebook, Twitter and other instant messaging applications, since this segment is technologically perceptive more connected on the internet.

➢ The standard coefficient beta of promotion which is 0.6 can indicate us how much return we can get on customer loyalty from our promotional spending Of course promotion mean value is above average and it is positively correlated with loyalty. The research objective sought to analyze the effect of marketing mix strategy on customer loyalty of Tecno mobile users. The study recommends that Tecno mobile companies and shops should prioritize marketing mix strategy and its effect on customer loyalty due to its high relationship with customer loyalty. The Tecno mobile companies should invest more on marketing mix strategy programs and should continuously execute the strategies to ensure a high level of customer loyalty is maintained.

Recommendation for further Studies

The following section is intended to address some of the limitations surrounding this study so they may be eliminated in future research.

Even though smart phones are sold throughout Addis Ababa the findings of this study are based entirely upon the research conducted among the respondent of Addis Ababa in selected shopping area Merkato and Megenagna since may not be representation of whole preference of the city. This limits generalization for the company, further studies considering other part of the city and to be carried out on a wider scale taking sample from the different city not only Addis Ababa but also other city shopping areas. Future researchers can investigate consumer preference by including other factors that might influence mobile phone. In addition, this study conducted by using only questionnaire from primary data, further studies suggested using other primary data collection techniques such as interview to identify detailed information researchers could find out more about consumer preference in Addis Ababa by applying additional that may influence consumer.

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ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

M.A PROGRAM OF MARKETING MANAGEMENT

Questionnaire to be completed by consumers of Techno Mobile products

DEAR RESPONDENTS,

I am a postgraduate student at Saint Mary's university, School of Graduate Studies. I am conducting the research entitled "The effect of marketing mix strategy on consumer loyalty: The case of Tecno mobile, Addis Ababa''. It is conducted in partial fulfillment for the Masters of Arts Degree in Marketing Management. Thus, I kindly request you to fill this questionnaire and your genuine response to the questions contribute a lot for the quality of the research. Please know that all the information provided will be used for the purpose of this research only and your identity will be treated with utmost confidentiality. Hence, I request your support and contribution for the fulfillment of the research purpose. I thank you very much for spending 15 minutes from your precious time to participate in this study. Thank you in advance for your kind cooperation.

SECTION ONE: DEMOGRAPHIC INFORMATION

1. Age

    [ ] 18 - 30 years

    [ ] 31- 50 years

    [ ] Above 50 years

2. Sex
    [ ] Male
    [ ] Female

3. Level of Income (in Birr/ETB)

    [ ] Below 3000

    [ ] 3000-5,000

    [ ] 5001-10,000

    [ ] 10,001- 15,000

    [ ] Above 15,000

4. Education level

[ ] 1-8

[ ] 9-12

[ ] Certificate

[ ] Diploma

[ ] First Degree &Above

SECTION TWO: Marketing mix

The statements below relate to marketing mix strategies of Techno Mobile. The responses are rated on 5 points Likert scales as follows: 5- Strongly Agree, 4- Agree, 3 – Undecided, 2 - Disagree, 1 – Strongly Disagree. Please tick the option that best suits your opinion on the statement.

Part 1: Product quality

Product	1	2	3	4	5
Techno Mobile provide quality product for its customer					
Techno Mobile provide varieties of products and satisfy customers					
Techno Mobile products and applications meet customers' requirements					
Techno Mobile Providing quality accessories					
Techno Mobile has consistent quality					
Techno Mobile my requirement					

Part 2: Pricing

Price strategy	1	2	3	4	5
Techno phone price is one of my priorities when making a buying decision					
I buy Techno phone that is affordable for me					
I prefer Techno phone that is reasonably priced					
I feel more secure when I buy Techno phone					
Techno phone is that give value for money					

	1	2	3	4	5
The financial risk I will incur if I buy mobile phone from brand "techno" is very low					
The performance risk from using mobile phone from brand Techno" is very low					
The pricing policies of Techno products and services are attractive.					

Part 3: Promotion

Promotion strategy	1	2	3	4	5
Advertisement of techno mobile devices through a variety of television, social media influence customer loyalty.					
Placement of advertisements on TV influence customer retention					
Advertising on TV channels affect feedback from customer survey					
Advert through creation of many networks influence customer loyalty					
Techno phone gives me value for money					
Promotion determines the level of customer loyalty					
The brand of techno phone device has good name that influences me to purchase					

Part 4: Distribution

Distribution	1	2	3	4	5
Techno Mobile is easily accessible in my residential area					
Techno Mobile is available in my favorite molls and shops					
Techno Mobile has excellent distribution channels					
Techno Mobile has the power to supply the product when needed					

SECTION THREE: CUSTOMER LOYALTY

The statements below relate to your level of loyalty to Tecno Mobile. Choose the appropriate answer by using Likert scale ranging from 5-1 with 5- Strongly Agree, 4- Agree, 3 – Undecided/Neutral, 2 - Disagree, 1 – Strongly Disagree. Please tick the option that best suits your opinion on the statement.

