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Assessment of the Marketing Affection in Poultry Production and Customer Satisfaction in Khartoum State

تقييم تأثير تسويق منتجات الدواجن ورضاء الزبون في ولاية الخرطوم

A Thesis Submitted to collage of graduate studies in Partial Fulfillment of the
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Excellence

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الآية

قال تعالى:

﴿اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ (1) خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ (2) اقْرَأْ وَرَبُّكَ الْأَكْرَمُ (3) الَّذِي

عَلَّمَ بِالْقَلَمِ (4) عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ (5)﴾

صدق الله العظيم
سورة العلق، الآيات (1-5)

Dedication

I lovely dedicate this thesis to my:

Dearly loved parents

Precious brother and sisters

My lovely wife

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First, praise is due to almighty Allah with his compassion and mercifulness to allow finding this M.Sc. project.

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Abstract

This study was carried out to evaluate the effect of marketing mix elements (product quality, price, place, promotion and place) on customer satisfaction during 2016 in MICO poultry company_ Khartoum state. The questionnaire was included 75 consumers selected randomly. The questions were demographic data, product quality, product price, distribution of the product and product invoices. The result showed that 66 (88%) were males and 9 (12%) were females their age between 18-51 years and most of them (58.7%) were married. About 36(48%) of the respondents were agreed strongly that the appearance of poultry production should be attractive and chickens were frozen at optimum temperature (69.3%). The respondents (34.7%) were strongly agreed that the price was continuously changes. Most (62.7%) of the consumers were strongly agreed that the product arrived in the time and 68% of them said that available at all time. About 93.3% of respondents were satisfied by poultry product and preferred weight of product 1 KG. For most of them the result of revealed of all marketing elements were statistically significant ($P < 0.05$). In conclusion, the company should be looked to the marketing mix elements for controlling to satisfy the consumer, and the company should depend the services of the product, which are important to consumers.

المستخلص

أجريت هذه الدراسة لتقييم تأثير عناصر المزيج التسويقي (جودة المنتج ، السعر ، المكان والترويج) على رضا العملاء خلال عام 2016 في شركة ميكو للدواجن - ولاية الخرطوم. شمل الاستبيان 75 مستهلكاً تم اختيارهم عشوائياً. كانت الأسئلة عبارة عن البيانات الديموغرافية وجودة المنتج وسعر المنتج وتوزيع المنتج. وأظهرت النتائج أن 66 (88%) ذكور و 9 (12%) إناث تراوحت أعمارهم بين 18-51 سنة ، ومعظمهم (58.7%) كانوا متزوجين. وافق حوالي 36 (48%) من المجيبين بشدة على أن مظهر الدواجن يجب أن يكون جذاباً وأن الدجاج تم تجميده عند درجة حرارة مثالية (69.3%). وافق المشاركون (34.7%) بشدة على أن السعر يتغير باستمرار. وافق معظم (62.7%) من المستهلكين بشدة على وصول المنتج في ذلك الوقت وقال 68% منهم أنه متوفر في جميع الأوقات. أعرب حوالي 93.3% من المستهلكين عن رضاهم عن منتج الدواجن وفضلوا وزن المنتج على 1 كجم. بالنسبة لمعظمهم ، كانت نتيجة الكشف عن جميع عناصر التسويق ذات دلالة إحصائية ($P < 0.05$). في الختام ، يجب أن تبحث الشركة عن عناصر المزيج التسويقي للتحكم في إرضاء المستهلك. تتبنى الشركة خدمات المنتج التي تهتم المستهلكين.

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Introduction

Recently, entries of big poultry companies to the market create a big competition, so that gives customer vary choices and make him search for quality. Therefore, if companies want to be existed, it must understand what customer needs and wants and then work seriously to meet them by using a good tactics such as marketing mix (Goi, 2009).

Customer satisfaction is a psychological law based on perception and degree of satisfaction. For meeting customer's requirement, high quality of products and services should be providing. A business term is there to measure how product and services supplied by a company meet or surpass customers' expectations are known as customer satisfaction. Customer satisfaction is known as one of the perspectives of balanced scorecard and seems as a key performance indicator (Kim and Hyun, 2011). For surviving in this competitive marketing place and marking differentiation between satisfaction is seems to an important key element to make the business strategy. For successful marketing, five key steps are there:

- Target to Your Customers
- Understanding Your Customers
- Making Values for Target Customers
- Communication of Values
- Making Easy for Customers to Buy That Value

Objective:

The research aims to achieve the following:

1. To identify the relation between each element of marketing mix (product, price and place) and customer satisfaction.
2. To identify which elements of marketing mix effect more than other in customer satisfaction.
3. To help the organisation to focus its efforts and resources to meet customer requirements.
4. To enhance customer satisfaction.

CHAPTER ONE
LITERATURE REVIEW

CHAPTER ONE

LITERATURE REVIEW

1.1 Marketing Mix:

Marketing mix is originating from the single P (price) of microeconomic theory (Chong, 2003). Marketing mix is not a scientific theory, but merely a conceptual framework that identifies the principal decision-making managers make in configuring their offerings to suit consumers' needs. The tools can be used to develop both long-term strategies and short-term tactical programs (Palmer, 2004). The idea of the marketing is the same idea as when mixing a cake. A baker will alter the proportions of ingredients in a cake depending on the type of cake that wish to bake. The proportions in the marketing mix can be altered in the same way and differ from the product to product. The marketing mix management paradigm has dominated marketing thought, research and practice (Grönroos, 1994). Marketing mix has been extremely influential in informing the development of both marketing theory and practice (Möller, 2006). The main reasons the marketing mix is a powerful concept It makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists; and The components of the marketing mix can change a firm's competitive position (Grönroos, 1994). The marketing mix concept also has two important benefits. First, it is an important tool used to enable one to see that the marketing manager's job is, in a large part, a matter of trading off the benefits of one's competitive strengths in the marketing mix against the benefits of others. The second benefit of the marketing mix is that it helps to reveal another dimension of the marketing manager's job. All managers have to allocate available resources among various demands, and the marketing manager will in turn

allocate these available resources among the various competitive devices of the marketing mix. In doing so, this will help to instill the marketing philosophy in the organization (Low and Tan, 1995).

1.1.1 Product:

For definition of a product, (Kotler's) definition that states that a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Therefore, while developing a service product it is important that the package of benefits in the service offer must have a customer's perspective (Kushwaha *et al.*, 2015). Hence the first hypothesis of the study: H1. Product has a positive and significant effect on customer loyalty. A product is what the company has to offer, whether it is something tangible, like a mobile phone, or a service, like health treatment. It is anything that can be offered to satisfy a market's want or need. Successful companies consider the product's form, functionality, features, and benefits from the consumers' point of view. Moreover, each and every product must meet the needs of a particular target market (consumers' expectation). For example, a luxury product should create just the right image for "customers which have everything" (Goi, 2009). Many researchers suggest that the basic product must be positioned for better quality and price-conscious consumers. Other important aspects of product may include: an appropriate product range, design, warranties, or a brand name. Everyone buys products for their own personal benefit, and they buy a product with some expectations. For example, consumers buy books with the expectation of enjoyment and knowledge.

There are four types of products, these are as follows:

1. Formal product: This product refers to the physical item which is bought by the consumers for their own benefit; for example, mobile, computer, and etc.

2. Core product: The core benefit is associated with using the formal product; what the customer is actually buying from the companies; for example, knowledge or status.

3. Augmented product: The totality of benefits that the customer receives from the formal product; for example, time saved or quick access to information.

4. System product: This product refers to the expansion of the augmented product – the attendant add-on and extras that come with the formal product; for example, manuals, training support (Kotler *et al.*, 2009).

