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**THE EFFECT OF MARKETING MIX ON ETISALAT  
CUSTOMER PURCHASE BEHAVIOR IN THE  
UNITED ARAB EMIRATES THROUGH  
THE MEDIATION OF CUSTOMER  
SATISFACTION**



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**KHALED AHMED ABDULLA DALLAK ALSHEHHI**

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## ABSTRACT

The objective of this study is to determine the mediation effect of customer satisfaction in the relationship between marketing mix elements (product, price, place, promotion, people, process and physical evidence) and customer purchase behaviour. This study adopted a causal research design, and close-ended, self-administered questionnaires were distributed to the customers of Etisalat, a telecom company in the United Arab Emirates. The simple random sampling technique was used for sample selection. In total, 318 responses were obtained and analysed using confirmatory factor analysis and structural equation modelling. The findings show that customer satisfaction had a full mediation effect in the relationship between price and customer purchase behaviour ( $\beta = 0.251$ ,  $p < 0.05$ ). Moreover, customer satisfaction had a partial mediation effect in the relationship between people ( $\beta = 0.179$ ,  $p < 0.05$ ), place ( $\beta = 0.101$ ,  $p < 0.05$ ) and physical evidence ( $\beta = 0.194$ ,  $p < 0.05$ ) with customer purchase behaviour. In conclusion, the influence of price on customer purchasing behaviour only exists when customer satisfaction factor is considered as a mediator. On the other hand, the factors of people, places, and physical evidence can influence customer purchasing behaviour either directly or indirectly through customer satisfaction. The implications of this study show that Etisalat needs to pay serious attention to customer satisfaction so that pricing strategies, customer service quality improvement efforts, various distribution channels usage, and increasing the visual appeal of physical stores and online applications implemented can stimulate customer purchasing behaviour in an oligopolistic market.





## KESAN CAMPURAN PEMASARAN TERHADAP TINGKAH LAKU PEMBELIAN PELANGGAN ETISALAT DI EMIRATES ARAB BERSATU MELALUI PERANTARAAN KEPUASAN PELANGGAN

### ABSTRAK

Objektif kajian ini adalah untuk menentukan kesan mediasi kepuasan pelanggan dalam hubungan antara elemen campuran pemasaran (produk, harga, tempat, promosi, orang, proses dan bukti fizikal) dan tingkah laku pembelian pelanggan. Kajian ini menggunakan reka bentuk penyelidikan kausal dan soal selidik tertutup, yang ditadbir sendiri dan telah diedarkan kepada pelanggan Etisalat, sebuah syarikat telekomunikasi di Emiriah Arab Bersatu. Teknik persampelan rawak mudah telah digunakan untuk pemilihan sampel. Secara keseluruhan, 318 maklum balas telah diperoleh dan dianalisis menggunakan analisis faktor pengesahan dan pemodelan persamaan berstruktur. Dapatan menunjukkan bahawa kepuasan pelanggan mempunyai kesan mediasi penuh dalam hubungan antara harga dan tingkah laku pembelian pelanggan ( $\beta = 0.251$ ,  $p < 0.05$ ). Selain itu, kepuasan pelanggan mempunyai kesan mediasi separa dalam hubungan antara orang ( $\beta = 0.179$ ,  $p < 0.05$ ), tempat ( $\beta = 0.101$ ,  $p < 0.05$ ) dan bukti fizikal ( $\beta = 0.194$ ,  $p < 0.05$ ) dengan tingkah laku pembelian pelanggan. Kesimpulannya, pengaruh harga terhadap tingkah laku pembelian pelanggan hanya wujud apabila faktor kepuasan pelanggan diambil kira sebagai perantara. Sebaliknya, faktor orang, tempat, dan bukti fizikal boleh mempengaruhi tingkah laku pembelian pelanggan sama ada secara langsung atau secara tidak langsung melalui kepuasan pelanggan. Implikasi kajian ini menunjukkan bahawa Etisalat perlu memberikan perhatian serius terhadap kepuasan pelanggan agar strategi penetapan harga, usaha penambahbaikan kualiti perkhidmatan pelanggan, penggunaan pelbagai saluran pengedaran, serta peningkatan daya tarikan visual kedai fizikal dan aplikasi dalam talian yang dilaksanakan dapat merangsang tingkah laku pembelian pelanggan dalam pasaran oligopolistik.



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## LIST OF ABBREVIATIONS

CPB	Customer Purchase Behaviour
SEM	Structural Equation Modelling
SPSS	Statistical Package in Social Sciences
UAE	United Arab Emirates





## CHAPTER 1

### INTRODUCTION



#### 1.1 Introduction



The marketing mix encompasses a set of strategies employed by a company to promote its products effectively in the market. These strategies, known as the 7Ps, include Product, Price, Place, Promotion, People, Process, and Physical evidence (Elgarhy, 2023). In the context of Etisalat in United Arab Emirates (UAE), it is crucial for the management to comprehend customer needs and align the marketing mix components to enhance customer satisfaction, as emphasized by Slack and Singh (2020). Ameen (2018) identified key challenges faced by the UAE telecommunications industry, such as high prices, tariffs, market monopoly, service restrictions, ethical concerns, and cultural issues.





Customer satisfaction, in today's context, gauges how well a company's services and products meet or exceed customer expectations and how customers feel when interacting with a brand (Do & Vu 2020). Customers hold a pivotal role in maintaining a product or service's relevance, making it imperative for businesses to prioritize customer satisfaction and cultivate customer loyalty. The concept of customer satisfaction has a rich historical background, dating back to the era before large-scale factories during the 18th and 19th centuries when small shop owners and skilled craftsmen maintained direct personal connections with customers (Albashier, 2020). Today, customer satisfaction is a vital area of research in business management.

Despite Etisalat's previous monopoly in the UAE's telecom market, the company now operates as one of the two main providers of phone and telecommunication services, revealing limited competition (Al-Kharabsheh, 2020). However, various challenges hinder Etisalat's pursuit of its ambitions, including high operational costs, labour expenses, currency fluctuations effect on sector development, and pricing strategies. The emergence of competitors within the UAE threatens Etisalat's dominant position in the Middle East (Al-Kharabsheh, 2020), and the company's reliance on pricing strategies may face challenges if these competitors gain a competitive edge. Nevertheless, the entry of new rivals is expected to drive essential reforms in the sector (Al-Kharabsheh, 2018).

Despite these challenges, the UAE's telecom sector has witnessed consistent revenue growth since 2011, indicating potential for companies entering this market. To influence consumer buying behaviour, foster loyalty, and enhance satisfaction, marketers must formulate effective marketing strategies, considering the marketing mix





as a crucial tool (Ellitan, 2021). The marketing mix comprises interconnected activities and solutions designed to meet customer needs and achieve the company's overall marketing objectives (Kumar, 2020).

