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SCHOOL OF GRADUATE STUDIES

FACTORS INFLUENCING MARKETING MIX STRATEGY ON CUSTOMER PURCHASE DECISION:

The case of Aqua Addis bottling water in Addis Ababa

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A THESIS SUBMITTED TO SCHOOLS OF GRADUATE STUDIES OF ST. MARY'S UNIVERSITY IN PARTIAL FULFILLMENTS OF THE REQUIREMENTS FOR THE DEGREE OF MASTERS OF ART IN MARKETING MANAGEMENT

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DECLARATION

I **Betelihem Moges**, the undersigned declare that this thesis is my original work, prepared under the guidance of **Mohammed Mohammednur (Ass.Pro)**. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Betelihem Moges   -------------------------------------

ENDORSEMENT

This thesis has been submitted to ST.MARY'S University School of graduate studies for the examination with my approval as a University Advisor.

Mohammed Mohammednur (Ass.Pro)   ---

Advisor   Signature & Date

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ACRONYMS

No	Acronyms	Description
1	**PD**	Purchase Decision
2	**FMCG**	Fast Moving Consumer Goods
3	**SPSS**	Statistical Package for Social Sciences UK
4	**ECAE**	Ethiopian Conformity Assessment Enterprise
5	**CSA**	Central Statistical Agency

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ABSTRACT

The purpose of this study was to factors influencing marketing mix strategy on customer purchase decision The case of Aqua Addis bottling water in Addis Ababa. The target population includes consumers of Aqua Addis bottling water in Addis Ababa (Ethiopia). The study used product, price, place and promotion as independent variables and consumers' purchase decision as a dependent variable. This research was conducted using survey through a set of questionnaire with 5-point likert scale items. The questionnaire was distributed to 384 respondents and the responses from 90% of the respondents were analyzed using descriptive and inferential statistics such as mean, correlation and multiple regression. The findings of the study show that product, price and place significantly influence consumers' purchase decision for Aqua Addis bottling water. Promotion has no significant influence on consumers' purchase decision. Therefore, Aqua Addis bottling water marketers should give attention to enhancing its product attributes in terms of quality, reliability and also create good packaging design which attracts consumers and easy to hold.

Key words: product, price, place, promotion purchase decision

CHAPTER: ONE

INTRODUCTION

1.1. Background to the Study

In the seventeenth century before industrialization period, the purchase aspect stayed not same intense and most producers were not very concerned about why a customer purchase because most consumers were loyal and had no varieties, relatives were up country, huge then self-sustained, they created the basic needs for exchange in the marketplace at very low quality and amount (The industrial revolution 1976). The world of today is very globalized and industrialized; thus, companies are very concerned about the way consumers make decisions to purchase and behave before, during and after purchase. According to Kotler (2008), to minimize their cognitive dissonance most customers these days rank brands and different factors before purchase, purchase astounding things and look on the attitude of others and abrupt situational factors which reliant on foreseen pay, expected expense and expected thing benefits.

In the 18th and 19th century most, developed countries started producing goods at better quality and quantity. The market started becoming very competitive making customers prior to their decisions to purchase even though Africans were still making decisions on cheap and poor branded products.

As it is with any other consumer product, bottled water demands thorough research with respect to consumer buying behaviour to serve as a guide to which present and future marketing activities should follow. This is more so, given the circumstances that the bottled water market is considered as one of the fastest growing markets in the beverage category. The bottled water industry is a huge business that involves many of the biggest food brands in the world and worth billions. It has grown dramatically in the last decade and today millions of people around the world, in developed and developing countries, consume bottled water regularly. More recently, in 2018 the global bottled water consumption grew 4.5% to 218 billion liters, according to a report from drinks consultancy Zenith International (Palmer, 2009). If this increasing trend should continue, the global water market was forecast to have a value of $286,421.2 million in 2025, an increase of nearly 42% since 2018 (Wikipedia, 2021). The value of the global bottled water

market increase obviously parallels the consumption. In recent times, bottled water consumption has risen exponentially, globally and locally.

There are thirty three (33) bottled water brands which are produced in Ethiopia. 14 (fourteen) are certified Ethiopian Conformity Assessment Enterprise (ECAE) (Wikipedia, 2019). The demand for bottled water is high, notwithstanding the fact that there is limited statistics to back this assertion; consumption rate and sales volume have increased over the years looking at the number of bottled water companies now in Ethiopia. This no doubt reflects the global trend. In short, these bottled water market are turning into a vital part of the beverage industry. This outstanding increment elicit several questions and is therefore one of the reasons for the research.