Relationship between Product and Customer Satisfaction:

There are **five principles** which can influence customer satisfaction:

Purity, Lawfulness, Deliverability, Price Determination, Cleanliness (Kotler and Armstrong, 2004)

The broad sense then: a product which is purchased by a consumer also includes the post sales relationship with the company. This relationship includes: - Certain features, certain scents, certain colors, Warranty and other customer services

1.1.2 Price:

Price could be considered an attribute that must be sacrificed to obtain certain kinds of products or services (Kushwaha *et al.*, 2015). The service pricing has to become more convenient for the customer's ability, so that he/she can afford it and be convinced by the activity. Also, pricing decisions play a major role in the marketing strategy where the price should be placed in relation to other elements such as product life cycle, sales targets, and market share (Atiq, Khadija, 2012). One recent study found that, even in an improved economy, 55 percent of consumers say they would rather get the best price than the best brand. Nearly two thirds say that they will now shop at a different store with lower prices even if it is less convenient. It is five times cheaper to keep an old customer than to acquire a new one. Thus, companies today must shape their value propositions even more carefully and treat their profitable customers well

(Kotler, 2011). Therefore, can assume the following hypothesis: H2. Price has a positive and significant effect on customer loyalty. (Kotler and Armstrong 2009) said that Pricing is one of the important decisions that need to be made by a firm which would affect its revenue and profitability. In determining the price of a product, a company or marketing manager needs to consider not only the costs it takes to produce the item, but also the customer's perception on the value of the product (Hanna and Dodge, 1995). Moreover, companies strive to get the maximum margin by looking at a whole range of possibilities to set the right price to certain types of customer.

In economics, price is known as "value in exchange". Moreover, price is determined by the intersection of supply and demand in the market, or the so-called market mechanism (Stiglitz and Walsh, 2006). While from a marketing perspective, price is defined as "The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service" (Kotler and Armstrong, 2004).

With respect to the types of market, companies face different conditions in order to set the price for its products. In a perfect competition market, companies become only a price taker, which means that it could not (freely) set its own price(s). Instead it has to follow the market price. given many sellers and no information asymmetry, a perfect competition market would mean that there would be no room for each seller to earn abnormal amounts of profit, and instead it entitles each company to get a normal or equal profit only. Whether they like it or not, companies have to set their price equal to market price. If it is more than market price, the consumers would not buy from them and find other sellers instead. Meanwhile, if it is less than market price, the company would receive many demands and would not be able to meet this expectation as their stocks would be limited. The other feature of perfect competition market is that there would be no product differentiation, as all sellers would supply the generic or perfect substitutions of, goods.

According to Kotler and Armstrong (2004), price is one important element of marketing mix. In determining price, firms should consider other marketing mix elements, due to any decision made pertaining to those elements would affect the price too. Thus, firms have to think comprehensively with regards to the marketing mix strategy, especially when considering the price. In the product development stage, instead of analyzing the product features first, firms can set the ideal selling price first for particular customers, then develop the product to suit that price. This technique is called ‘target costing’ (Kotler and Armstrong, 2004).

Relationship between Price and Customer Satisfaction:

Prices of the firm are not only based on the cost incurred by the but also give due consideration to the consumer perception of the value of the product or services. There are so many activities done by human being which includes the aspects such as: Society, Economy, Politics □ Spirituality, Education etc.

Each aspect has its value which is based on customer perception. Every firms cash flow will get managed through their loyal customers and if firm will give due consideration to the it’s loyal customers while taking price decision it will helpful in creating customer satisfaction (Ghosh, 2001)

1.1.3 Place or distribution:

This is a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Jones(2007) defined place as any way that the customer can obtain a product or receive a service to place or distribution channel is a way of transporting the product to the customer and the level of accessibility of the product to customers. This element of marketing mix is like the vehicle for the other elements of marketing (product, price, and promotion). Without place, the customer will not have access to products. Distribution channels can be defined as “a path through which goods and services flow in one direction (from vendor to the consumer)

and the payments generated by them that flow in the opposite direction (from consumer to the vendor)”).

There are some basic channel decisions that a marketer must make before venturing to make the products accessible to the customers. These decisions are direct or indirect, single or multiple, cumulative length of the multiple channels, types of intermediary and the number of intermediaries at each level. A channel is said to be direct when the distribution is from the company to the customer and the payment is paid directly to the company. When a channel is indirect, the company sends the products to a distribution centre and the distribution centre distributes to their major distributors and each distributor will send the products to retailers which will be made accessible to the local or global customers depending on how big the company is. The two types of distribution channels discussed above are for physical and tangible products. For services, a service channel will ensure the accessibility of the services to customers. Oyeniyi, 2013). H3. Place has a positive and significant effect on customer loyalty.

Relationship between Place and Customer Satisfaction: Inconvenience to the customer leads to dissatisfaction among the customers which further influence the organization in negative way. So, to keep the customers in their comfort zone and provide them goods on the more relevant place suits to them and create satisfaction among them. And helpful in increase the sales of the firm as well. In short, provide goods at the consumer place for providing various benefits like easy approach, less transportation cost and less time consumption.

1.1.4 Promotion:

Promotion is concerned with any vehicle employ for getting people to know more about your product or service. Advertising, public relations, point-of-sale displays, and word-of-mouth promotion are all traditional ways for promoting a product. Promotion can be viewed as a way of closing the information gap between would-be sellers and would-be buyers Jones (2007). promotion as part of a specific effort to encourage customers to tell others about their services

(Oyeniya, 2013). Kurtz and Boone (1987) found that on the average, business persons ranked the 4 Ps to be of most importance in the following order: price, product, distribution, and promotion. Thus, it appears from these studies that business executives do not really view the 4Ps as being equally important, but consider the price and product components to be the most important (Kellerman *et al.*, 1995). The concept of 4Ps has been criticized as being a production-oriented definition of marketing, and not customer-oriented (Popovic, 2006). It's referred to as a marketing management

Perspective. Lauterborn(1990) claims that each of these variables should also be seen from a consumer's perspective. This transformation is accomplished by converting product into customer solution, price into cost to the customer, place into convenience, and promotion into communication, or the 4C's. According to the definition of the Chartered Institute of Marketing (2004), 'promotional mix' is "a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers". Thus, promotional mix is said to include tools such as advertising, public relations, sales promotion, direct marketing, and personal selling. Businesses need to inform customers of the products and services they provide in order to facilitate the firm's survival in the very competitive business environment. In addition, "effective communication with your customers is vital to ensure that your business generates sales and profits".

1.1.4.1 Promotion Decision

Various aspects of marketing communication are represented by the promotion under the context of marketing mix like for attaining the goal of generating a positive customer response; it communicates the information about the product to the customers. Promotion is very wide term includes all the communications that a marketer may insert to the market place (Kotler, 1986). These communications include: Radio, Television, Print media, Coupons, Billboards, Online advertisements and Direct mail

Role of the human sales force in the promotion is one of the very less defined areas. And On the other hand, sales person, who support the consumers to make the purchase decision that whether they purchase the product or not. So, in this case, the services can be defined as the feature of the product whether perceived or real.

Relationship between Promotion and Customer Satisfaction: While doing promotional activities the following points should be kept in mind of the marketers:

- There should be honesty in the advertisements
- All the promotional activities should be based on truthfulness
- Transparency in the act of the dealers
- And work should be done with full sincerity

All this help in increasing customer loyalty and as well as in customer satisfaction. Möller (2006) highlighted 3-4 key criticisms against the Marketing Mix framework and these are:

- The Mix does not consider customer behavior but is internally oriented.
- The Mix regards customers as passive; it does not allow interaction and cannot capture relationships.
- The Mix is void of theoretical content; it works primarily as a simplistic device focusing the attention of management.
- The Mix does not offer help for personification of marketing activities (Fake ideas, 2008) found that:
 - The mix does not take into consideration the unique elements of services marketing.
 - Product is stated in the singular but most companies do not sell a product in isolation. Marketers sell product lines, or brands, all interconnected in the mind of the consumer
 - The mix does not mention relationship building which has become a major marketing focus, or the experiences that consumers buy.