Customer loyalty	5	4	3	2	1
The tecno phone is my regular choice than others					
I intend to continue using mobile services from this operator for a long time.					
Tecno phone is congruent with my needs					
Tecno phone is my favorite choice rather than imported brands					
If I want to change a new telecom service, I am willing to continue selecting this operator.					
Promotion determines the level of customer loyalty					
I feel proud to own mobile phone from brand "Tecno"					
I prefer mobile phone from brand "Tecno", which increase my status and esteem					
I am willing to say positive things about tecno mobile to other people.					

Appendix II (Amharic Questionnaire)

ቅድስተ ማርያም ዩኒቨርሲቲ

ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል የድህረ ምረቃ ፕሮግራም

<u>በቴክኖ ሞባይል ተጠቃሚዎች እና ተገልጋዮች የሚሞላ መጠይቅ</u>

ለተከበራቹ መላሾቹ

በቅድስተ ማርያም ዩኒቨርሲቲ በማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ተማሪ ስሆን የቅይጥ ገበያ ስትራቴጂ በደንበኞች ታማኝነት ላይ ያለው ተጽኖ ለአገር ውስጥ ምርት በተለይም ለአዲስአበባ ቴክኖ ሞባይል ስልኮች በሚል ርዕስ ጥናት እያደረኩ ነው፡፡ይህ ጥናት የሚካሄደው ለማርኬቲንግ ማኔጅመንት ድህረ ምረቃ የጥናት ጽሁፍ ስለሆነም የሚገኘው መረጃ ለጥናቱ አስፈላጊ ና ደጋፊ ስለሆነ ይህ ፍፃሜ ሆኖ እንዲያገለግል ከዚህ በታች ለቀረቡ ጥያቄዎች ትክክል ነው የሚሉትን መልስ ይሰጡ

ዘንድ በትህትና እጠይቃለሁ::የሚሰጡት መልስ የሚውለው ለዚህ ጥናት አላማ ብቻ ሲሆን የሚሰጡት ማንኛውም አይነት ምላሽ ሚስጥሩ የተጠበቀ ይሆናል::የእርስዎ ምላሽ ጥናቱ ለሚያስገኘው ውጤት ከፍተኛ አስተዋጽኦ አለው::ስለሆነም ለምርምሩ ዓላማ መሳካት ድጋፈዎን እጠይቃለሁ::

በቅድሚያ ለምታደርጉልኝ ትብብር ከልብ አመሰግናለው

ክፍል አንድ:- የግል ሁኔታ

በተጠቀሱት አማራጮች የፊት ሳጥን ውስጥ የራይት ምልክት ያስቀምጡ (√) ::

1. እድሜ

    [ ] 18 - 30 አመት

    [ ] 31- 50 አመት

    [ ] 50 አመት በላይ

2. ጾታ

    [ ] ወንድ

    [ ] ሴት

3. የገቢ ሁኔታ (ብር)

    [ ] 3000 በታች

    [ ] 3000-5,000

    [ ] 5000-10,000

    [ ] 10,000 በላይ

4. የትምህርት ደረጃ

    [ ] 1-8

    [ ] 9-12

    [ ] የምስክር ወራቀት

    [ ] ዲፕሎማ

    [ ] ዲግሪ ና ከዚያ በላይ

ክፍል ሁለት:- የገበያ ቅይጥ ስትራቴጂዎች

ከዚህ በታች የቴክኖ ሞባይል ምርት የሚመለከቱ ጥያቄዎች ተዘርዝረዋል::ለያንዳንዱ ጥያቄ 1-5 መመዘኛዎች ቀርበዋል::ቁጥሮቹ የሚወክሉት 5-በጣም እስማማለሁ 4-እስማማለሁ 3-ሀሳብ የለኝም 2-አልስማማም 1-በጭራሽ አልስማማም:: በተጠቀሱት አማራጮች ሳጥን ውስጥ የራይት ምልክት ያስቀምጡ (√) ::