But the reasons for bottled water consumption seem to vary; both by author and country (Durga, 2010). The factors influencing consumers buying decision of bottled water in Ethiopia have not been fully understood.

Although it is generally understood by consumers of bottle water that the product is better in some or all aspects than tap water, (Ruth Kassaye, 2008) concluded in her study that, this is not always the case. Several studies have emphasized several factors which determine the choice for bottled water. Theoretically, Kotler et al. (2008) argue that consumers' purchases are strongly influenced by cultural, social, personal, and psychological factors. In her study about Suriname markets, Durga, (2010) asserted that demographic and psychological factors affect bottled water buying decision.

Bottled water competes with soft drinks and tap water in general public perception, bottled water is better than tap water in many terms, e.g. Taste, safety, portability, etc. (Diuch et al., 2013;saylor et al., 2011).

It is against this background that, this research seeks to determine the influence factors of customer purchase decision: in perspective of Aqua Addis bottling water, Addis Ababa, Ethiopia. As bottling water consumption is growing in importance in the Ethiopia, especially in the capital city, Addis Ababa, knowledge of consumers is pivotal because knowing your customer makes it easy for you to serve them. The main focus of this study is to find out if there are any positive and significant relationship between the four marketing mix elements; (by splitting product in to two

2

dimension) namely product, price, promotion and place and bottling water consumption consumers buying decision in perspective of Aqua Addis bottling water.

1.2. Statement of the Problem

Over the past decade or more, Ethiopians not only changed their life style but their demand for safe drinking water has also significantly increased. Consequently, more industries for bottled water implementation have elevated exponentially and consumer today are more aware about the product offerings, they are responding more proactively to their preferences on bottled water brands.

ASKU PLC/AQUADDIS is a company that produces bottling water products; their main aim is to meet their expectations by providing their consumer with good and quality products so that they can become the best choices. This is made possible through proper marketing as a competitive tool and advantage over the other producers and basically understanding what your customer needs and wants is the key thus the way consumer purchases your product can be communicated to the company.

Therefore the main focus should be what influences a consumer to buy a certain product or to make your product their choice is it the product quality, price, place, product and promotion or more because this will enable the organization to meet the desires for this customer over understanding their motive and leading to satisfaction and delight to the consumer since according to Kotler (2008) the case of understanding the factor to why, when, how, where the customer buys a product is the focal point of the Marketing effort in any company.

Some organizations just basically believe in their marketing campaigns to influence customers to buy their products but sometimes what pushes a customer to buy could be the quality, social class or even the perception towards the product. Thus without a serious study on what influences a customer to purchase, then it is not easy to win a customer because their perceptions should always meet their expectations and most importantly there are a variety of brands and choices to win the same customers i.e. bottling water products competition is very stiff because their goods are substitute and a customer can switch from consuming origin brand bottling water products to one-one, Yes to Arki, Aden bottling water to fiker very easily, if they don't get what influenced

them to purchase the first drink over the other simply because the company did not understand the consumers particular need.

Therefore, purchase decision is very essential and most of the organizations focus on giving information about their products and fall short of understanding why this customer made a particular decision after getting the information of the particular products.

Therefore, after accepting the importance of understanding the choices and decisions made by customers and aiming to make the best choice in the local and neighborhood brands the scientist chose to initially distinguish the factors that influence most of our customers to purchase and consume your products. Basically, the factors could help us to understand our customers more and meet or even exceed their expectations by providing them according to their perception, therefore making it a competitive tool over the other companies because eventually we win loyalty from our customers and enable correspondence between the organization and its clients stronger also the company is able to know where the efforts are required in order to satisfy our customer.

The main and underlying concept of most researchers was on the factors influencing consumer purchase decision meaning that customers make the decision to buy a particular product. The reason for this state of affairs would basically be necessities, satisfaction that push customers to make that particular decision. The main concern of this particular research was to determine the factors influencing customer purchase decision and the research focused on what pushes a consumer to purchase a product after a decision to purchase has already been made. Therefore, this was concerned with purchasing decision as well as the cognitive dissonance that is the post-purchase behavior, the way a customer behaves after purchasing the product. Thus, the researcher was interested to determine the purchase concept before and after making the decision.

Several studies on the factors that influence customer purchase decision have been conducted by different researchers, but mostly were based on their case study areas and environment. Most of the influences on purchasing decision focused on food products, luxury products, and alcoholic/beer products or on different locations and coverage. This making it different from the current researchers' interest on factors influencing customer purchase decision, specifically on bottling water products and a case study of Aqua Addis;

Research Objectives

1.2.1. General objective

The general objective of this study is to investigate the factors influencing marketing mix strategy on customer purchase decision the case of Aqua Addis bottling water in Addis Ababa.

