



## Mediation Effect of Customer Satisfaction in the Relationship Between Promotion Mix Elements and Customer Buying Behavior in Education Sector of Ethiopia

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**Abstract** – Present investigation conducted to check the mediation effect of customer satisfaction between promotion mix elements and customer buying behavior in education sector of Ethiopia. The researchers employed mixed method research strategy and cross sectional sequential explanatory research design. In addition to this, archival data was collected from the public universities relation offices. Sampling method used was purposive and simple random sampling purposive and simple random sampling was used for data collection. Lastly, AMOS version 26 was used for data analysis. The Kaiser–Meyer–Olkin test was used to measure sampling Adequacy. Mahalanobis' distance (MD) as a statistical measure based on a chi-square distribution was employed to check the extent to which cases are adjusted with multivariate outliers. SEM model fitness results showed the complete mediation i.e the entire (or total) effect of Promotion Mix Elements on a Customer Buying Behavior is transmitted through Customer Satisfaction. Therefore, the Promotion Mix Elements have no direct effect on the Customer Buying Behavior; rather, its entire effect is indirect. Therefore, mediation role of Customer Satisfaction was really happening in a given model, but the total effect is significant simply because the sample size is very large, or assumptions for the test of the total effect were met.

**Keywords:** Promotion Mix, Customer Buying Behavior, Customer Satisfaction, Sampling Adequacy, Mediation Effect.

### 1. INTRODUCTION

Promotional elements usually are used by various organizations. Marketers use numerous tools to elicit responses from target markets. These tools are known as the marketing mix, which is defined as the set of tools that a firm uses to pursue its marketing objectives in the target market (Dinmukhamed et al., 2017; Kotler, 2017). Every business uses a combination of one or more promotional mix elements to achieve high performance. These promotional mix elements are advertising, sales promotion, personal selling, public relation and direct marketing (Belch & Belch, 2018). Of all the marketing tools, advertisement is an effective way to influence the mind of viewers and gives viewers exposure towards a particular product or promotion activities (Kumar & Patra, 2017; Katke, 2018). Aaker (2016) defined promotional mix as —any marketing effort whose function is to inform actual or potential consumers about the merit a product possess for the purpose of inducing a consumer to either start buying or continue to purchase the firms product. According to Drucker (2012) adopting a good and effective promotional strategy is very important for any business without a best promotional strategy; a business will not be able to get the ideal customers for its promotion activities and goods. This research paper was analyzed the effect of promotional



strategies on Customers' buying behavior in case of education sector of Ethiopia. In addition, in selecting appropriate promotional mix, the financial institutions must consider the target audience, the stage of the products, life cycle, characteristics of the products, and decision stages of the products and the channel of distribution (Mahajan & Golahit, 2017; Kotler, 2000). Skill gap in Labor market at both domestic and international level is the current agenda of higher education systems of Ethiopia to across the globe opportunities as a domestic unemployment challenges because of divide gap between what is delivered and what is expected (Wata Dereso, & Kant, 2022).. It is concern because the direct result of this mismatch is increasing unemployment and widening social divide. Therefore, government focuses at Education Sector Development Programmes and policies to generate transformational plans to change the substructure. Education is the root of transformation of all sectors of economy. So, review of education sector development programmes VI in perspectives of filling the labor market skill gap through promotion mix is evitable in nature (Wata Dereso, & Kant, 2022). Sales promotion, publicity and social media marketing have a positive influence on consumer behavior. Distribution channels, physical location of a store, safety and convenience of shopping all have an impact on the consumer's purchase decision (Kant, 2020). A promotion mix can consist of any combination of factors, but most commonly refers to what is known as the 4 Ps of marketing: product, price, promotion and place. Each of these four Ps can influence a consumer's decision-making (Wakjira & Kant, 2022).

Customer satisfaction tends to be a mediator in the relationship between promotion enablers quality, promotion enablers orientation, and the marketing mix strategy and customer buying behavior; thus customer satisfaction will be the key to success, not only in the short term, but also in a sustainable competitive advantage (Khan et. al, 2022; Ahmed et. al., 2021)

This study, therefore, seeks to evaluate the mediation effect of *customer satisfaction* in the relation between promotion mix elements and customer buying behavior in Ethiopia education sector.