Despite having a combined customer base exceeding 135 million, Etisalat ranks as the sixth-largest mobile network provider globally. However, ensuring customer satisfaction has not always been straightforward (Al-Kharabsheh, 2020). An in-depth understanding of the marketing mix elements by service providers can significantly affect both potential and existing customers, transforming them into loyal patrons and supporting their ongoing business engagement (Al-Kharabsheh, 2020).

Chapter one of this study provides an overview of the research, including the background, problem statement, research objectives, and questions. It also presents the conceptual framework, study hypothesis, operational definitions, study scope, and the significance of the study in relation to the mediating role of customer satisfaction in the relationship between the marketing mix and customer purchase behaviour.

## 1.2 Background of the Study

Etisalat plays a significant role in the expanding the economy of the UAE, and as a result, the government has granted it authority over the issuance of telecommunications licenses. While Etisalat takes on additional responsibilities such as managing licensing procedures for the ownership, production, and operation of telecommunications equipment, the UAE government retains its regulatory powers over the





telecommunications sector to safeguard the country's economic interests (Al-Kharabsheh, 2020).

Notably, the company's consolidated revenue reached AED 12.9 billion, a 3% increase from AED 12.7 billion in Q4 2015. However, profits had shown a decline from AED 2.6 billion to AED 2.2 billion (Al-Kharabsheh, 2020). Although revenues exceeded expectations, net income fell short due to start-up costs associated with overseas investments, particularly in India (Ameen, 2018). Etisalat had to make adjustments due to challenging economic conditions marked by inflation, unfavourable fluctuations in local currency, and a decline in real estate prices. These impairments reduced Etisalat's fourth-quarter net profit to 854.3 million dirhams, according to calculations by Arnold (2018).



Prior to Du's entry into the UAE telecommunications industry back in 2006, Etisalat stood out as the dominant telecommunications firm in the UAE. As such, it is imperative to consider the financial performance of Etisalat before the establishment of Du in comparison to Etisalat's financial performance in after the entry of Du in the telecommunications market. According to a 2005 forecast report by Etisalat, the telecommunications company already envisioned the impact of a new entrant into the market. The UAE's Telecom Regulatory Authority (TRA) declared in May 2005 that it had approved the formation of a new company to offer telecom services throughout the nation. This in turn marked the end of Etisalat's monopoly in the UAE's telecommunications industry. Consequently, Etisalat projected that Du would exact significant competition in the market starting from mid-2006. During that time, forecasts projected that Etisalat's fixed line market share would decline to 90% by 2010





with its share of net additions declining to 60%. It was also expected that the impact of competition from Du would be most significant from 2007 onwards (EFG Hermes, 2005).

In terms of financial results, in the third quarter of 2005, Etisalat maintained the impressive results of the first half of the year. Etisalat reported a 21% increase in net revenues to AED3.2 billion in the third quarter of 2005, up from AED2.6 billion in the same quarter the previous year. In comparison to the same period in 2004, the number of fixed line subscribers increased by 4% to 1.2 million, mobile subscribers increased by 23% to 4.3 million, and internet subscribers increased by 20% to 0.470 million in 2005. Additionally, Etisalat's operational earnings climbed from AED875 million in the third quarter of 2004 to AED1.0 billion in the third quarter of 2005, a 20% increase.

Compared to AED906 million in the third quarter of 2004, the company's net profit increased by 23% to AED1.1 billion. Notably, on July 4th, 2005, the Board of Directors declared that a semi-annual dividend of AED0.25 per share, or a 1.7% dividend yield, would be distributed for 2005. According to the UAE Ministry of Planning, from 2005 and prior, Etisalat enjoyed 100% market share in the UAE telecommunications market. However, with the introduction of Du, the market share plummeted from 99% in 2006 to 90% by 2010 which is indicative of competitive pressure from Du (EFG Hermes, 2005). Considering recent financial performance, Etisalat announced net earnings of AED 11.1 billion and consolidated revenue of AED 53.3 billion as of December 31, 2021 (Etisalat Group, 2021). According a report by the Emirates Telecommunications Group Company PJSC, Etisalat's consolidated revenue stood at AED 43.7 billion for the nine months period ended 30 September 2024.





Etisalat UAE is also facing a significant challenge of competition within the telecommunications market. Notably, the telecommunications market in the UAE is oligopolistic in nature following the dominance of two companies namely Etisalat and Du (Ojo, 2022). While there are other smaller companies in the industry, Etisalat and Du have dominated the market share. Consequently, this has culminated in significant competition in terms of prices competition which has impacted negatively on Etisalat (Hussain et al., 2020).

It is important to note that the telecommunications market in the UAE has demonstrated a fast pace in the evolution of customer needs and expectations (Hussain et al., 2020). As such, this has complicated the establishment of customer satisfaction while also shaping stiff price competition. The downside of this is that it has resulted in reduced revenues for Etisalat and thus it is imperative to explore ways in which the company can leverage on marketing mix towards greater and positive customer purchase behaviour (Hussain et al., 2020). With a focus on the mediating role of customer satisfaction, the current research works towards promoting competitive advantage for Etisalat while enhancing the interaction between the applied marketing mix strategy and customer purchase behaviour. Ultimately, the ability to develop and maintain favourable customer purchase behaviour on the part of the customers will be beneficial for Etisalat in terms of dealing with stiff price competition.

The term "marketing mix" was initially introduced in E. Jerome McCarthy's 1960 bestseller, "Basic Marketing - A Managerial Approach," which provided an explanation of the concept. Subsequently, Harvard professor Neil Borden formalized the use of this term in his 1964 research. According to Borden, factors such as customer





incentives for purchase, the competitive landscape, and government regulations can influence the marketing mix (Asamoah, 2021). The 7Ps of the marketing mix, grounded in fundamental principles, have endured the test of time and continue to hold significance in the marketing industry (Albashier, 2020).

This study emphasized the 7Ps model when devising marketing strategies that effect customer purchase behaviour. The aspects of promotion, pricing, and product placement have resulted in the categorization of companies into various classes (Anjani, 2018). In this context, the term "product" encompasses tangible goods like furniture and clothing, as well as intangible offerings such as services that customers purchase (Khorsheed et al., 2020). Promotion represents a facet of marketing communication that aims to disseminate information and influence or persuade customers. Pricing is contingent on the quantity of products being marketed, resulting in an inverse relationship: higher prices tend to lead to decreased sales. Additionally, the marketing mix includes elements like process and physical evidence (Ellitan, 2021). These factors are crucial for outperforming competitors, particularly in terms of price, which prompts companies to compare their pricing with that of competitors and monitor their competitors' responses to market changes. Consequently, marketing professionals in businesses should implement marketing mix strategies by managing variables including product, distribution, price, and promotion (Asamoah, 2021).

The current market is repleted with standardized and relative products and services. Contemporary technology, as noted by He et al. (2018), has ushered in new ways for society to engage in commerce and seek recourse, leading to shifts in customer expectations from businesses' offerings. Consequently, meeting customer needs has





become increasingly pivotal for businesses (Ascarza et al., 2018). Furthermore, companies are now tailoring their products to meet specific customer demands in order to ensure customer satisfaction (Hunt & Goolsby, 2011).

