

# THE EFFECT OF MARKETING MIX ELEMENTS ON CUSTOMER PURCHASE BEHAVIOUR: MEDIATION ROLE OF CUSTOMER SATISFACTION

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## ABSTRACT

*Achieving Customer satisfaction should be number one dream for the business sector however this can be achieved by ensuring that marketing mix elements can influence customer purchase behavior. The purpose of this study was therefore to examine the effect of marketing mix elements on customer purchase behaviour in Etisalat, UAE: Mediation role of customer satisfaction. The convenience sampling technique was applied, and Quantitative research methods were used in this study where a self-administer close-ended questionnaire was distributed for data collection. Later descriptive statistics, confirmatory factor analysis and structural equation modelling were used to analyze data. Results for the direct effect indicated that the product had no effect, price had, promotion affected yet place, people, process and physical evidence did not significantly affect customer purchase behavior. Customer satisfaction only mediated product, price, promotion but place, people, process and physical evidence were not mediated. The study provides an implementation framework for marketing mix elements so as to increase the competitive advantage of Etisalat. Significant findings highlight powerful elements which business operators will base on during customer satisfaction strategic improvements.*

**Keyword:** *Customer Purchase Behaviour, Customer Satisfaction, Marketing.*

## 1. INTRODUCTION

Marketing mix refers to the set of actions, or tactics, that a company uses to promote given products in the market, the 7Ps hence construct a reliable marketing mix -Product, Price, Promotion, Place, People, Process and Physical evidence [Othman et al., 2020]. Customers are the backbone of any business; it is therefore essential that the management of ETISALAT, UAE understands customer needs and strive to satisfy them through streamlining marketing mix elements which will result in customer satisfaction [Chun et al., 2019]. Therefore, this research involve the study background, problem statement, research objectives and questions. Also, it presented the conceptual framework, study hypothesis, operational definitions, study scope, study significance in reflection with the mediation effect of customer satisfaction on the relationship between marketing mix and customer purchase behavior.

### 1.1 Research Objectives

RO1: To examine the effect of marketing mix elements (product, price, promotion, place, people, process and physical evidence) on customer purchase behavior.

RO2: To examine the effect of marketing mix elements (product, price, promotion, place, people, process and physical evidence) on customer satisfaction.

RO3: To examine the effect of customer satisfaction on customer purchase behavior.

RO4: To examine the mediation effect of customer satisfaction on the relationship between marketing mix elements (product, price, promotion, place, people, process and physical evidence) and customer purchase behavior

### 1.2 Research Hypothesis

H1: Marketing mix significantly affects customer purchase behavior.

H2: Marketing mix elements significantly affect customer satisfaction.

H3: Customer satisfaction significantly affect Customer Purchase behavior.

H4: Customer satisfaction mediates the relationship between marketing mix elements and customer purchase behavior.

## 2. METHODOLOGY

A descriptive research design combined with quantitative research methods was utilized. It included the research design, location of the study; why and how the population, as well as sample of research, were chosen, along with the instruments that were used in the current study, how reliability and validity of instruments were tested, with details of ethical considerations of research. Processes of questionnaire distribution, data collection, and data analysis were presented in detail.

## 3. RESEARCH FINDINGS

The planned research methodology has been validated and explained the rationale for choice of research and analytical design. This was carried out by testing the proposed hypotheses and answering the research questions along with providing information about the research design, sampling techniques, sample description, selected variables and the proposed procedures. Structural Equation Modelling was used to test the hypothesis of the study and analysis of the data.

The outcome of this study is expected to encourage and support the formation of future policy, not only at an organizational level but also at the national one. Setting up strategies to promote consumer satisfaction and considering consumer purchasing behaviour may, in turn, improve professional practice, and personal development and enhance government services.

Furthermore, the mediating role of customer purchasing behaviours is additionally important to managers as the marketing mix elements alone may not enough to influence a buying decision. Consumers are often influenced by psychological, social, cultural and situational factors. The managers thus can utilize these findings to develop strategies to influence customers outside of product, price, promotion and place. Thus, the findings from this study have provided theoretical and practical contributions to the literature on the effects of marketing mix elements and customer purchasing behaviour on customer satisfaction.

## 4. CONCLUSIONS

The overall research focused on examining the effects of marketing mix elements on customer purchase behavior with the mediating role of customer satisfaction. These marketing mix indicators were the product, price, promotion, place, people, process, and physical evidence. Research items were designed around each of these indicators to measure the perception of respondents. Similarly, the construct of customer purchasing behaviour was measured using seven items. The findings indicated that marketing mix had significant and positive effects on customer satisfaction. Additionally, customer satisfaction had a significant and positive effect on customer purchase behavior. Also, results showed that customer satisfaction had a mediating effect on the relationship between marketing mix elements and customer purchase behavior. The findings are important for the managers at telecommunication sectors to improve the level of customer satisfaction by utilizing marketing mix strategies and understanding customer purchase behaviour.

## 5. REFERENCES

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