## 2. STATEMENT OF PROBLEM

Fikri & Lisdayanti (2020) researched on effects of Marketing Strategy on profitability of Small-Scale Businesses in Maiduguri Metropolitan, Borno State Nigeria. Saguti (2018) researched the effect of marketing strategy (4Ps) on sales performance of Telecommunication Company. Findings revealed that marketing mix affects sales promotion in inverse manner. But Muthengi (2018) research on the effects of marketing strategies on sales performance of commercial banks and found out that marketing mix enhances sales performance in a positive manner. Munyole (2018) carried out research on marketing strategies adopted by veterinary pharmaceutical firms help to enhance performance and he found out that marketing strategies improve performance. Muthengi (2018) conducted research on the effects of marketing strategies on sales of Commercial Banks revealed the opposite results. Muchohi (2018) conducted a study on marketing strategies to enhance competitiveness. The results revealed that there is a strong positive relationship between marketing strategies and competitiveness. Although several studies conducted in the past highlighted the importance of marketing strategy and its impacts on an organization's performance. But none of these studies was designed with respect to ascertaining the impact of the four marketing Ps on the customer buying behavior (Aldebi & Aljboory, 2018)

Yang, D. J., & Lee, C. W. (2016) conducted their study on marketing strategy and the effects on female consumer buying decisions in relation to cosmetic products and found a positive relation between marketing strategy strategies on organizational profitability. Sales promotion is one of the essential parts of a marketing strategy. Khan et.

al., (2019) study tests the impact of various marketing strategies and its impact of organizational profitability and found a positive relation between marketing strategies on organizational profitability.

Ibrahim et. al, (2018) studied that marketing strategy was used to communicate with consumers at alluring cost without convey it to customer too generate sales and profit. This research found a positive relation between marketing strategies on organizational profitability.

Paguntalan (2020) research used the descriptive study design to identify the effect of marketing strategy strategies on organizational profitability. This study manifested that in first stage because of marketing strategy strategies, organizational profitability was positively affected but after a certain time organizational profitability was negatively affected. It showed an inverted U shaped relation. Liu et. al., (2020) study depicted that marketing strategy strategies were negatively related to consumers' purchase behavior. Shaw & Bagozz (2018) study depicted that marketing strategy strategies were negatively correlated with rational choice attributions of organizational profitability. Marketing strategy can dramatically influence consumer perceptions and ultimately the success of a marketing strategy. Jang & Moutinho (2019) researched how price promotion influences actual consumer spending.

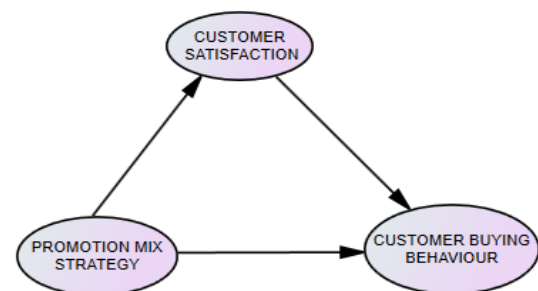
Price promotion negatively influences consumer spending. Therefore, found that marketing strategy strategies were negatively correlated with balanced preference attributions of organizational profitability (Aldebi & Aljboory, 2018; Lang et. al., 2022).

Therefore, on basis of above studies contradictory evidence are found in study the effect of marketing strategy strategies on organizational profitability. Therefore, to fill this evidence gap researchers want to conduct this present research.

In addition, while most these studies focused on the impact of marketing strategies on the sales

performance, competitiveness, and profitability of organizations in the telecommunication industry, banking industry, etc. none to the best of the researcher's knowledge had examine this impact with reference to the education industry in Ethiopia to be specific, thereby creating a research gap. Also, no study will be conducted with mediation effect of *customer satisfaction* between promotion mix elements and customer buying behavior in education sector of Ethiopia. It based on the foregoing that this study seeks to examine the mediation effects of *customer satisfaction* between promotion mix elements and customer buying behavior in the education sector of Ethiopia.

### 3. MODEL SPECIFICATION



**Fig -1:** Model Specification  
Source: Researchers Own Framework (2022)

### 4. RESEARCH METHODOLOGY

A research methodology is a procedural framework to solve systematically identified research problems (Shaffril et al., 2021). The researcher was employed mixed method research strategy and cross sectional sequential explanatory research design. Explanatory research can also be explained as a "cause and effect" model, investigating patterns and trends in existing data that haven't been previously investigated. Purposive and simple random sampling methods were used to collect data from the targeted population. The study populations of the study were the staff of the Bule Hora University at head office that has experienced

in various form of organization change. The total populations of the employees in Bule Hora University, Ethiopia at administrative office are 1065. The reason behind selecting the administrative staff as compare to teaching staff was that, the administrative staff are more and direct engaged in promotion mix activities and Customer Buying Behavior issues. In addition to this, archival data was collected from the educational universities public relation offices including annual reports, conference & seminar reports to get necessary information. Sampling method was used to purposive and simple random sampling get the sample from the targeted population. Quantitative data was collected from survey a questionnaire that was conducted with the educational universities public relation offices members and also through Observation. Lastly, AMOS version 26 was used for data analysis. Since, SPSS and AMOS are statistical package that are powerful & easy to use. Moreover, it is complete, integrated statistical package that was used for data analysis, data management, and graphics especially for handling large scale of data.