Etisalat, a well-known telecommunications company in the Middle East, serves a substantial customer base. With a wide range of services encompassing fixed-line, mobile, data, internet access, and cutting-edge convergence technologies, it ranks among the largest telecom providers in the Middle East and Africa (Al Shami, 2022). Their adoption of advanced technology has enabled them to offer top-notch services, albeit at premium prices. Presently, the company provides 5G services, which come at a higher cost due to the advanced technology involved. Despite these pricing factors, the company boasts a market capitalization of AED 88 billion (Al-Kharabsheh, 2020).



The strategic pillars of Etisalat's business encompass product and service offerings, pricing, customer engagement, operational efficiency, human resources, and organizational culture (Al-Kharabsheh, 2020). Over the years, through technological innovation and improvements, the company has steadily expanded its communication infrastructure, solidifying its position as a tech industry leader (Al Shami, 2022). Presently, the company is refocusing its efforts on developing and deploying ICT solutions for the fifth generation of mobile broadband. In this context, Etisalat's marketing strategy evaluates the brand using the marketing mix framework, considering the 7Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence).





With new market entrants, customer satisfaction emerged as an important agenda for Etisalat, despite its standing as the sixteenth-largest mobile network operator (Albashier, 2020). The inability to prioritize customer satisfaction is a competitive challenge faced by many telecommunications operators (Yallapragada, 2017). It is even more concerning that the mediating effect of customer satisfaction on the relationship between marketing mix and customer purchase behaviour in Abu Dhabi remains unexplored (Alketbi et al., 2020). Ideally, there is a need to explore the mediating role of customer satisfaction on the relationship between the marketing mix elements and customer purchase behaviour. This will be beneficial in establishing ways in which customer satisfaction can serve in leveraging the marketing mix elements towards the development of positive customer purchase behaviour.

Meanwhile, Mensah (2022) viewed purchase behaviour as favourably related to customer satisfaction. Existing literature highlights numerous scholars who have attempted to adapt and tailor the traditional marketing mix for services sector, as exemplified by Garkischet al. (2017). This has aimed at leveraging the implementation of marketing mix for services towards establishing customer satisfaction and in turn promote positive customer purchase behaviours. In this context, this study identifies customer satisfactions as a crucial pathway for establishing positive customer purchase behaviour. The premise held here by is such that customer satisfaction is a significant precursor to favourable customer purchase behaviour.

Purchases are made by customers to fulfil need (Sethi, 2018). Certain demands are basic, whereas others depend on the individual and are not necessary for basic living. Understanding consumer behaviour and why and how things are consumed aids





marketers in understanding how to make their products better, what kinds of items are needed in the market, and how to draw in customers (Sethi, 2018). To put it simply, consumer behaviour analysis informs businesses about how to satisfy clients and boost sales. This perspective explains the current study's focus on customer purchase behaviour with the consideration of customer satisfactions as a significant antecedent.

Hence, customer satisfaction serves as a gauge of how well a company's products, services, and overall customer experience align with customer expectations (Kuhl & Krause, 2019). It provides insight into a business's health by indicating how effectively its products or services resonate with customers. Customer satisfaction is the one of the main factors of business success. Customers seek effective and efficient customer service, but research indicates a potential disconnect between what businesses perceive as satisfying customers and what genuinely does satisfy them (Albashier, 2020).

Customer satisfaction is sometimes defined as an individual's emotional response, which may include feelings of joy or disappointment, resulting from comparing a product's perceived performance or outcomes with their expectations (Kotler & Armstrong, 2018). Although authors like Kotler in 1991 used terms like pleasure and disappointment, the definition remains clear: Customer satisfaction =  $f(\text{perceived performance, buyer's expectations})$  (Albashier, 2020). Customer satisfaction can be assessed through cognitive (rationally assessed) and affective (emotional) reactions to a product or service, behavioural intentions (e.g., likelihood to recommend or repurchase), and overall satisfaction scores as determined by respondents (Zameer et al., 2019).





The current study focuses on how individuals choose the novel services available in the mobile telecommunications industry. Internet and mobile portal content services are two examples of this type of service. These services have entered the market for mobile communications, giving customers access to an even greater range of choices. This phenomenon is connected to the person's choice to use the service (Chigwende, 2020). A person's decision to adopt is seen as a process in which they select a certain good or service (Fondevila-Gascón et al., 2020). This can be further conceptualized as a decisions making process undertaken by buyers in the course of making a purchase. This in turn defines the importance of understanding the customer purchase behaviour towards effective marketing and promotion of sales.

In the context of this study, consumer behaviour in the telecommunications industry is diverse. This follows that the setup of telecommunications industries across the world is not homogenous. For instance, while government regulations have limited the number of telecommunication operators in the UAE, in other parts of the world a more liberal stance where several telecommunication firms compete fiercely within a given nation or region (Meena & Geng, 2022; Hussain et al., 2020). The implication of this is that consumers in these markets will tend to exhibit different forms of consumer purchase behaviours. Traditionally, telecommunications industries have been monopolistic while globalization and technological advancement has recently opened up telecommunications industries for competition (Meena & Geng, 2022). Within this backdrop, consumers have exhibited a variety of purchase behaviours ranging from impulse buying, loyalty, variety seeking, price and quality sensitive purchase, and limited decision-making purchases (Rahmoun, 2020). In the UAE's oligopolistic telecommunications market, consumers have exhibited purchase behaviours





characterized by loyalty, low switching, habitual purchase and limited decision-making purchases (Hussain et al., 2020).

This study draws upon the 7Ps model, the competitive model, and cultural marketing theory towards understanding how the marketing mix (7Ps) elements can be leveraged to promote positive customer purchase behaviour (CPB). Culture can exert a significant influence on individuals' perceptions, beliefs, attitudes, and behaviours, whether they are customers or service providers. It also extends its effect to the processes and systems people establish and manage. While perceived cultural distance can positively affect consumers attitudes, as they seek novel experiences, it can also result in negative customer interactions and unfavourable emotions. Various factors, such as market conditions, cultural aspects, infrastructure, mobile service restrictions, ethical and social concerns, and limitations on mobile services, contribute to the level of satisfaction among Etisalat customers (Al-Kharabsheh, 2020). Consequently, Etisalat must recognize the pivotal role of customer satisfaction in the success of its business, aligning with its vision to drive the digital future of societies. Thus, this study aims to investigate how Etisalat customers' purchase patterns and marketing mix components effect their satisfaction.

Customer satisfaction has been recognized as a crucial component of any organization's success (Aburayya et al., 2020). According to recent advances in the telecom industry, communication services providers (CSPs) use a variety of marketing and survey initiatives to find out how satisfied their clients are (Meena & Geng, 2022). Customer satisfaction is becoming a crucial differentiator for businesses looking to stay ahead in the fiercely competitive and quickly changing telecoms sector of today (Meena





& Geng, 2022). Telecom companies such as Etisalat must modify their customer care tactics to satisfy the ever-increasing expectations of their customers and cultivate enduring loyalty. Research has already demonstrated the significant impact of customer satisfaction on the development of consumer purchase behaviour (Mensah, 2022). As such, it stands out that customer satisfaction, represents a pathway towards the development of positive customer purchase behaviour.