1.2.2. Specific objectives of the study

The specific objective of the study is:

1. To examine the influence of product related factors on consumers' purchase decision of Aqua Addis bottling water.
2. To assess the influence of price related factors on consumers' purchase decision of Aqua Addis bottling water.
3. To investigate the influence of distribution related factors on consumers' purchase decision of Aqua Addis bottling water.
4. To examine the influence of promotion related factors on consumers' purchase decision of Aqua Addis bottling water.

1.3. Research questions

In order to achieve the objectives, the research centered on the following questions:

1. product related factor influence customers' purchase decision of Aqua Addis bottling water
2. Price related factor influence customers' purchasing decision of Aqua Addis bottling water
3. distribution related factor influence customers' purchase decision of Aqua Addis bottling water
4. Promotion related factor influence customers' purchasing decision of Aqua Addis bottling water

1.4. Scope/ Delimitation of the Study

First, this research was geographically confine to the factor influence customers' purchasing decision in Aqua Addis bottling and due to time and budgetary constraints the researcher tends to undertake the research activity only in Addis Ababa.

Secondly, theoretical scope of this study was limited to only one model of marketing that is the marketing mix; 4Ps of Marketing by Kotler (2008). The study utilized all the four variables in the model that determine marketing decisions i.e. Product, Price, Place and Promotion.

Thirdly, the scope of this study is limited to customers who consume Aqua Addis bottling water in Hotel, Bar & restaurant, supermarket and Groceries due to it is hard to define consumers who use bottling water in their home.

1.5. Significance of the Study

This study has two basic importance pointsfirst;the study might very important knowledge for the organization since it has identified the factors that influence a purchaser to buy their products. This help the organizations and companies to focus on these factors and be able to satisfy customerswith what they want always. Moreover, it will increase more understanding of their customers by knowing their preferences all of which could be a competitive advantage to the company. Lastly, it increases different practices and campaigns to win their customers to purchase since the study has suggest on measures that aim at measuring challenges facing them, and thus persuade their customers to purchase their products.

Second, this study some value in narrowing the unfilled gap in the existing literature and encourage further studies in this area serving as a reference and motivate other researchers to go for further study

1.6. Organization of the Paper

The work was organized into five chapters. The first chapter centered on the introduction of the research project while the second chapter reviews the various literatures on customers purchase decision. The third chapter discussed the methodology that was use in this project while the chapter four deal with analysis of the data and presentation of findings. The final chapter gives attention to recommendations and concluded the research project.

CHAPTER: TWO

2. LITERATURE REVIEW

2.1. Purchase Decision

Is the way of reasoning that leads a buyer from perceiving a need, making choices and picking a specific thing and brand? Some purchase decisions are minor but some need sensitivity that is major, a buy choice is actually how it sounds. In particular, when settling on an acquiring choice there are five phases (Problem/need recognition, Information search, Evaluation of alternatives, Purchase decision and post-purchase decision) that shoppers do (Wharton 2015)

2.1.1. Purchase Decision Stages

According to (Kotler, 2011), the following are the stages when a customer wants to make a decision to purchase that any marketer should be aware of it.

I. Problem/need recognition

The initial step is the most important of all means in the basic leadership progression in light of the fact that a buy exchange can't be complete except if a need of a thing is earliest wanted model; a need of a vehicle, likely there was an outside improvement of a vehicle stalling set off his requirement for another vehicle. Abraham Harold Maslow illustrated a progressive system of desires then confirmed that solitary when an individual has fulfilled the necessities at a particular stage that they can move to the accompanying stage.

II. Information search

This is where the purchaser endeavors to find the best response to the issue/need that was recognized in stage one, here customer will currently scour the paper and Internet to pick up as much data in regards to is the issue or need. The purchaser of a vehicle could utilize TV, promotions, radio advertisements and print media to pick up the information required for the buy.

III. Evaluation of alternatives

In the wake of social affair, the data, the buyer evaluates the brands and their individual credits to check whether they will pass on that perfect issue/need this particular stage is driven on the component of relationship of the buyer or the importance to the buyer. If the buyer has a high focus on the last item, by then the evaluation methodology will be expansive, the buyer will possibly review a greater number of different things, here the need of the vehicle is significant

given that despite everything he needs to establish a decent connection at the organization, his procedure of assessing should be snappy however will likewise be executed to guarantee he finds a solid vehicle.