The sample size is the actual respondents representing the whole target population. After determining the entire population for the study (i.e., 1065) sample size is calculated by using the Slovincs formula (Anand & Mishra, 2022) accordingly,

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

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

$$1 + 1065(0.03)^2$$

$$n = 546$$

The study used the mixed research approach that is best suited for the present research. Qualitative approach used to gather data in the form of structured questionnaire. On the other hand, quantitative research approaches found to be suitable of explaining the association or relationship between the promotion mix practices and Customer Buying Behavior. Structured close-ended questionnaire was used to collect the responses.

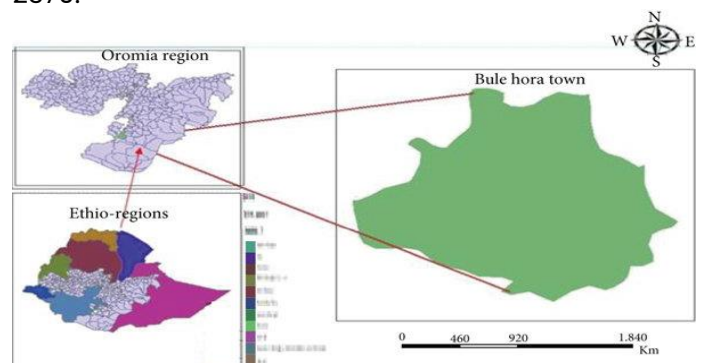
#### 4.1 Ethical Consideration

The researcher was considering that the ethical obligations to the research questionnaire was kept confidential and used only for academic purposes. Respondents to the questionnaire have the right not to answer questions that may not feel appropriate without any intimidation. Respondents was given guarantee about not to identify their identity of their responses. Generally ethical issues such as certainty that the names and details of the respondents will not be disclosed; the respondents also assured about confidentiality and anonym it.

#### 4.2 Description of Study Area

Blue Hora University is in the town of Blue Hora, which is 470 km south of Addis Ababa and in the state of Oromia. The zone has been divided into two agroecological zones: the semi-arid lowlands to the south and the more humid lands at higher elevations to the north (Tache and Irwine, 2003). The average annual rainfall in the zone ranges between 500 and 700 mm, with an overall average of 648 mm. The area's mean temperatures range from 25°C to 29°C during the warmer season and 14°C to 18°C during the colder season of the year (Luseno, et al., 1998).

Since the construction of BHU was delayed beyond the expected completion time, the university started functioning on the campus of Blue Hora College of Teachers Education with a total of 243 regular and 116-weekend degree students in 4 faculties in 2011/12(2004E.C) academic year; and transferred to its own campus in September 2012 (2005E.C).in Bule Hora University's administrative staff numbers 2370.



**Fig -2:** agroecological zones  
Source: Hajare et. al., 2021

a. Dependent Variable: Customer Buying Behavior

**5. DATA ANALYSIS**

KMO is a *test* conducted to examine the strength of the partial correlation (how the factors explain each other) between the variables. Table no. 1 shows two tests that indicate the suitability of your data for structure detection. The Kaiser–Meyer–Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors (Hair et. al., 2012).

**6. MEASURE OF SAMPLING ADEQUACY (BARTLETT'S TEST OF SPHERICITY)**

**Table -1:** Kaiser–Meyer–Olkin and Bartlett's Test

Variable	KMO	Chi-Square	df	Sig.	Initial Eigen values	TVE (%)	Result
1 Advertising	.747	312.910	6	.000	2.548	54.489	Accepted
2 Personal selling	.798	564.581	6	.000	2.103	64.972	Accepted
3 Sales promotion	.787	523.839	6	.000	2.327	62.940	Accepted
4 Public Relation	.741	518.199	6	.000	2.306	57.658	Accepted
5 Direct Marketing	.776	685.741	6	.000	2.742	68.547	Accepted
6 Customer Satisfaction	.765	636.211	6	.000	2.608	65.194	Accepted
7 Customers buying behavior	.500	373.984	1	.000	1.712	75.600	Accepted