-The conceptualization of the mix has implied marketers are the central element. This is not the case. Marketing is meant to be 'customer-focused management'.

1.2 Limitation of the Marketing Mix Framework:

In the early days, physical product represented a large portion of the economy in the marketing concept.

Marketing mix was treated as very useful framework. In today's marketing scenario, integrated concept is used for wide varieties of products and markets are attempted by extending the fifth element i.e., people/packaging/process etc. whenever needed (Lazer and Kelly, 1962). But however, today's marketing mix considers only

4P's. Some of its limitations is: Conflicting objectives, Organizational constraints, Difficulty in understanding the stage of product life cycle

Despite of this limitation, marketing mix still treated as strong framework of the organized text books.

CHAPTER TWO
MATERIAL AND METHODS

CHAPTER TWO

MATERIAL AND METHODS

2.1 Study Area:

The study was conducted during 2016 in Mico Poultry Company in Khartoum locality- Khartoum state.

2.2 Questionnaire:

The population of the study was the consumer of the products of Mico Poultry Company and the people were 75 persons selected randomly and face to face questionnaire was done. The questions included demographic data, product quality, product price, distraction of the product and product invoice.

2.3 Statistical Analysis:

The data was analyzed by SPSS program. Descriptive analysis and Chi Square test were used [$P < 0.05$].

2.4 Reliability:

For reliability used Cronbach 'Alpha test, the value of the test calculated is equal 0.747, its high indicated that the statements of the axis were clear to the researchers.

2.5 Analysis Tool:

For the analysis used the SPSS program which is means (Statistical Package for Social Sciences).

2.6 Methodology:

The tools and technique used for the analysis are:

- Descriptive statistics analysis: to show the results of the analysis of the questionnaire by (frequencies, percentages and charts).
- Chi-square test: to discover and find the statistical significance difference between researcher's opinions in the axis.

CHAPTER THREE
RESULT

CHAPTER THREE

RESULTS

3.1 Descriptive analysis for demographic data:

As shown in table 3.1.1 the males were 66[88%], while the females were 9[12%]. Most of them [58.7%] were married (Table 3.1.2)

The age of the consumer were ranged between 18 to above 51 year most of them [58.7%] were married [Table 3.1.3]. Forty-five [60%] of the consumer buy the poultry products twice weekly [Table 3.1.4], but 21[28%]of them were bought daily. Retailr buyers place represented 44% while hole buyers and supermarkets represented 24% and 22.7% respectively [Table 31.5].

3.2 Statistic Analysis for the elements of marketing mix:

3.2.1. Product quality:

About 36[45%] of the respondents were agreed strongly that the appearance of the poultry product should be attractive, whereas 34[45.3%] were agreed [Table 3.2]. Also 52[64.3%] of them were agreed strongly that the chickens were frozen optimally, but 2[27%] were disagreed. Always 36% of the persons chosen the available weight.

Most [81.3%] of the questioned people were affected by product quality [Table 3.6]. The result of Chi-square test was statistically significant in questions of product quality [Table3.9].

3.2.2 Price of the product:

Twenty-two [29.3%] of the respondent were strongly agreed that the price of the product was most expensive, while 24[32%]of them said that was suitable changing to its quality , but 26[34.7%]of them were said that price was continuously changes[Table3.3]. The most effect of the price of product represented 16% of the respondent [Table 3.6].All values of Chi square test [Table 3.10] of the questionnaire people were significantly difference that were agreed that product was cheap.

3.2.3 Time of distribution of the product:

Most [62.7%] of the consumer were strongly agreed that the product arrive in time [Table3.4] and also available all time [68%]. While the most effect was 1.3% [Table 3.6]. all the result by chi-square test[Table3.11] was statistically significant [p 0.05%].

3.2.4 Product Promotion:

Forty [40%] of the consumer said that marketing cars were attractive and also 27[36%] of them were said the products were attractive [Table 3.5]. about 19[25.3%] of the respondent strongly agreed by promotion of the product was enough, but 2[2.7%] of them were strongly disagreed. while 43[57.3%] of them were disagreed that the product was advertised in newspapers and magazines. Whereas, only 7[9.3%]of them were strongly agreed [Table 3.5]. the most effected promotion was 1.3% [Table 3.6].

There were significant differences [p> 0.05] between the answers of the consumer and product invoice [Table 3.12].

3.3. Satisfaction and preferable weight of the poultry products:

As shown in table 3.7 about 70[93.3%] of the respondent were satisfied by poultry product, only 4[5.3%] were not satisfied. Also44 [58.7%] of the questionnaire

people were preferred the weight of the chicken's 1 Kg, while 26[34.7%]of them preferred 1.1 to 1.2 Kg[Table 3.8].

Table 3.1.1: Gender consumers [n=75] in Mico poultry company – Khartoum state

Gender	Frequency	Percentage
Male	66	88%
Female	9	12%
Total	75	100%

Table 3.1.2: Marital status of consumers [n=75] in Mico poultry company – Khartoum state

Status	Frequency	Percentage
Single	26	34.7%
Married	44	58.7%
Widow	3	4%
Divorced	2	2.7%
Total	75	100%

Table 3.1.3: Age of consumers in Mico Poultry Company – Khartoum state

Years	Frequency	Percentage
18- 35	35	46.7%
36-50	37	49.3%
51 above	3	4%
Total	75	100%

Table 3.1.4: Time of buy product by respondents [n=75]in Mico poultry company – Khartoum state

Frequency	Frequency	Percentage
Daily	21	28%
Twice a week	45	60%
Monthly	6	8%
Twice monthly	3	4%
Total	75	100%

Table 3.1.5: Place of buy product by respondents [n=75]in Mico poultry company – Khartoum state

Type	Frequency	Percentage
Hole buyers	18	24%
Retailer buyers	33	44%
Super market	17	22.7%
End market	6	8%
Missing values	1	1.3%
Total	75	100%

Table3.2: percentage of quality products stated by respondents [n=75] in Mico poultry company – Khartoum state

Number	Statement	Strongly agree	Agree	Neutral	Disagree	strongly disagree	The Major Results of scales
		Frequency	Frequency	Frequency	Frequency	Frequency	
1	general appearance of the product attracts you to choose it even if the availability of other products.	36 48%	34 45.3%	5 6.7%	0 0%	0 0%	Strongly agree
2	color of chicks attractive to buy.	34 45.3%	28 37.3%	12 16%	1 1.3%	0 0%	Strongly agree
3	freeze and storage the chicks are optimally.	52 69.3%	20 26.7%	1 1.3%	2 2.7%	0 05	Strongly agree
4	always get the desired weight.	27 36%	23 30.7%	11 14.7%	10 13.3%	4 5.3%	Strongly agree
5	the taste of chicks is delicious compared to other companies.	31 41.3%	28 37.3%	10 13.3%	5 6.7%	1 1.3%	Strongly agree
6	the level of inside chicks' cleanliness is good.	31 41.3%	27 36%	12 16%	4 5.3%	1 1.3%	Strongly agree
	Total	211	160	51	22	6	450
	Percentage	47%	36%	11%	5%	1%	100.00%

Table 3.3: Percentage of the price of the respondents [n=75] in Mico poultry company – Khartoum state

Number	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	The Major Results of scales
		Frequency	Frequency	Frequency	Frequency	Frequency	
1	product is cheaper when buying additional quantities.	21 28%	31 41.3%	13 17.3%	8 10.7%	2 2.7%	Agree
2	a fixed price of the product compared to other companies.	21 28%	27 36%	16 21.3%	8 10.7%	3 4%	Agree
3	the product cope with continuous change in prices.	26 34.7%	29 38.7%	7 9.3%	11 14.7%	2 2.7%	Agree
4	the product is the cheapest price in the market.	22 29.3%	8 10.7%	16 21.3%	17 22.7%	12 16%	Strongly agree
5	product price is suitable compared to its quality.	24 32%	27 36%	17 22.7%	6 8%	1 1.3%	Agree
6	the product is most expensive compared to other companies.	22 29.3%	11 14.7%	13 17.3%	24 32%	5 6.75	Disagree
	Total	136	133	82	74	25	450
	Percentage	30%	30%	18%	16%	6%	100.00%