Several studies have attempted to demonstrate the factors that shape customer purchase behaviour in the telecommunications industry. According to a study conducted by Yuan et al. (2019), the findings established a direct relationship between price and customer satisfaction (price  $\square$  customer satisfaction) as well as price and consumer buying behaviour (price  $\square$  customer buying behaviour) in the telecommunications industry. This demonstrates that price is a significant determinant of customer purchase behaviour. This is particularly relevant to the current study given the context of customer satisfaction as a mediating factor in the relationship between marketing mix and customer purchase behaviour.

Furthermore, Sethi (2018) followed a marketing focus where findings established that promotional factors including the projection of brand value and promotional offers have significant in shaping customer purchase behaviour. Kant (2022) found that customer satisfaction fully mediated the relationship between promotion mixed elements and service industry customer purchase behaviour (Kant et al., 2022). Notably, the perspectives defined by the mentioned studies demonstrate the importance of marketing mix in leveraging the various determinants of positive customer purchase behaviour in the service industries.





Evidently, the identified studies demonstrate the relevance of customer satisfaction in the context of product/service quality and key product/service and telecommunications firm characteristics. Ideally, the emerging issues related to customer preference, customer perception of service quality, actual product/service quality, and the input of marketing activities all culminate in the establishment of customer satisfaction. This in turn defines the relevance of customer satisfaction as a mediating variable in the current study. The evident role of marketing across the studies also affirms the consideration of the 7Ps of marketing mix as an independent variable in the study. This follows that the 7Ps marketing mix represents a viable marketing framework that can serve in leveraging the various factors that shape positive customer purchase behaviour through the pathway of the mediating role of customer satisfaction.



In the context of the current study, the implementation of an effective marketing mix strategy by Etisalat is expected to develop customer satisfaction. In turn this should lead to the establishment of positive customer purchase behaviour. The implication of this is such that the pathway towards better customer purchase behaviour for Etisalat entails leveraging on marketing mix to gain customer satisfaction and hence promote good customer purchase behaviour. Ultimately, this demonstrates the relevance of leveraging on marketing mix while considering the mediating effect of customer satisfaction as a pathway through which Etisalat can use to establish positive customer purchase behaviour.



### 1.3 Problem Statement

The telecommunications industry in the United Arab Emirates (UAE) operates under an oligopolistic market structure, dominated primarily by two major players: Etisalat and du. Despite regulatory reforms aimed at increasing competition, the market remains heavily concentrated, with limited differentiation in pricing and service offerings. In such an environment, understanding customer purchase behaviour becomes increasingly complex and critical.

**Table 1.1**

*Etisalat Subscribers (2018-2024)*

Year	UAE Subscribers (million)	Global Subscribers (million)
2018	12.6	141.0
2019	12.6	149.0
2020	11.8	146.0
2021	12.2	154.0
2022	13.8	163.0
2023	14.0	169.0
2024	15.0	189.3

Source: Author compilation based on Etisalat Annual Reports (2018-2024)

Table 1.1 shows the number of Etisalat subscribers from 2018 until 2024. The number of subscribers in the UAE market marked a consistent increase since 2018 to 2024 with the exception in 2020 which could be an irregularity due to the COVID-19 pandemic. Despite the consistent growth in the number of Etisalat subscribers over the years, the underlying factors driving this increase in customer purchase behaviour remain unclear. Subscriber growth could be the results of good marketing mix such as short-term promotions, but it does not necessarily mean the customers are satisfied with



the brand. Despite that, previous studies proven that customer satisfaction has a significant positive effect on sales and profits (Mittal et al., 2023; Gomez et al., 2004), and marketing mix has a significant influence on customer retention (Othman et al., 2021; Abd Wahab et al., 2016) which are all the fundamental in sustaining a business. Therefore, it is imperative to further investigate the effect of marketing mix and customer satisfaction especially in an oligopolistic competitive market background.

However, studies on customer purchase behaviour have limited focus on the mediating role of customer satisfaction. Most studies (e.g., Hussien et al., 2024; Sirajuddin et al., 2023; Yadav, 2023; Ikbal et al., 2021; Win, 2020) directly examine the impact of marketing mix elements on customer purchase behaviour without exploring how or why these effects occur. Only one study (Kant & Adula, 2022) explicitly examines customer satisfaction as a mediating variable, and even that is limited to the promotion mix within the education sector. Similarly, a study by Zhou et al. (2021) also measured the mediating effect of customer satisfaction, but the marketing mix were defined as price and product packing only. This points to a gap in understanding the psychological mechanisms that translate marketing efforts into actual customer behaviours particularly in telecom and service industries like Etisalat.

Moreover, there is variability in marketing mix dimensions used by previous studies. The studies used different combinations of the marketing mix such as 4Ps (Bayeri, 2024; Sirajuddin et al., 2024; Khayru & Issalillah, 2021; Win, 2020; Indumathi & Dawood, 2016), green mix (Hossain & Khan, 2018), pink mix (Hussien et al., 2024) and etc., leading to inconsistent findings. As a result, some studies found product and price significant (Sirajuddin et al., 2023), while others find them non-significant





(Hossain & Khan, 2018). In studies which adopted the 4Ps, the effect of people, process and physical evidence in the 7Ps are not available. This inconsistency suggests a gap in investigating customer purchase behaviour using a more comprehensive marketing mix element, i.e., the 7Ps rather than the 4Ps.

In contrast, research examining the relationship between the marketing mix and customer satisfaction is relatively well-established, with the 7Ps framework being more commonly adopted in recent years (used in Kusdiana & Yulita, 2024; Chien et al., 2024; Rahman et al., 2019; Sobari et al., 2017; Kadhim et al., 2016; Ismail et al., 2015) than the traditional 4Ps model. However, a notable limitation across these studies is the absence of customer purchase behaviour as an outcome variable. While understanding customer satisfaction is valuable, it is arguably more critical to identify the factors that directly influence actual purchasing behaviour, as this offers more concrete insights into consumer decision-making and business performance.

The type of industry sector also significantly shapes the nature of competition, and this influences how consumers behave and how firms apply the marketing mix. Most of the reviewed studies in the literature (Bayeri, 2024; Sirajuddin et al., 2024; Ikbali et al., 2021; Ali & Muhammad, 2021; Khayru & Issalillah, 2021; Win, 2020; Ali & Ilyas, 2016; Indumathi & Dawood, 2016; Odeh et al., 2014) focus on consumer goods sectors like cosmetics, FMCG, and retail, where competition is often price-driven, promotional, and brand-based, and purchase decisions are typically low-involvement and frequent. In contrast, telecommunication services, such as those offered by Etisalat, operate in a high-involvement, service-intensive, and subscription-based environment. Competition in telecom is largely driven by network reliability, customer service,





digital innovation, and bundled offers, rather than just product packaging or shelf placement. Customer relationships tend to be longer-term, and switching costs are often higher due to contracts and service dependencies. Because prior studies do not adequately reflect this unique competitive dynamic, the findings cannot be directly applied to telecom providers. This creates a significant contextual and strategic gap in understanding how the marketing mix impacts customer purchase behaviour in service sectors with complex competitive landscapes.