ንዑስ ክፍል 1: የቴክኖ ሞባይል ምርት

ቴክኖ ሞባይል	5	4	3	2	1

ቴክኖ ሞባይል ጥራት ያለው ስልክ ነው ለደንበኞቹ					
ቴክኖ ሞባይል ጥራት ያለው በሽያጭ ወቅት የሚደረግ የማሻሻያ ጥንቃቄዎች አሉት					
ቴክኖ ሞባይል መጠቀም ምፈልገውን ያሟሏልኛል					
ቴክኖ ሞባይል ጥራት ያለው መለዋወጫዎች አሉት					
ቴክኖ ሞባይልን ለረጅም ጊዜ ያለ ችግር መጠቀም ይቻላል					
የምርቱ መገለጫዎች/ባህሪዎች/ (ጥንካፈ፣መጠንመረጃ የመያዝ አቅም፣ዲዛይን፣የባትሪ ቆይታ ጊዜ…)					

ንዑስ ክፍል 2: ዋጋ

ዋጋ	5	4	3	2	1
ለመግዛት ስወስን የቴክኖ ዋጋ ቅድሚያ ከምሰጣቸው ጉዳዮች አንዱ ነው					
የቴክኖ ስልክ መሸጫ ዋጋው ለመግዛት ቀላል ነው					
ቴክኖ ስልክን ምመርጠው ዋጋው ተመጣጣኝ (ምክንያታዊ) ስለሆነ ነው					
ቴክኖ ስልክ ስገዛ የበለጠ ደህንነት ይሰማኛል					
ቴክኖ ሞባይል ለወጣው ገንዘብ ዋጋ ይሰጣል					
የቴክኖ ሞባይል ስልክ በመግዛቴ ሚያገጠመኝ የገንዘብ ስጋት ዝቅተኛ ነው					
ቴክኖ ሞባይል በመጠቀሜ ሚያጋጥመኝ የአገልግሎት ብቃት ስጋት ዝቅተኛ ነው					
የቴክኖ ስልክ መሸጫ ዋጋው ፖሊሲ እና አገልግሎት አሰጣጥ ሳቢ ነው					

ንዑስ ክፍል 3: ማስታወቂያ

ማስታወቂያ	5	4	3	2	1
ቴክኖ ሞባይል የቴሌቪዥን፡የሶሻል ሚዲያ ማስታወቂያዎች የደንበኞች ታማኝነት ላይ ተጽኖ አላቸው ብለው ናምናሉ					
ቴክኖ ሞባይል የቴሌቪዥን ማስታወቂያዎች ደንበኞች ባህሪ ላይ ተጽኖ አላቸው ብለው ያምናሉ					
ቴክኖ ሞባይል የቴሌቪዥን ማስታወቂያዎች የደንበኞች የመጠይቅ ዳሰሳ ላይ ተጽኖ አላቸው ብለው ያምናሉ					
ቴክኖ ሞባይልን በተለያዩ ሚዲያ ኔትዎርክ ማስተዋወቁ ደንበኞች ላይ ተጽኖ አላቸው ብለው ያምናሉ					
ቴክኖ ሞባይል የቴሌቪዥን የሶሻል ሚዲያ ማስታወቂያዎች የደንበኞች ምርጫ ላይ ተጽኖ አላቸው ብለው ናምናሉ					
ማስታወቂያ የደንበኞችን ታማኝኝነት መወሰን ይችላል					
የምርቱ ስያሜ የቴክኖ ስልክ ለመግዛት እንድወስን ያደርገኛል					

ንዑስ ክፍል 4: ቦታ/ስርጭት

ቦታ	5	4	3	2	1
የቴክኖ ሞባይል መሸጫ ሱቆች በአከባቢያችን በቀላሉ ይገኛሉ					
የቴክኖ ሞባይል መሸጫ ሱቆች በአከባቢያችን ባሉ የንግድ እና ሸያጭ ማዕከላት አሉ					
የቴክኖ ሞባይል መሸጫ እና ማከፋፈያ በቅርብ ማግኘት ይቻላል					
የቴክኖ ሞባይል መለዋወጫ እና መጠገኛ ሱቆችን በቅርብ ማግኘት ይቻላል					

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ክፍል ሶስት:- የደንበኞች ታማኝነት

ከዚህ በታች ያለው የቴክኖ ሞባይል ምርት የደንበኞች ታማኝነት መጠንን የሚመለከቱ ጥያቄዎች ተዘርዝረዋል::ለያንዳንዱ ጥያቄ 1-5 መመዘኛዎች ቀርበዋል::ቁጥሮቹ የሚወክሉት 5-በጣም እስማማለሁ 4-እስማማለሁ 3-ሀሳብ የለኝም 2-አልስማማም 1-በጭራሽ አልስማማም:: በተጠቀሱት አማራጭ ሳጥን ውስጥ የራይት ምልክት ያስቀምጡ (√) ::