Extraction Method: Principal Component Analysis

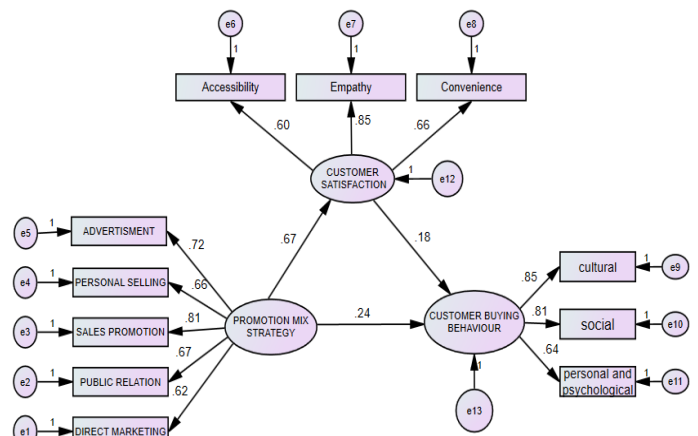
**Source: SPSS output (2022)**

The KMO and Bartlett test evaluate all available data together. A KMO value over 0.5 and a significance level for the Bartlett's test below 0.05 suggest there is substantial correlation in the data. Variable collinearity indicates how strongly a single variable is correlated with other variables.

**Source: SPSS output (2022)**

Mahalanobis' distance (MD) is a statistical measure of the extent to which cases are multivariate outliers, based on a chi-square distribution, assessed using  $p < .001$ . The critical chi-square values for 2 to 10 degrees of freedom at a critical alpha of 0.001 as shown in above table indicated a good fit. The Cook's distance shown in above table, considered high as it is greater than 0.5 and extreme. It is greater than 1. As the point has been flagged by the Cook's distance, this point is considered highly influential and has a combination of unusual explanatory variables and response values (the combination of  $X_i$ 's and  $y_i$  are unusual).

**7. STRUCTURAL EQUATION MODEL (SEM)**



**Fig -3:** Structural Equation Model (SEM)

**Source: AMOS output (2022)**

As a multivariate statistical analysis technique above figure in the form of Structural equation modeling shown the structural relationships analyze. SEM combined the factor analysis and multiple regression analysis, and it is showed the structural relationship between measured variables and latent constructs were under acceptance.

**Table -2:** Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.93	4.66	3.54	.492	569
Std. Predicted Value	-3.266	2.321	.000	1.000	569
Standard Error of Predicted Value	.048	.299	.107	.048	569
Adjusted Predicted Value	1.99	4.66	3.54	.493	569
Residual	-3.254	1.979	.000	.785	569
Std. Residual	-4.103	2.495	.000	.990	569
Stud. Residual	-4.212	2.599	.002	1.005	569
Deleted Residual	-3.428	2.147	.002	.810	569
Stud. Deleted Residual	-4.302	2.618	.001	1.009	569
Mahalanobis Distance	.503	57.869	7.981	8.559	569
Cook's Distance	.000	.105	.004	.010	569
Centered Leverage Value	.001	.140	.019	.021	569

**8. REGRESSION WEIGHTS: (GROUP NUMBER 1 - DEFAULT MODEL)**

**Table -3:** Regression Weight

				Estimate	S.E.	C.R.	P	Label
Customer Satisfaction	←	Promotion Elements	Mix	.735	.085	8.634	***	par_13
Customer Satisfaction	←	Customer Behavior	Buying	.207	.092	2.249	.019	par_12

**Source: AMOS output (2022)**

The table no. 3 results manifested that the p value is below 0.05, therefore, regression weights and the correlations are independent of the units in which all variables are measured; therefore, they are not affected by the choice of identification constraints.

**9. INTERPRETATION OF MODEL FIT**

This model fit sheet summarizes the result of SEM model fitness with their accepted values.