Moreover, very few studies explore this within the UAE or Gulf region, where the telecom market is also shaped by regulatory frameworks, expatriate demographics, and digital transformation initiatives. Previously, studies have been conducted in Indonesia (Iqbal et al., 2021; Khayru & Issalillah, 2021; Moromba, 2015), Pakistan (Ali & Muhammad, 2021; Rahman & Ayaz, 2018; Ali & Ilyas, 2016), and Malaysia (Sirajuddin et al., 2024; Indumathi & Dawood, 2016). To the researcher knowledge, only one study was conducted in Gulf region, i.e., Bayeri (2024) but this study focused on female customers; thus, limiting the current understanding about the male counterpart. While consumers in the UAE are inclined to luxury brands, they tend to have high expectations even for service products such as the telecommunication services (Masoud, 2020).

Most of the reviewed studies rely heavily on basic or conventional quantitative methods, such as multiple regression analysis, correlation analysis and descriptive statistics. Only a few studies employ more advanced statistical techniques, such as Structural Equation Modelling (used in studies like Hussien et al. 2024; Beyari, 2024; Kant & Adula, 2022) and Partial Least Squares SEM (used in Ali & Muhammad, 2021).





However, even within the SEM-based studies, the focus tends to be on direct effects, with limited depth in modelling complex mediation structures. Conventional methods are suitable for simple, direct relationships but fall short when testing complex, theory-based models, especially when mediation, latent variables, or measurement error are involved. For studies on marketing mix, satisfaction, and behaviour (especially in telecom), SEM is far superior in capturing the real dynamics.

In addition, while a few studies apply theories like the Theory of Planned Behaviour, Theory of Reasoned Action, Microeconomic or Macroeconomic Theory (Bayeri, 2024; Raewf et al., 2021; Ali & Ilyas, 2016), most lack a strong theoretical foundation. The absence of consistent theoretical grounding in explaining how marketing inputs influence customer purchase behaviour through customer satisfaction presents a conceptual gap. There is a valuable opportunity to integrate multiple theoretical perspectives to more comprehensively explain the mediating role of customer satisfaction, particularly within the context of oligopolistic competition. In this study, the combination of Resource-Based View, which frames the marketing mix as a strategic internal resource for achieving competitive advantage, and Expectation-Confirmation Theory, which links customer satisfaction to post-purchase behaviour, offers a robust framework. This theoretical integration enhances the explanatory power of existing models and contributes meaningfully to the literature on customer purchase behaviour.

In summary, there is a pressing need to investigate the mediating effect of customer satisfaction in the relationship between the marketing mix and customer purchase behaviour, particularly within oligopolistic competitive markets such as the





telecommunications sector. While previous studies have explored marketing mix elements and customer satisfaction independently, the lack of integration with actual purchase behaviour highlights both an empirical and theoretical gap. Addressing this gap will contribute to a more holistic understanding of consumer decision-making and enrich existing marketing theories by validating mediation models in complex, service-oriented industries.

#### 1.4 Research Objectives (RO)

The primary aim of this research was to investigate how marketing mix components and customer satisfaction effect customer purchase behaviour within Etisalat, located in the UAE. To accomplish this, the study pursued the following specific objectives:

- RO1. To examine the effect of marketing mix elements (product, price, place, promotion, people, process, and physical evidence) on customer purchase behaviour.
- RO2. To examine the effect of marketing mix elements (product, price, place, promotion, people, process, and physical evidence) on customer satisfaction.
- RO3. To analyse the effect of customer satisfaction on customer purchase behaviour.
- RO4. To investigate the mediating role of customer satisfaction in the interaction between marketing mix elements (product, price, promotion,



place, people, process, and physical evidence) and customer purchase behaviour.

### 1.5 Research Questions (RQ)

This research was conducted with the following research questions:

- RQ1. Do the elements of the marketing mix (7Ps) have a significant effect on customer purchase behaviour?
- RQ2. Do the elements of the marketing mix (7Ps) have a significant effect on customer satisfaction?
- RQ3. Does customer satisfaction have a significant effect on customer purchase behaviour?
- RQ4. Does customer satisfaction mediate the relationship between the elements of the marketing mix (7Ps) and customer purchase behaviour?

### 1.6 Research Hypotheses

- H1: Marketing mix has a significant effect on customer purchase behaviour.
- H1a: Product has a significant effect on customer purchase behaviour.
- H1b: Promotion has a significant effect on customer purchase behaviour.
- H1c: Price has a significant effect on customer purchase behaviour.
- H1d: Place has a significant effect on customer purchase behaviour.

- H1e: People has a significant effect on customer's purchase decisions.
- H1f: Process has a significant effect on customer purchase behaviour.
- H1g: Physical evidence has a significant effect on customer purchase behaviour.

H2: Marketing mix elements have a significant effect on customer satisfaction.

- H2a: Product has a significant effect on customer satisfaction.
- H2b: Promotion has a significant effect on customer satisfaction.
- H2c: Price has a significant effect on customer satisfaction.
- H2d: Place has a significant effect on customer satisfaction.
- H2e: People has a significant effect on customer satisfaction.
- H2f: Process has a significant effect on customer satisfaction.

H2g: Physical evidence has a significant effect on customer satisfaction.

H3: Customer satisfaction has a significant effect on customer purchase behaviour.