Table no 3.4: Time of distribution of the product stated by the respondents [n=75] in Mico poultry company – Khartoum state

Number	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	The Major Results of scales
		Frequency	Frequency	Frequency	Frequency	Frequency	
1	the product arrives on time.	47 62.7%	23 30.7%	4 5.3%	1 1.3%	0 0%	Strongly agree
2	easy access to the product.	46 61.3%	25 33.3%	4 5.3%	0 0%	0 0%	Strongly agree
3	the product is available at all time.	51 68%	16 21.3%	3 4%	4 5.3%	1 1.3%	Strongly agree
4	the product is close to the place of work or residence.	36 48%	25 33.3%	7 9.3%	7 9.3%	0 0%	Strongly agree
	Total	180	89	18	12	1	300
	Percentage	60%	30%	6%	4%	0%	100.00%

Table 3.5: Percentage of the products Promotion by the respondents [n=75] in Mico poultry company – Khartoum state

Number	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	The Major Results of scales
		Frequency	Frequency	Frequency	Frequency	Frequency	
1	promotion of the product is enough.	19 25.3%	30 40%	6 8%	18 24%	2 2.7%	Agree
2	there are ads for the product in newspapers and magazines.	7 9.3%	7 9.3%	14 18.7%	43 57.3%	4 5.3%	Disagree
3	customers have sufficient information about the product.	18 24%	31 41.3%	11 14.7%	14 18.7%	1 1.3%	Agree
4	marketing of the product is attractive.	27 36%	32 42.7%	11 14.7%	3 4%	2 2.7%	Agree
5	the logo on the marketing cars is attractive.	30 40%	30 40%	6 8%	6 8%	3 4%	equal
	Total	101	130	48	84	12	375
	Percentage	27%	35%	13%	22%	3%	100 %

Table 3.6: percentage of the most affected [n=75] by the poultry production Mico poultry company – Khartoum state

most effect	Frequency	Percentage
Product quality	61	81.3%
Price	12	16%
Place	1	1.3%
Promotion	1	1.3%
Total	75	100%

Table No 3.7: Percentage of consumers [n=75] satisfied by the poultry production Mico poultry company – Khartoum state

satisfaction:

Satisfactory	Frequency	Percentage
Satisfied	70	93.3%
Not satisfied	4	5.3%
Missing values	1	1.3%
Total	75	100%

Table No 3.8: Percentage of preferred weight of the poultry product by the consumers [n=75] in Mico poultry company – Khartoum state:

preferred weight	Frequency	Percentage
1Kg	44	58.7%
1.1-1.2Kg	26	34.7%
1.25-1.40Kg	4	5.3%
1.45Kg and more	1	1.3%
Total	75	100%

Table 3.9: Value of Chi-square test of poultry quality product in Mico Poultry Company – Khartoum state:

No.	Statement	Mean	Std. Deviation	Chi. Value	D.F	P.value
1	General appearance of the product attracts you to choose it even if the availability of other products.	1.5867	.61717	24.080	2	0.000
2	Color of chicks attractive to buy.	1.7333	.77692	36.200	3	0.000
3	Freeze and storage the chicks are optimally.	1.3733	.65292	90.813	3	0.000
4	Always get the desired weight.	2.2133	1.22246	24.667	4	0.000
5	The taste of chicks is delicious compared to other companies.	1.8933	.96665	49.733	4	0.000
6	The level of inside chicks' cleanliness is good.	1.8933	.95257	48.400	4	0.000

Table 3.10: Value of Chi-square test of poultry product price in Mico Poultry Company – Khartoum state:

No.	Statement	Mean	Std. Deviation	Chi. Value	D.F	P.value
1	Product is cheaper when buying additional quantities.	2.1867	1.04872	34.267	4	0.000
2	A fixed price of the product compared to other companies.	2.2667	1.10690	24.933	4	0.000
3	The product copes with continuous change in prices.	2.1200	1.12658	37.733	4	0.000
4	The product is the cheapest price in the market.	2.8533	1.46761	7.467	4	0.113
5	Product price is suitable compared to its quality.	2.1067	.99422	33.733	4	0.000
6	The product is most expensive compared to other companies.	2.7200	1.36124	16.667	4	0.002

Table 3.11: Value of Chi-square test of time of distribution of poultry product in Mico Poultry Company – Khartoum state:

No.	Statement	Mean	Std. Deviation	Chi. value	D.F	P.value
1	The product arrives on time.	1.4533	.66360	71.933	3	0.000
2	Easy access to the product.	1.4400	.59820	35.280	2	0.000
3	The product is available at all time.	1.5067	.90604	117.200	4	0.000
4	The product is close to the place of work or residence.	1.8000	.95860	32.680	3	0.000

Table 3.12: Value of Chi-square test of poultry promotion in Mico Poultry Company – Khartoum state

No.	Statement	Mean	Std. Deviation	Chi. value	D.F	P.value
1	Promotion of the product is enough.	2.3867	1.18428	33.333	4	0.000
2	There are ads for the product in newspapers and magazines.	3.4000	1.05267	68.933	4	0.000
3	Customers have sufficient information about the product.	2.3200	1.08004	31.867	4	0.000
4	Marketing of the product is attractive.	1.9467	.95710	50.800	4	0.000
5	The logo on the marketing cars is attractive.	1.9600	1.08354	50.400	4	0.000

CHAPTER FOUR
DISCUSSION, CONCLUSION AND
RECOMMENDATION

CHAPTER FOUR

DISCUSSION, CONCLUSION AND RECOMMENDATIONS

4.1 Discussion

Marketing mix is an idea from managers make configuration of their offerings to suit consumers' needs with tools use to develop both long- term strategies and short-term tactical programs [palmer,2004]. Also, the idea is similar in this study and the element of marketing mix showed the success of the Mico poultry company. In this study the number of males was larger than females [Table3.1] and most of them their age between 36-50 years old and married [58.7%] this may be attributed to hard work and need attention and rotation all the day. Also, the study showed the arrangement of time of distribution to the buyers [Table 3.1.4] with attractive appearance and good presentation and this is giving positive and significant effect on customer faith fullness [Goi, 2009].

In the result, the price of the poultry product was changing due to perfect competition market. But the price is determinate of the cost and before production of the product to the market and also before the observation of consumer to the amount of the many which is paid [Hanna and dodge, 1995].

Communication is important to the product, of the companies. In the result the respondents said that the car were attractive and promotion

was enough [Table3.5] these can be affected and the benefit of the product or services to the consumer's chartered institute of marketing [Jones, 2007].

Generally, the employee was satisfied of poultry product and might of the company [93.3%and 58.7%respectivly]. Because of these all elements the company is successful [Koller, 2011].

4.2 Conclusion:

From there suits the males [88%] more the females [12%] the time and distribution of the poultry product were arranged. Also, the quality of the product was attractive [48%] the price considered suitable [34.7%] for consumers. The promotion was enough [25.3%] most of employee satisfied by the tools used in Mico poultry company.

4.3 Recommendations:

- Developing of product quality by using high standard techniques in slaughtering.
- introduction of anew consumers when the quality of poultry product is excellent.
- the price should be convenient for consumer's satisfaction.