**Table -4:** Model Fit Indices

Acronym	Explication	Accepted fit	Result	Reference
Likelihood Ratio	P-value	≥ 0.05	0.08	Joreskog & Sorbom (1996);
Relative X2	(X2/gf)	≤ 2 = acceptable fit	1.986	Tabachnick & Fidell (2007);
CMIN/DF	Chi-square divided by Degree of Freedom	≤ 3 = acceptable fit ≤ 5 = reasonable fit	1.988	Kline (1998); Marsh & Hocevar (1985);
GFI	Goodness of Fit Index	1 = perfect fit ≥ 0.95 = excellent fit ≥ 0.9 = acceptable fit	0.92	Kline (2005); Hu & Bentler (1998);
AGFI	Adjusted Goodness of Fit Index	≥ 0.90 = acceptable fit	0.91	Tabachnick & Fidell (2007);
CFI	Comparative Fit Index	1 = perfect fit ≥ 0.95 = excellent fit ≥ 0.90 = acceptable fit	0.93	West et al. (2012); Fan et al. (1999);
RMSEA	Root Mean Square Error of Approximation	≤ 0.05 = reasonable fit	0.056	MacCallum et al (1996);
RMR	Root Mean Squared Residual	≤ 0.05 = acceptable fit ≤ 0.07 = acceptable fit	0.006	Diamantopoulos & Sigauw (2000); Steiger (2007);
SRMR	Standardized Root Mean Squared Residual	≤ 0.05 = acceptable fit	0.04	Diamantopoulos & Sigauw (2000);
CN	Critical N	≥ 200 = acceptable fit	264	Joreskog & Sorbom (1996);

**Source: AMOS output (2022)**

As we seen in above table, the model fit sheet summarizes the result of SEM model fitness with their accepted values. When researchers compare the SEM model fit indices with the standardized vales, it was observed that Chi-Square (CMIN), Goodness of Fit Index (GFI), Baseline Comparisons in Model Fit, Parsimony-Adjusted Measures, Root Mean Square Error of Approximation (RMSEA), Standardized Root Mean Squared Residual,

Comparative Fit Index and Critical N all are under acceptance range and depicted the model fitness.

**10. TOTAL EFFECTS (GROUP NUMBER 1 – DEFAULT MODEL)**

**Table -5:** Total Effect

Effect	Path	Value
Indirect Effect	PMS => CS => CBB	.255
Direct Effect	PMS => CBB	.480
Total Effect	PMS => CBB	.735

**Source: AMOS output (2022)**

The researcher's mediator model based on customer satisfaction mediation, decomposes the total effect, c, into the indirect effect, ab (product of the indirect paths a and b) and the direct effect, c' (with the effect of the mediator removed). The total effect is  $c = c' + ab$ , and the indirect effect is therefore  $ab = c - c'$ . With complete mediation, all of the effects of the promotion mix elements on customer behaviour are passed through to customer satisfaction. Therefore, the Promotion Mix Elements has no direct effect on the Customer Buying Behavior; rather, its entire effect is indirect. Therefore, mediation role of Customer Satisfaction was really happening in a given model, but the total effect is significant simply because the sample size is very large, or assumptions for the test of the total effect were met. Present result was also supported by the previous researchers (Paguntalan, 2020; Liu et. al., 2020; Jang & Moutinho, 2019; Khan et. al., 2019).

**11. CONCLUSION**

The purpose of this study was to investigate the effect of promotion mix elements on consumers buying behavior. To achieve the purpose of the study three basic research questions were proposed to investigate the effect of promotion mix elements on consumers buying behavior and to answer the stated basic questions. From the findings of the study, it can be concluded that the entire research objective for this study was attained; the general objective of this study was to examine the effect of



Promotion mix elements on customer buying behavior: Selected promotion mix elements have significant effect on customers buying behavior. With complete mediation, the entire (or total) effect of Promotion Mix Elements on a Customer Buying Behavior is transmitted through Customer Satisfaction as a mediator variable. Therefore, the Promotion Mix Elements has no direct effect on the Customer Buying Behavior; rather, its entire effect is indirect. Therefore, mediation role of Customer Satisfaction was really happening in a given model, but the total effect is significant simply because the sample size is very large, or assumptions for the test of the total effect were met. Moreover, based on the findings from the regression analysis, the researcher concluded that, a positive association found with the buying behavior of customers and mediation effect of *customer satisfaction* between promotion mix elements and customer buying behavior in education sector of Ethiopia was found. Based on the quantitative research analysis finding, all the five elements of promotion mix have their own impacts for the customer buying behavior.

#### ACKNOWLEDGEMENT

##### Authors Ethics Statement and conflict of interest:

The author/s hereby declared that research/publication ethics and citing principles have been considered in all the stages of the study. The author/s takes full responsibility for the content of the paper in case of dispute. Under originality and Plagiarism Assessment authors declared that the manuscript has a similarity assessment of less than 17% in accordance with the publication ethics in terms of originality and plagiarism and the plagiarism policy of the journal. The author/s have no conflict of interest. The reach was not funded by any agency.

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