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

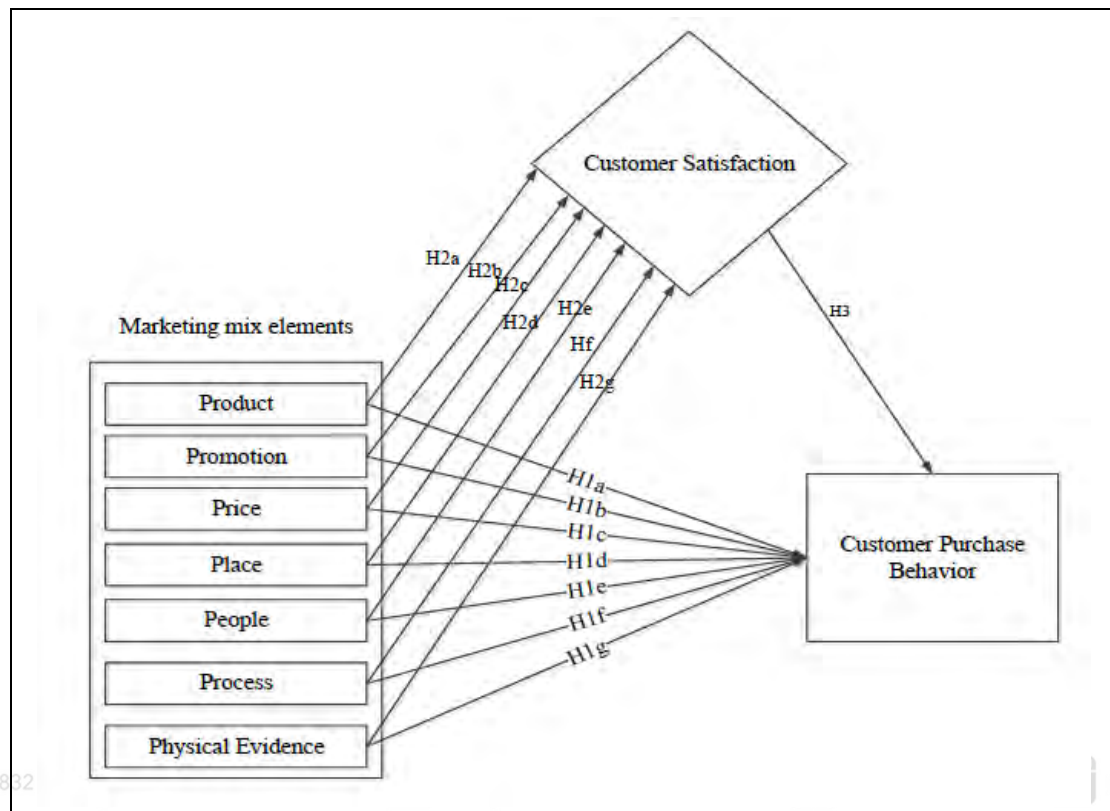
- H4a: Customer satisfaction mediates the relationship between product and customer purchase behaviour.
- H4b: Customer satisfaction mediates the relationship between promotion and customer purchase behaviour.
- H4c: Customer satisfaction mediates the relationship between price and customer purchase behaviour.

- H4d: Customer satisfaction mediates the relationship between place and customer purchase behaviour.
- H4e: Customer satisfaction mediates the relationship between people and customer purchase behaviour.
- H4f: Customer satisfaction mediates the relationship between process and customer purchase behaviour.
- H4g: Customer satisfaction mediates the relationship between physical evidence and customer purchase behaviour.

## 1.7 Conceptual Framework

The following figure shows the conceptual framework for this study. This framework was developed based on the Resource-Based View Theory and Expectation-Confirmation Theory. This conceptual framework illustrates the interplay between the marketing mix elements as the independent variables, customer satisfaction as the mediating variable, and the customer purchase behaviour as the dependent variables.

The Resource-Based View Theory posits that firms gain and sustain competitive advantage by leveraging valuable, rare, inimitable, and non-substitutable resources (Barney, 1991). Examples of resources are technological equipment or hardware, infrastructure and also include intangible resources such as patents. In the context of oligopolistic competition, such as in the telecommunications industry, this theory helps explain why only a few firms, like Etisalat, dominate the market.

**Figure 1.1***Conceptual Framework*

In rapidly evolving telecommunication technologies, most telecom providers offer similar core services, with limited opportunities for differentiation. Regardless of the brand they choose, customers can generally make calls and access the internet with comparable functionality. From the perspective of Resource-Based View Theory, firms can achieve competitive advantage by leveraging their internal resources, particularly their ability to strategically deploy the marketing mix. The capability to accurately understand customer needs and tailor the marketing mix accordingly is itself a valuable and rare organizational resource.

This becomes especially critical in the UAE, where 88.5% of the population (11.06 million people) consists of expatriates from diverse cultural and socioeconomic



backgrounds, including India, Pakistan, Egypt, and the Philippines (Global Media Insights, 2025). In such a multicultural environment, a firm's ability to effectively segment the market and deliver customized marketing strategies represents a distinct and inimitable capability, enhancing its potential to outperform competitors. Therefore, this study added marketing mix in the framework as a factor for achieving competitive advantage.

The conceptual framework could also be explained by the Expectation-Confirmation Theory. This theory explains customer satisfaction as a result of the comparison between pre-purchase expectations and post-purchase perceived performance (Oliver, 1980). In the context of the marketing mix, elements such as product quality, pricing, service delivery, and promotion shape customers' initial expectations. When these expectations are met or exceeded, positive confirmation occurs, leading to satisfaction; when unmet, negative disconfirmation results in dissatisfaction (Bhattacharjee, 2001).

This satisfaction acts as a mediator between marketing efforts and customer purchase behaviour. Rather than assuming a direct impact of the marketing mix on behaviour, the Expectation-Confirmation Theory emphasizes the role of satisfaction in translating marketing strategies into repeat purchases, brand loyalty, and favourable behavioural outcomes (Anderson & Sullivan, 1993). In competitive and service-driven sectors like telecommunications, where offerings are often similar, the ability to consistently meet or exceed expectations becomes a key differentiator that drives positive customer purchase behaviour such as consumer retention and behavioural intention.





McCarthy (1960) introduced an expanded version of the 4Ps, incorporating physical evidence, people, and processes as essential components of service marketing. Booms and Bitner (1981) proposed the 7Ps model, encompassing people, processes, tangible evidence, in addition to the original factors. The 7Ps of the marketing mix are further substantiated by the competition model, which posits that all stakeholders, including customers, government entities, and business operators, play a pivotal role in creating a competitive advantage. This research, therefore, scrutinized the conceptual framework in terms of the competition model, which examines how various actors engage in the buying and selling of goods and services.

The conceptual framework for this research examines the 7 elements of the marketing mix namely product, promotion, price, place, people, process, and physical evidence as the independent variables that influence customer purchase behaviour, the dependent variable, through the mediating role of customer satisfaction. This framework posits that the effectiveness of the marketing mix elements in driving customer purchase behaviour is not direct but operates via customer satisfaction. As demonstrated in consulted studies, the various factors shaping positive customer purchase behaviour are leveraged by the marketing function towards achieving the same through the pathway of customer satisfaction (Hidayati et al., 2018; Jhamb et al., 2020; Rahmoun, 2020; Sethi, 2018; Yuan et al., 2019).

For example, a well-designed product (product), effective advertising campaigns (promotion), or an accessible store location (place) contribute to customer satisfaction by meeting or exceeding customer expectations. This satisfaction then serves as a critical intermediary that strengthens the likelihood of favourable purchase





behaviours, such as repeat purchases or higher purchase volumes. By incorporating customer satisfaction as a mediating variable, the framework highlights its pivotal role in translating well-executed marketing strategies into measurable consumer actions, providing a nuanced understanding of how businesses can achieve better marketing outcomes.