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Appendices

Gender frequencies:

Chart No. (1):

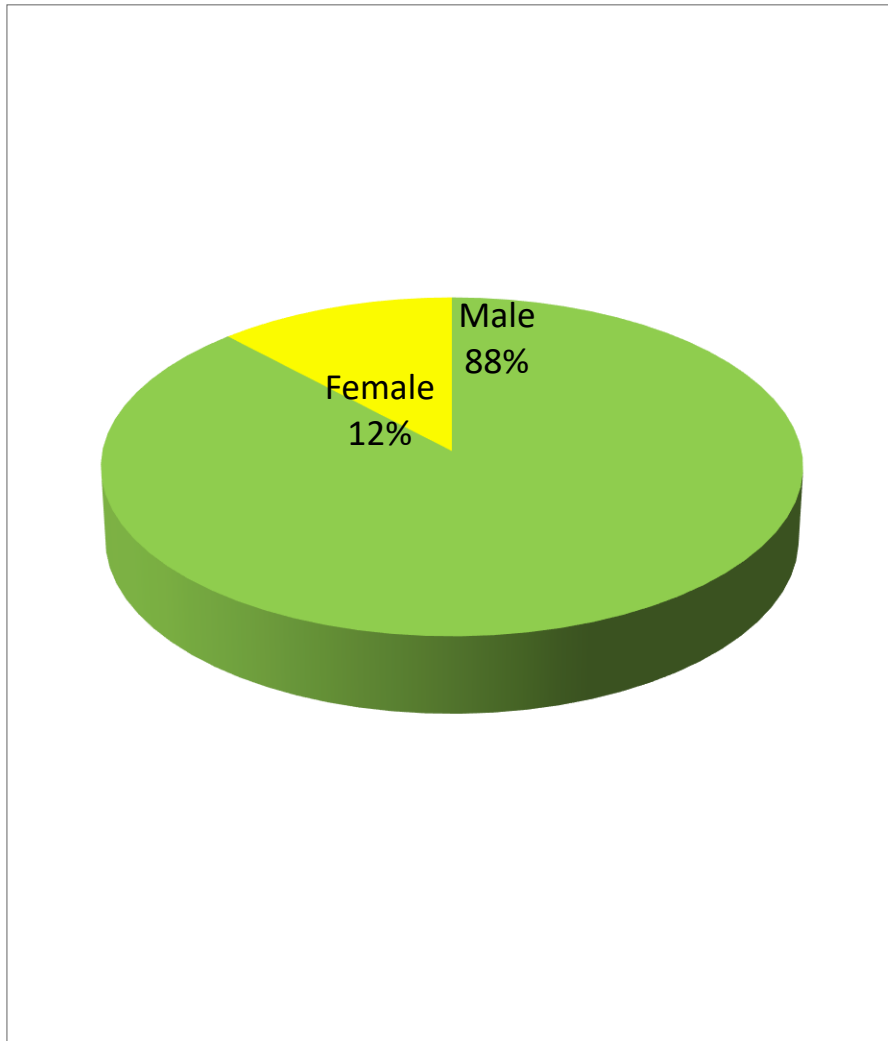


Chart No. (2)

Percentage of status of employees:

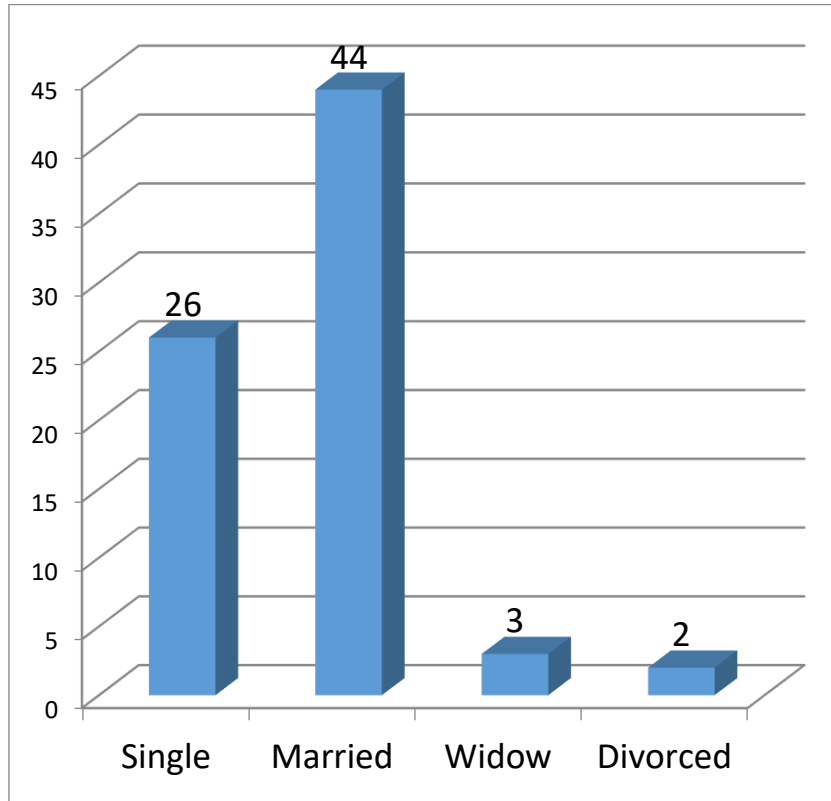


Chart No. (3)

Frequencies of age of employee:

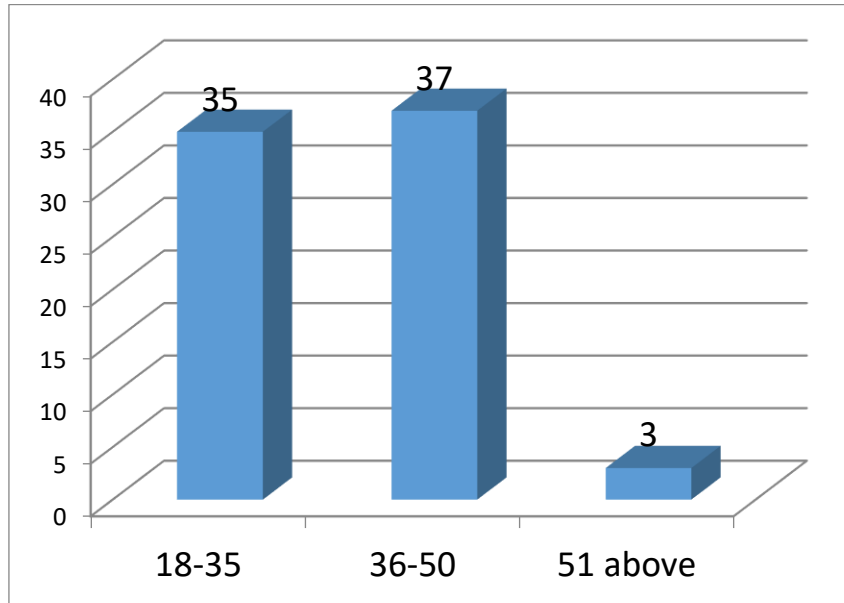


Chart No. (4)

Frequency of time:

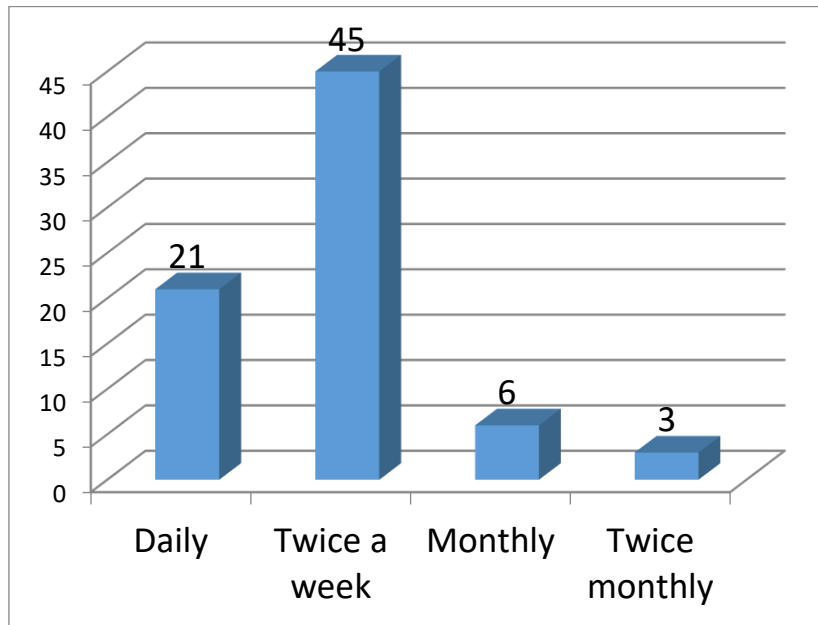


Chart No. (5)