IV.   Purchase decision

After evaluating all the alternatives and all the options then he/she could have two alternativeness that could change the choice of the customer of purchasing the item that is the thing that different companions of the purchaser think about the item and any unexpected conditions, these are, for example, money related misfortunes which prompted not to purchase the item but here the choice to purchase the car is already made and, in our case, customer has decided to purchase.

V.   Post-purchase decision

After the buy the buyer may experience post-buy discord feeling that purchasing another item would have been exceptional tending to a post-buy cacophony which spreads great word for the item and builds the opportunity of continuous repurchase, Kotler examinedthe decision whether a client is fulfilled or disappointed with the buy. The appropriate response lies between clients' desire and items purchased.

Figure 2.1: Stages in Purchase Decision

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┌─────────────────────────────┐
│    Problem Recognition      │
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              ⇓
┌─────────────────────────────┐
│     Information Search       │
└─────────────────────────────┘
              ⇓
┌─────────────────────────────┐
│   Evaluation of Alternative  │
└─────────────────────────────┘
              ⇓
┌─────────────────────────────┐
│        Product Choice        │
└─────────────────────────────┘
              ⇓
┌─────────────────────────────┐
│          Out Come            │
└─────────────────────────────┘
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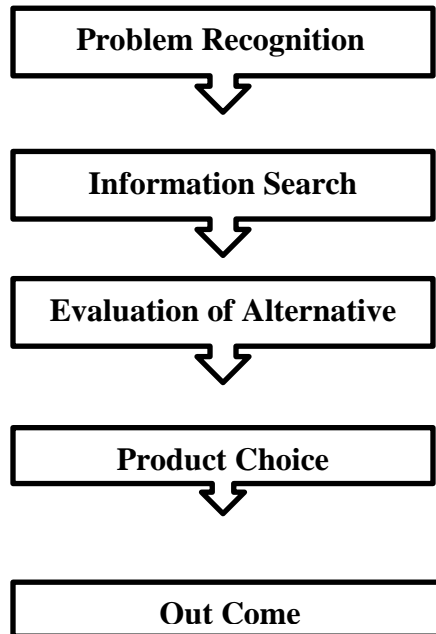
Source: Purchasing Decision Process (Kotler, 2012)

The figure above explains the obtaining choices process that costumer they are used. A couple of models are made with the ultimate objective of offering explanations to the acquiring decisions of

the client. Disregarding the way that they vacillate in kind of presentation, most of them are made out of stages, for instance, pre-purchase, purchase and post-purchase (Hoyer, 2001; Jaworski, 2003). In light of this stipulation, Jaworski, (2003) further propose the drift of use that sees gaining shapes as a circle, including verifying of items and undertakings, use, similarly as exchange of used product. Stage one needs affirmation which happens when a customer thinks about different product between their perception and the genuine satisfaction level (Solomon et al., 2006). Besides, it's separated into two sorts of necessities, for instance, down to earth prerequisites and mental needs. Valuable needs are related to the introduction of the thing however mental needs. Stagetwo is the journey for information. The length and significance of mission change for different customers.

Appraisal and depend upon elements like character, social class, pay, size of acquisition, past experiences, prior brand perceptions similarly as purchaser devotion. As cited by Solomon et al. (2006), Information search is the method by which the purchaser diagrams his or her condition for appropriate data to settle on a reasonable decision, and it confined into pre-acquiring search and ceaseless interest, even in coca cola customer they seek after this strategy in order to purchase. Pre-purchase search is begun when clients see a need and hereafter scan for more information from the business focus.

Stage three goes to the pre-purchase evaluation that clients differentiate different things and brands with settle on a getting decision. In this stage, purchasers give explicit thought to the properties which are most huge to their needs (Kotler et al.2005). According to Porter (2004) firms can make a motivator by giving a lower cost or extraordinary plans to the customers to surpass desires their high grounds over the others.

Stage four implies the purchase decisions made by the customers in the wake of evaluating the thoughts from different retailers. As communicated by Blackwell et al. (2006), there are two In stage five, customers begin eating up the things while, in stage six, customers evaluate the use system. The associations need to consider the probability of remarketing. This stage is basic since customers could be possible to make repeat purchases outfitted that they are content with the recently referenced stages (Jaworski, 2003). A large amount researches about purchasing decisions making put the focus on the cognitive process. Consumer's decision-making process was described as complicated with many factors generate problem recognition before a series of

actions was initiated to reach a result (Erasmus et al., 2001). hoses adding to the fundamental administration shapes, fusing retailer and instore assurance.