James Culliton introduced the concept of the marketing mix in 1948 (Asamoah, 2021). Expanding on this concept, Jerome McCarthy introduced the 4Ps in 1964 (Goi, 1970). McCarthy segmented the marketing mix into four fundamental components: product, price, place, and promotion. Kotler and Keller (2014) argue that the Marketing Mix serves as a tool for businesses to fulfil the needs of their target market and achieve marketing objectives. Conversely, the 7Ps are the elements that hold the greatest sway in marketing strategies for revenue generation, according to Kotler and Keller (2014).

Ensuring customer satisfaction is vital for the success of any organization. Regardless of where a company stands in its development, customer satisfaction must always be the top priority before profitability can be achieved (Puluhulawa, 2018). Businesses with a strong brand prioritize meeting their customers' demands. Today's businesses recognize that satisfying customers is a critical aspect of building a successful enterprise. Consequently, companies view customer satisfaction as essential for enhancing their brand's value. Customers invest in brands or businesses that address their needs and issues by purchase products from them.

Assessing satisfaction involves measuring satisfaction scores and retention rates. Perceived quality, loyalty, affective behaviour, and customer intent to purchase





are also indicators of satisfaction (Frankline, 2021). Customer satisfaction can influence other post-purchase behaviours, such as online word-of-mouth and social media engagement. These additional post-experience behaviours may result in increased product engagement, fewer product trials, and shifts in purchase preferences and behaviours (Kotler & Keller, 2014).

## 1.8 Research Significance

In terms of the theoretical contribution, this study advanced marketing and consumer behaviour theories by integrating the 7Ps marketing mix, customer satisfaction, and customer purchase behaviour within a single mediation model. This is because many previous studies such as Hussien et al. (2024), Bayeri (2024) and Yadav (2023) measured the effect of marketing mix elements on customer purchase behaviour without considering whether the customers are satisfied. Therefore, this study addresses the theoretical gap regarding how satisfaction functions as a mediator in shaping actual purchase decisions, particularly in oligopolistic service markets.

Besides, this study also utilized 7Ps, i.e., product, price, place, promotion, people, process and physical evidence to conceptualize the marketing mix. Most previous studies (e.g., Sinaga & Husda, 2023; Malelak et al., 2021; Sugiono et al., 2021; Sudari et al., 2019; Magatef, 2015; Wongleedee, 2015; Murshid et al., 2014) used less comprehensive marketing mix comprising only four basic elements (product, price, place and promotion). By representing marketing mix more holistically, this study





captured deeper understanding about the factors affecting customer satisfaction and their purchase behaviour.

In addition, this study approaches the customer purchase behaviour problem from a different theoretical lens; thus, extends the application of frameworks such as the Theory of Planned Behaviour, Theory of Reasoned Action, Microeconomic or Macroeconomic Theory underlie previous studies (including Bayeri, 2024; Raewf et al., 2021; Ali & Ilyas, 2016) in explaining consumer responses to complex marketing stimuli. This study adopted Resource-Based View Theory and Expectation-Confirmation Theory which enriched the existing literature.

In terms of empirical contribution, this study addresses a significant contextual gap by focusing on the telecommunication industry, a sector that has been underexplored in previous research. Much of the existing literature has concentrated on consumer goods markets such as cosmetics, footwear, herbal medicines, FMCG, and organic products (Beyari, 2024; Sirajuddin et al., 2024; Iqbal et al., 2021; Ali & Muhammad, 2021; Khayru & Issalillah, 2021; Win, 2020; Ali & Ilyas, 2016; Indumathi & Dawood, 2016; Odeh et al., 2014), which are typically characterized by monopolistic competition (many firms with low barriers to entry and differentiated products). In contrast, the telecommunications industry operates under an oligopolistic market structure, marked by a few dominant players and high entry barriers. Investigating this sector offers a more complex competitive context and enriches the generalizability of findings related to marketing strategy and customer behaviour.





Another empirical significance of this study is its focus on the Gulf region. Koc (2021) notes a limitation in cross-cultural studies in marketing and customer purchase behaviour in the UAE. In this regard, the current study has significance in terms of developing crucial knowledge on how the 7Ps marketing mix elements shape customer purchase behaviour as mediated by customer satisfaction in UAE's context of Arabic consumers. It also employs advanced data analysis techniques, i.e., SEM to test complex relationships and offers a more robust methodology than conventional approaches. The study also reconciles inconsistencies in earlier findings regarding which marketing mix elements significantly impact satisfaction and behaviour, thereby contributing reliable data to the body of literature.

From a managerial perspective, the study's findings hold the potential to assist management in enhancing marketing mix strategies and, consequently, customer satisfaction. The 7Ps model serves as a guiding framework for setting objectives and charting a path toward achieving business goals. In response to identified gaps in Etisalat's marketing practices within the UAE, key stakeholders have been provided with actionable measures to address these marketing challenges.

In conclusion, to attain competitive advantage and customer satisfaction, it is imperative to gain a deeper understanding of specific marketing mix variables that effect customer satisfaction and purchase behaviour. Moreover, the competition model elucidates how various stakeholders in marketing collectively shape aspects of the marketing mix, underscoring the need to comprehend the mechanisms through which marketing mix variables influence customer satisfaction.





## 1.9 Scope of the Study

The study's scope is centred on Etisalat's customers within the capital city of Abu Dhabi, UAE. The research was conducted across 30 Sales and Service Centres, which serve as Etisalat's headquarters for product and service delivery in Abu Dhabi. The UAE's communication industry has undergone significant transformations in the past decade due to continual technological advancements and changes. The diverse cultures in the UAE profoundly affect customer satisfaction and purchase behaviours, particularly influencing the preferences for various products.

Conceptually, the study encompasses three main variables: marketing mix elements (independent variable), customer satisfaction (mediation variable), and customer purchase behaviour as the dependent variable. A five-point Likert scale, ranging from "strongly disagree" (1) to "strongly agree" (5), was employed to measure the marketing mix construct, utilizing items developed by Jani and Han (2011) for customer satisfaction. The product category includes both tangible and intangible products, encompassing features, quality, goods, product lines, brand names, consumption, and production outcomes. Price factors in customer perceptions of value, product quality, price interactions, discounts, allowances, and differentiation. Place elements encompass location, accessibility, coverage, and distribution channels. Promotion incorporates publicity, sales promotion, personal selling, and advertising. Additionally, people, physical evidence, and positioning remain influential components within the 7Ps marketing mix framework.



## 1.10 Operational Definitions

The following are the operational definitions to be used in this study.

**(i) Product:**

A product is something that is put up for sale and can be either an object or a service (Akroush. 2019). It may also be virtual or physical (Jasmani & Sunarsi, 2020). Each product has a cost of production and a price at which it is sold. The market, quality, marketing, and targeted segment all affect the price that can be paid. Every product has a usable life and a life cycle, after which it must be replaced or re-invented (Jasmani & Sunarsi, 2020). In the context of this study, a product pertains to the offerings on sale by Etisalat UAE. In this regard, the products offered include fixed line and mobile telephony, internet services, and digital television among others.