Type frequencies:

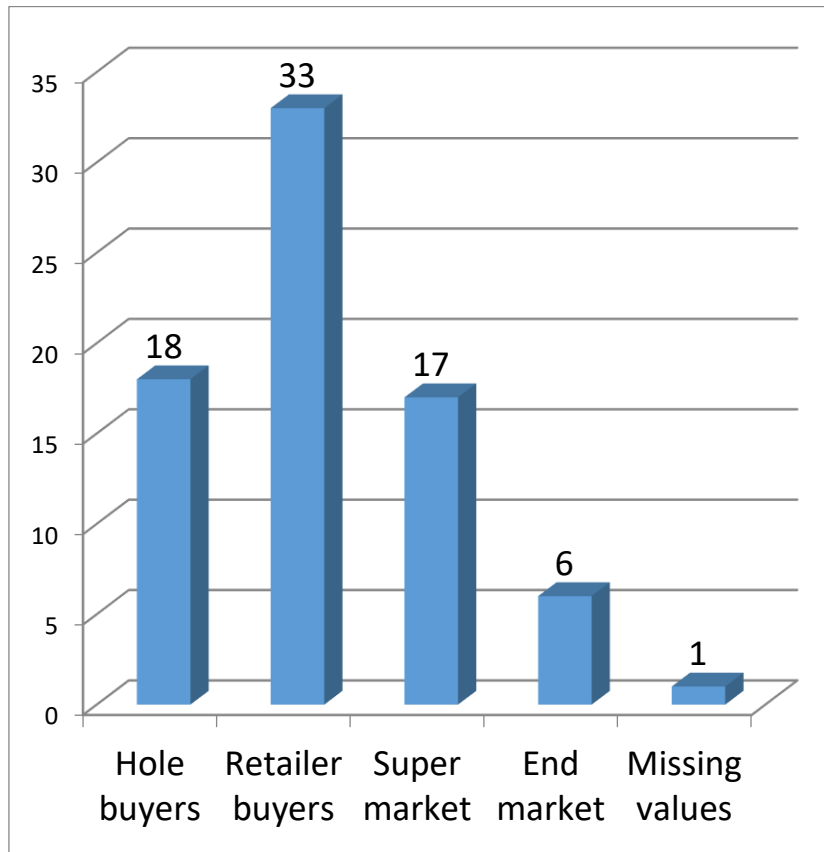


Chart No. (6)

The major results by percentage:

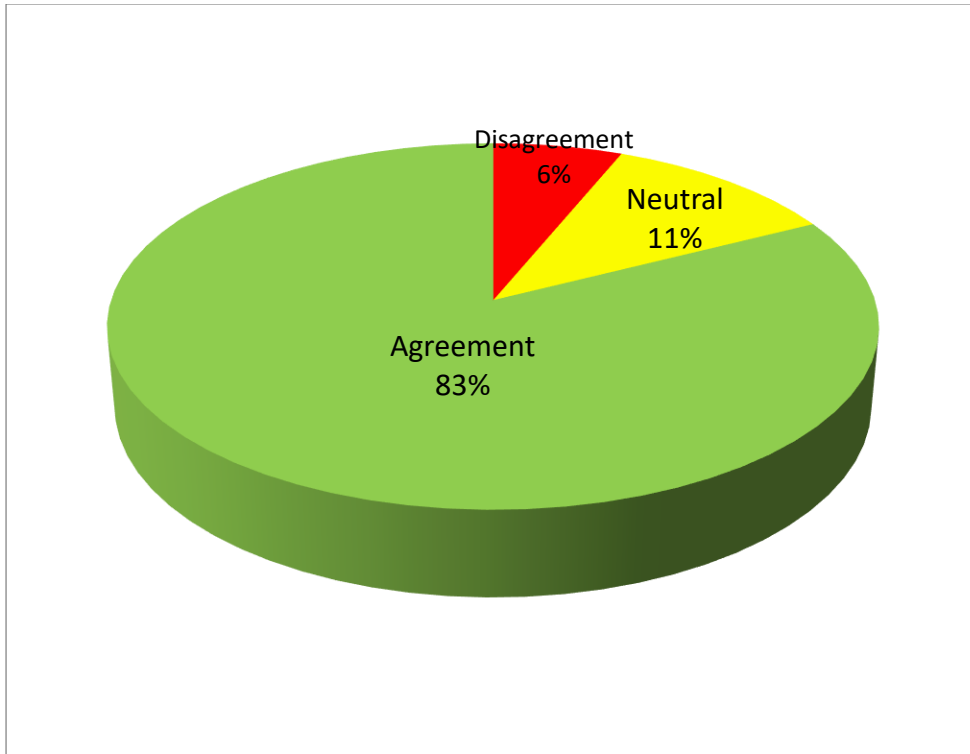


Chart No. (7)

Comparative of major results:

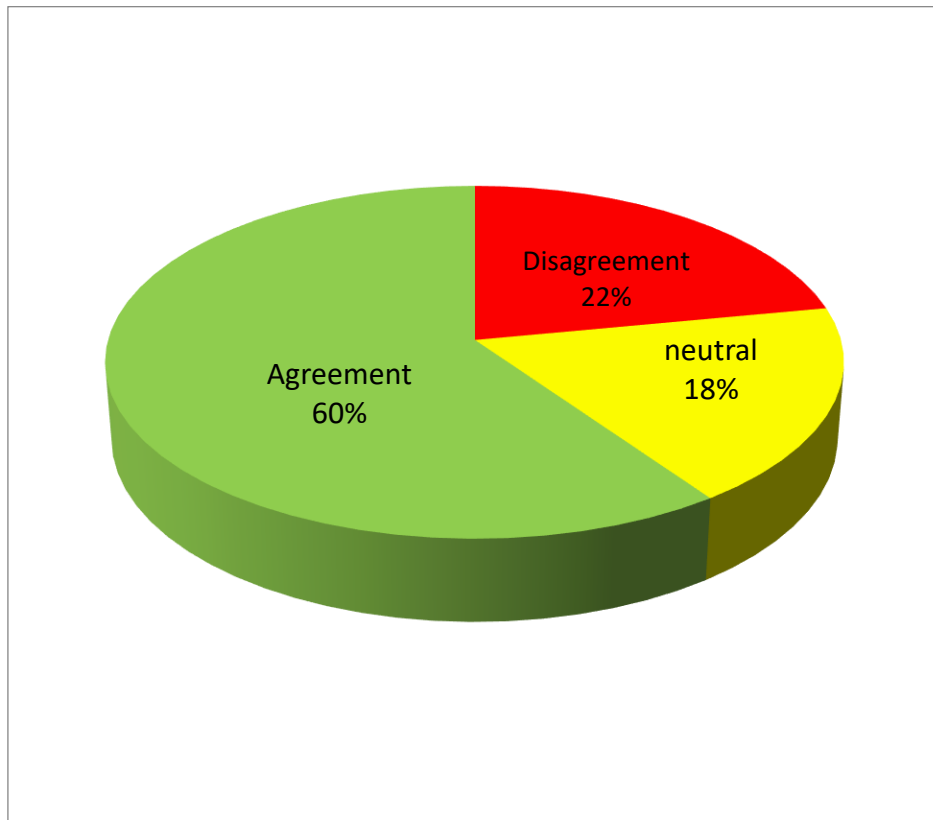


Chart No. (8)