የደንበኞች ታማኝነት	5	4	3	2	1
ቴክኖ ሞባይል የሁልጊዜ ምርጫዬ ነው					
ለረጅም ጊዜ የቴክኖ ሞባይል ተጠቃሚ ነኝ					
ቴክኖ ሞባይል ከፍላጎቴ ጋር ተስማምቶልኛል					
ከውጩ ከሚመጡ ስልኮች ይልቅ ቴክኖ ለእኔ ተወዳጅ ምርጫዬ ነው					
የምጠቀመውን ሞባይል መቀየር ቢኖርብኝ የቴክኖ ካምፓኒ አፕሬተር ምርጫዬ ነው					
የቴክኖ ስልክ መደበኛ ምርጫዬ ነው					
የቴክኖ ስልክ ተጠቃሚ በመሆኔ በራሴ ኩራት ይሰማኛል					
ቴክኖ አቋሜን እና ክበሬን ስለሚጨምርልኝ ምርጫዬ ነው					
ለሌሎች ስለ ቴክኖ ሞባይልአዎንታዊ መረጃ ነው ማስተላልፈው					

ለቃና ትብብረሮ አመሰግናለሁ!!!

Appendix 2: Descriptive Analysis Result

Table 4. 1Demographic information

	Category	Frequency	Percent
Age	18-30 years	144	41.9
	31-50 years	170	49.5
	Above 50 years	58	16.9
Sex	Male	175	51
	Female	168	48.9
Income	3000-5000 birr	98	28.5
	5000-10,000 birr	120	34.9
	Above 10,000	125	36.4
Educational level	9 - 10	60	17.5
	Certificate	10	2.9
	Diploma	132	38.5
	Degree and above	141	41.1

Descriptive statistics-Marketing mix and Loyalty

Marketing mix element	Mean	Std. Deviation
Product	3.77	1.04
Price	3.64	1.09
Promotion	3.67	1.06
Distribution	3.46	1.22
Customer loyalty	3.37	1.25

Appendix 3: Realability and Validity

Table 4.10 Constructs Reliability

Constructs	Number of Items	Cronbach's Alpha
Product	6	0.82
Price	8	0.98
Promotion	7	0.7
Distribution	4	0.81
Customer Loyalty	9	0.75

(Source: own survey data 2022)

Table 4.11 Factor Analysis results

Factor Name	Factor loading
Product	0.78
Price	0.85
Promotion	0.83
Distribution	0.92

(Source: own survey data 2022)

Appendis 4: Correlation

Correlations		Product	Price	Promotion	Disrtibution	Customer Loylty
Product	Pearson Correlation	1	.077	.061	.004	.032
	Sig. (2-tailed)		.154	.261	.936	.557
	N	343	343	343	343	343
Price	Pearson Correlation	.077	1	.054	.090	.029
	Sig. (2-tailed)	.154		.323	.095	.596
	N	343	343	343	343	343
Promotion	Pearson Correlation	.136	.125	1	.138[*]	.042
	Sig. (2-tailed)	.261	.323		.011	.435
	N	343	343	343	343	343
Distribution	Pearson Correlation	.004	.090	.138[*]	1	.014
	Sig. (2-tailed)	.936	.095	.011		.795
	N	343	343	343	343	343
Customer Loyalty	Pearson Correlation	.032	.029	.042	.014	1
	Sig. (2-tailed)	.557	.596	.435	.795	
	N	343	343	343	343	343

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

Appendix 5: Multiple Regression

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.784[a]	.707	.001	1.32710	2.557

a. Predictors: (Constant), Maketing mix

b. Dependent Variable: customer loyalty

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.457	4	1.614	140.917	.000[b]
	Residual	595.286	338	1.761		
	Total	601.743	342			

a. Dependent Variable: customer loyalty

b. Predictors: (Constant), Marketing mix

ANOVA Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.047	.464		6.348	.875
	Product	.303	.066	.085	1.562	.002
	Price	.547	.061	.035	.653	.001
	Promotion	.140	.080	0.027	0.495	.000
	Distribution	.046	.053	.047	.870	.003

a. Dependent Variable: Customer loyalty

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1210	3.8140	3.4956	.13741	343
Residual	2.77440	1.79992	.00000	1.31932	343
Std. Predicted Value	2.727	2.317	.000	1.000	343
Std. Residual	2.091	1.356	.000	.994	343

a. Dependent Variable: customer loyalty