**(ii) Price:**

Price denotes the value assigned to a product, influenced by production costs, target market, market's ability to pay, supply-demand dynamics, and various direct and indirect factors (Jain & Jain, 2022). Setting an appropriate pricing strategy during the product marketing process is crucial to align with market trends, make products affordable to customers, and ensure profitability for the company. Customers have shown a willingness to pay a premium price for reputable vendors based on positive previous experiences with the company, whether their own

or others' experiences in their community (Kim et al., 2019). In the context of the current study, price reflects the monetary value that buyers are willing to give Etisalat in exchange for the products/service on offer.

**(iii) Promotion:**

Promotion is a marketing tool, employed as a strategy to communicate between the vendors and purchasers (Riyad, 2019). Through this, the seller seeks to persuade and encourage the buyers to acquire their items or services. It helps disseminate the word to the public about the company, its goods, and services (Anderson, 2017). This procedure is used by the business to enhance its reputation. This marketing strategy piques consumers' curiosity and has the potential to keep them as devoted clients. In the context of the current study, promotion pertains to the various activities undertaken to communicate the value proposition and features of Etisalat products/service to the consumers.

**(iv) Place:**

Place refers to the location where a company's products can be purchased (Jain & Jain, 2022). It pertains to where and how a product is made available for the consumers within a given market. Customers prefer quick access to services, products, and information precisely when needed, necessitating accessible locations for all customers to ensure satisfaction (Al-Debi & Mustafa, 2017). As a result, Etisalat must facilitate the accessibility of its products, such as through an online store where customers can easily access information about available goods

and services and make direct purchases. In light of these, place as it relates to the current study reflects the physical and virtual locations where Etisalat makes its products available for purchase by customers.

**(v) People:**

In the marketing mix, people refers to any individual who works directly or indirectly on the business side of the company (Amadi, 2020). This includes all those who work in sales, design, marketing, team management, customer service, recruitment, and training fall under this category (Jain & Jain, 2022). As such, the current study view people as the collection of persons involved in the development and marketing of products at Etisalat related to the production, marketing, and consumption of products on offer by Etisalat.

**(vi) Process:**

Process pertains to the systems and procedures used to deliver the product or service. Every stage of the client experience, from submitting an inquiry to seeking information and completing a purchase, is included in the process (Jasmani & Sunarsi, 2020). The overall efficacy a businesses' products and services can be greatly impacted by the consistency and efficiency of processes (Amadi, 2020). Notably, a smooth customer journey is ensured by having clear and efficient processes for everything from lead generation to customer care. In the context of marketing, it is important to focus on processes that overlap with customer experiences. Ideally, more specific and seamless

processes allow employees and marketers to have more time in addressing customer needs and thus better customer experiences and increased purchases (Jasmani & Sunarsi, 2020). In light of these, the current study considers processes as the set of operations that involved in the production and presentation of a given product or service to the consumers of Etisalat's products/services, such as the process of signing up for the service (online and online), activating SIM card, paying up bill (via apps, stores or kiosk), receiving customer support (chatbots, call centres, service tickets) and etc.

**(vii) Physical Evidence:**

Physical evidence covers the entire existence of a brand, product, or service. Therefore, it goes beyond simple proof of purchase. Aspects such as the website, branding, social media, logo on the business premises, retail ambiance and design, product packaging, and after-sale service are taken into account when discussing physical evidence (Jain & Jain, 2022). These components all give consumers the tangible proof they require to be sure a company and its goods or services are legitimate, dependable, and viable (Paurova & Nadanyiova, 2020). In this regard, the current study views physical evidence as the components that constitute the evidence and tangibility of a customer experience as it relates to the access and purchase of a given product or service offered by Etisalat.

**(viii) Customer Satisfaction:**

Customer satisfaction, leading to customer loyalty, plays a pivotal role in a business's success. Customer satisfaction can be defined as the fulfilment of a customer's desires for a service or product, as well as their evaluation of the level of achievement (Alam & Yasin, 2010). To gauge customer satisfaction, metrics such as the Customer Satisfaction Score and retention levels are commonly employed. Customer satisfaction hinges on the judgments customers make regarding their level of contentment with their choices when purchase specific services and products. This study adopted the definition provided by (Oliver, 1997) which regarded customer satisfaction as a consumer's overall evaluation of a product or service based on whether it meets or exceeds expectations. It reflects the customer's emotional response resulting from a comparison between expected and actual performance. In light of these, the current study considers customer satisfaction in terms of the fulfilment of a customer needs and desires by a given product.

**(ix) Customer Purchase Behaviour:**

This study looked at customer purchase behaviour as the sum of a consumer's attitudes, intention, preferences and decisions regarding their behaviour in the marketplace when buying a product or service. Therefore, customer purchase behaviour deals with one's plan/intention to make purchase of goods or services (Mensah, 2022; Alam & Yasin, 2010). This refers to a repetition of purchases and there's a higher probability of return back among consumers to the same goods or



services, in business retailers spend billions of dollars every year trying to generate purchase feelings in their customers.

## 1.11 Research Structure

Chapter 1 covers the study objectives, questions, and hypotheses following the problem description. Additionally, the chapter has summarised the significance of this study and its expected effect on knowledge and practical applications. It is important to note that this thesis comprises five chapters, including the introductory chapter.

Chapter Two is dedicated to conducting a literature survey, which aims to provide a comprehensive overview of the relevant literature. The chapter begins by establishing the theoretical foundations of the key issues addressed in this thesis, specifically pertaining to customers' purchase behaviour and levels of customer satisfaction. Furthermore, this chapter includes a review of empirical research that investigates the influence of various aspects of Etisalat's products and services on consumer purchase behaviour patterns and satisfaction.

Chapter Three delves into the research approach employed in the current study. This chapter offers an in-depth exploration of the research techniques utilized, as well as the approach and design implemented to test the hypothesized answers. It also highlights aspects of the data analysis methodology, data collection methods, questionnaires, sample selection, and survey designs.





Chapter Four is devoted to presenting the research findings and conducting data analysis. This section outlines the procedures used to analyse the collected data and present the outcomes of the study. Additionally, it discusses these findings in relation to the benchmarks established by previous researchers.

Chapter Five is the concluding chapter that features a discussion of the study's findings, its contributions, and its limitations. The discussion of the findings is contextualized within the context of prior research. There is emphasis both the theoretical and practical contributions made by this study, and the chapter concludes by addressing its limitations.

## 1.12 Chapter Summary



This chapter provides an overview of the study's background, with a specific focus on the existing literature supporting the factors influencing customer satisfaction and purchase behaviours of customers towards Etisalat products and services in Abu Dhabi. The chapter features a background section demonstrating the interaction between marketing mix and customer purchase behaviour as mediated by customer satisfaction. The chapter has also gone ahead to define the research objectives, research questions, and research hypothesis that will guide the research undertaking. A conceptual framework demonstrating the relationship between variables has also been provided in addition to defining the scope of study. The definition of operational definition, defines the respective terms and concepts as they relate to the current research inquiry.