The major results of scales by Percentage:

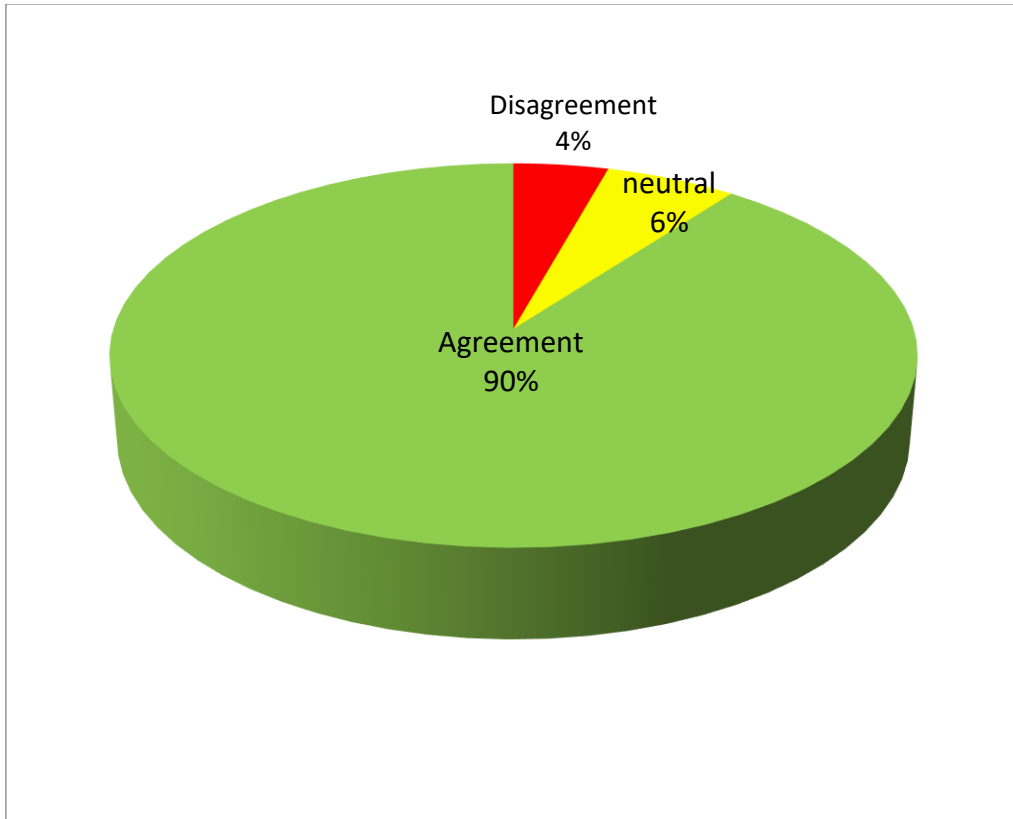


Chart No. (9)

The major results by percentage {comparison}:

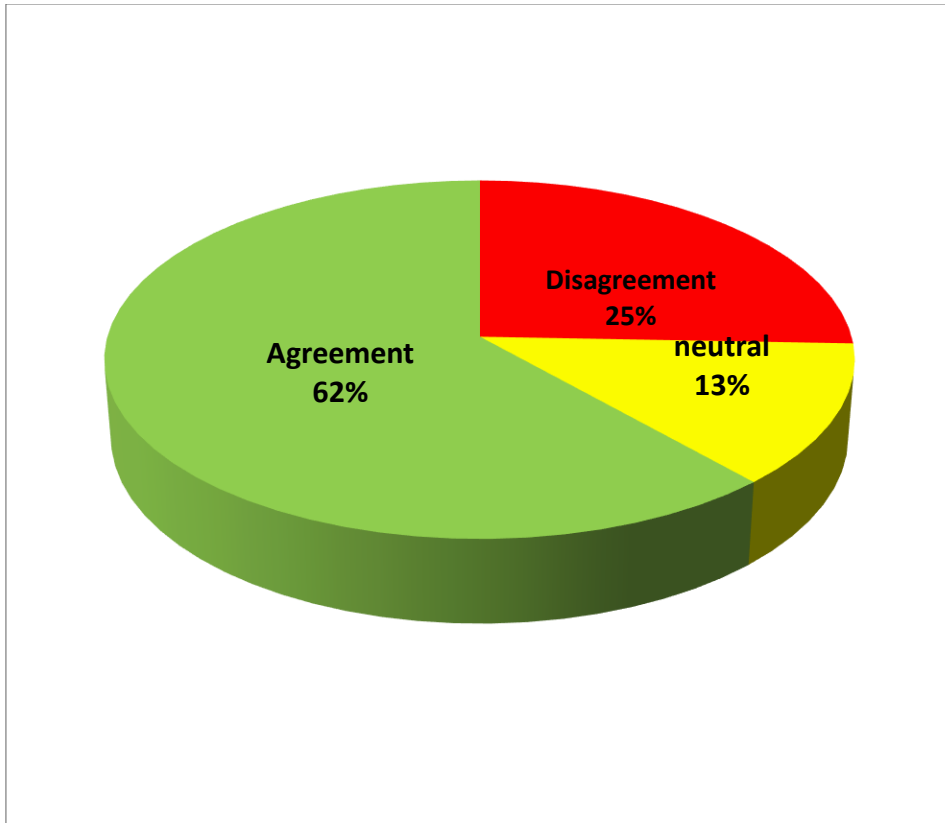


Chart No. (10)

Variables affect frequencies:

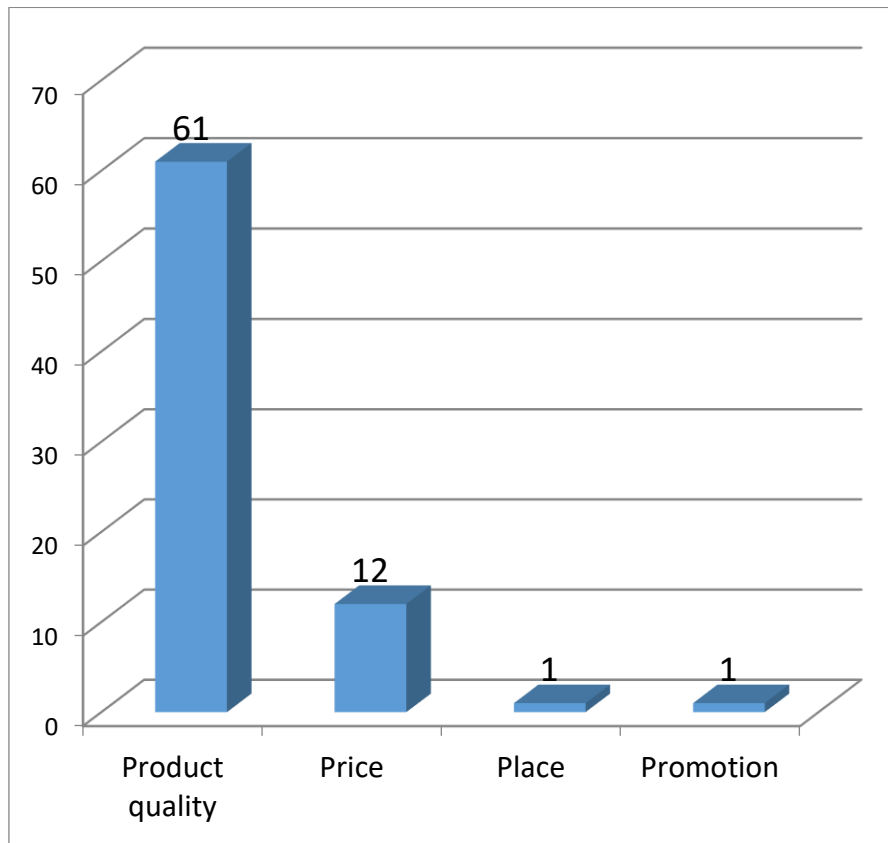


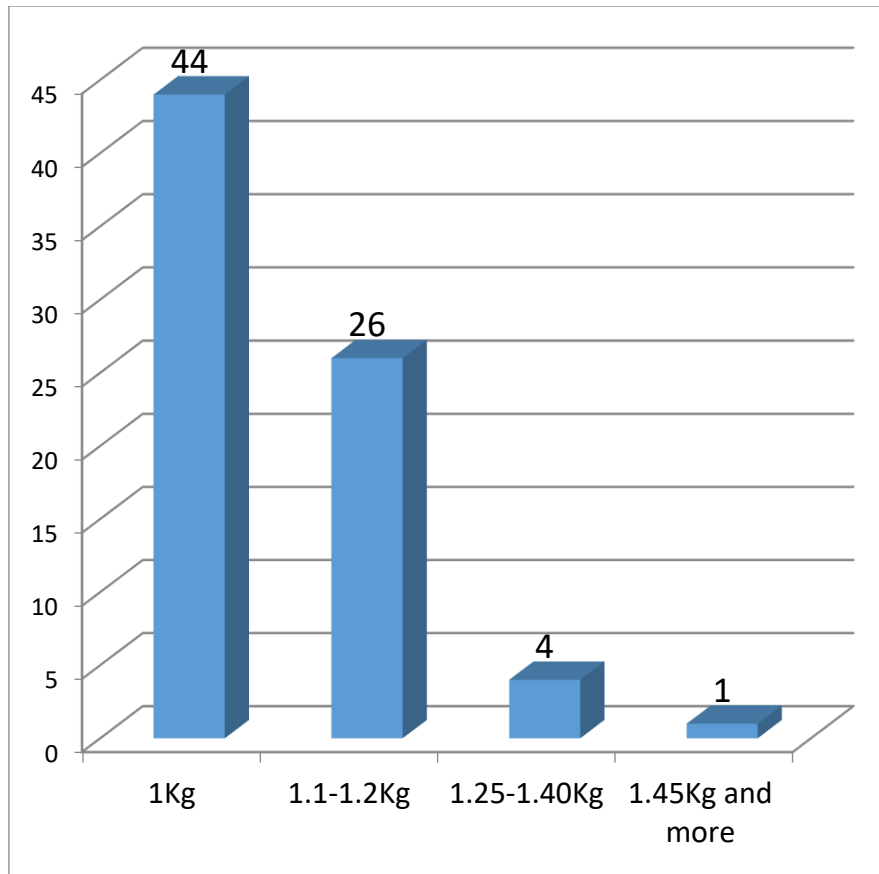
Chart No. (11)

Satisfactory frequencies:



Chart No. (12)

Preferred weight frequencies:



إستبيان

عزيزي المستهلك : شكراً لاختيارك منتج شركة ميكو(فراخ ميكو) ونسعد بمشاركتك الرأي لنقدم خدمات افضل

معلومات المستهلك:

1/النوع: ذكر أنثي

2/ الحالة الاجتماعية: عازب متزوج ارمل مطلق

3/ العمر : 35-18 50-36 51 فما فوق

4/ عدد المرات التي تتعامل فيها مع المنتج : يومياً مرتين في الأسبوع مره في الشهر مرتين في الشهر

نوع المستهلك : تاجر جملة تاجر تجزئه سوبر ماركت مستهلك أخير

1/ جودة المنتج					
لاوافق بشده	لاوافق	محايد	وافق	أوافق بشدة	
					أ/ المظهر العام للمنتج يجذبك لاختياره حتي في حاله توفر منتجات اخري
					ب/ لون الفرخه جاذب لشراء
					ج/ تجميد وحفظ الفراخ يتم بالصوره المثلي.
					د/ احصل علي الوزن المطلوب.
					ه/ طعم الفرخه شهي مقارنة بالشركات الأخرى.
					و/ مستوي نظافة الفرخه من الداخل جيده

2/ سعر المنتج					
لاوافق بشده	لاوافق	محايد	وافق	أوافق بشدة	
					أ/ سعر المنتج الارخص عند شراء كميات اضافيه (مناسبات-جمله).
					ب/ سعر المنتج ثابت مقارنة بالشركات الأخرى.
					ج/ يواكب المنتج التغير المستمر في الأسعار.
					د/ سعر المنتج الارخص في السوق .
					ه/ يعر المنتج مناسب مقارنة بجودته.
					و/ سعر المنتج الاغلي مقارنة بالشركات الأخرى.

3/ مكان وتوزيع المنتج					
لاوافق بشده	لاوافق	محايد	وافق	أوافق بشدة	
					أ/ وصول المنتج في الوقت المحدد.
					ب/ سهوله الحصول علي المنتج.
					ج/ توفر المنتج في كل الأوقات .
					د/ المنتج قريب من مكان العمل او السكن.

4/ دعايات المنتج

لاوافق بشده	لاوافق	محايد	وافق	وافق بشده	
					أ/ الإعلان عن المنتج كافيا.
					ب/ وجود إعلانات عن المنتج في الصحف والمجلات.
					ج/ يمتلك المستهلك معلومات كافيته عن المنتج .
					د/ التسويق للمنتج جازب.
					ه/ شكل الشعار في عربات التسويق جازب.

اهم عنصر في قبولك للمنتج هو :

جوده المنتج سعر المنتج مكان توزيع المنتج دعايات المنتج

هل انت راضى عن تعاملك مع هذا المنتج:

نعم لا

ماهو الوزن الأكثر استهلاكاً في السوق:

ك 1.1-2.1 ك 1.4-1.25 ك 1.45 ك فما فوق

هل لديك أي اقتراحات لتطوير المنتج:

.....

.....

.....

.....

.....

.....

QUESTIONNAIRE

Dear Customer: Thank you for choosing the product of Mico (Mico Chicken) and we promise your participation will not provide better services.

Consumer Information:

1 / Type: Male Female

2 / Marital Status: Single Married Divorced widowed

3 / Age: 18-35 36-50 51 and above

4 / Number of times with product:

Daily twice a week once a month Twice a month

Consumer Type:

Wholesaler Retailer Super Market Last consumer

1 / product quality					
	totally agree	I agree	neutral	disagree	Strongly Disagree
A / The overall appearance of the product attracts you so far					
B / color of the attractive chick to buy					
C / freezing and keeping the chicks are done in the ideal form					
D / Get the required weight.					
E/ The taste of the fruit is delicious compar					

to other companies.					
F/ And / the cleanliness level of the inside is good					

2/ product price					
	totally agree	I agree	neutral	disagree	Strongly Disagree
A / The price of the product is cheaper when buying additional quantities (occasions - wholesale).					
B / Product price is fixed compared to other companies.					
C) The product keeps pace with the continuous change in prices					
D / the cheapest product price on the market					
E/ The product is suitable for its quality. And / the price of the product					
F/ compared to other companies.					

3/ Place and distribute the product					
	totally agree	I agree	neutral	disagree	Strongly Disagree
A / product arrives on time.					
B / Easy to get the product.					
C/ Availability of the product at all times.					
D/The product is close to the place of work housing.					

4/ Product Promotion					
	totally agree	I agree	neutral	disagree	Strongly Disagree
A / Product advertising is sufficient.					
B/ product advertisements in newspapers and magazines;					

C/ The consumer has sufficient information about the product.					
D Marketing of the product.					
E/ logo form in marketing vehicles					

The most important element in your acceptance of the product is:

Quality Product Product Price Place of distribution of the product
 Product Promotion

Are you satisfied with your dealings with this product?

Yes No

What is the most consumed weight in the market?

1 Kg 1.1-2.1kg 1.25-1.4Kg 1.45 kg and above

Do you have any suggestions for product offers?

.....