Buyer fundamental initiative system portrays the methods for a client's essential authority. Customers at first perceive their needs and after that assemble information and that looked like in purchasing decisions process, survey the choices finally settle on the purchase decision. All of these exercises are managed by both mental and monetary factors and are affected by characteristic segments like social, get-together, and social characteristics (Klein, 1989). In the psychological perspective, clients are viewed as absurd, rash and uninvolved when settling on a decision (Zaichkowsky,1991). A couple of clinicians accept buyers would use objective simple courses to choose. They feel that customers are not immaculate pioneers and their minds are obliged to manage and audit the information.

2.1.2. The Factors that influence a customer purchase decision

The following are the factors that influence customers to purchase something and that is how that make business to be more successful.

2.1.2.1. Marketing Mix

Peter and Olson (1994) stated that the marketing mix consists of product, price, promotion, and channels of distribution. These are the primary elements marketing managers can control to serve consumers. The aim is to develop a consistent mix where all elements work together to serve the target market or markets the company has selected.

Each component of the marketing mix has a direct or indirect effect on the buying process of the consumers. The four-marketing mix has different ideas in terms of consumers perspective. The 4Ps will be 4Cs by the side of consumers. Price will be the cost for the consumer to attain the product. The product viewed by the customer as the value that satisfies the consumer need or want. The consumer requires easy and convenient situations to acquire the product which is place by marketer's perspective and mutual communication to be well informed about the product (ShahramGilaninia, 2013).

I.   Product

According to Stanton, Etzel and Walker (2014), a product is a set of attributes assembled in an identifiable form. However, consumers are not really buying a set of attributes but rather benefits that satisfy their needs. Kotler and Armstrong (2013) stated that product is anything that can be offered to a market for attention, acquisition, use, or consumption hence satisfying customers want or need. Ferrell (2015) assert that product is a marketing mix strategy in which organizations offers consumers symbolic and experiential attributes to differentiate products from competitors.

Perceived product quality is defined as an assessment that customers have about the product excellence (Poh, Ghazali&Mohayidin, 2013). Flynn, Schroeder and Sakakibara (2014) noted that quality is an important element in the design and manufacture of products which are considered superior to those of competitors. According to Hitt and Hoskisson (2015), customers increasingly expect products to be of high quality. Therefore, product quality is often considered to be a major contributor to the development of a firm's competitive advantage. Product quality is extent to which a product succeeds to meet the needs of its customer. Product quality shapes reputation of the retailer and influences consumer purchase decision at stores (Fetscherin, Boulanger, Gonçalves, & Quiroga, 2014). Chaudhuri and Ligas (2015) suggest that product value is positively correlated to both purchase behavior and customer loyalty in the retail industry. Ferrell and Hartline (2013) described the qualities of a good product and emphasized that, product characteristics that customers associate with quality include reliability, durability, ease of use, a trusted brand name and ease of maintenance.

Gbolagade, Adesol and Oyewale (2013) researched on impact of marketing strategy on business performance a study of selected small and medium enterprises (SME's) in Oluyole local government, Ibadan, Nigeria. It was established that there was a significant influence between product and business performance. This is supported by Owomoyela, Oyeniyi and Ola (2013) in their study on the impact of marketing mix elements on consumer loyalty where the findings revealed that product has an influence on customer loyalty hence increase in performance.

Since consumers buy satisfaction in form of the benefits they expect to receive from the product, to design effective marketing programmers, organizations need to know what kinds of products they are offering consumers. The idea of product as potential customer satisfaction or benefits is

very important. Baker (2014) argues that the basic point about any product is that it is a bundle of attributes. Producers assume that small differentiating features will be perceived when they won't, with the result that greater emphasis is given to creating subjective differences between competitive products through service and promotional efforts.

Mahmood and Fatimah Hajjat (2014) did a research on the effect of product quality on business performance in some Arab Companies. A model was developed to illustrate the product development stages from conception to distribution. The research analyzed data using structural equation modeling techniques. Findings revealed that product extrinsic value influences external performance while product intrinsic value influences internal performance. Nirusa (2017) conducted a research on the mediating role of perceived product quality. Survey was used to 105 firms. Findings revealed that there is a relationship between organizational capability and perceived product quality. Gnanapragasam, Cole, Singh and Cooper (2018) did a study on Consumer perspectives on longevity and reliability: a national study of purchasing factors across eighteen product categories. The research established that most consumers consistently place emphasis on the importance of longevity and reliability when purchasing new products.

The assessment of consumer on a product based on quality is very essential characteristic in buying processes and consumers are conscious of the quality difference of all products (Nugroho&Wihandoyo, 2009). Sometimes the consumers go for better quality brand rather than considering the price factor of the product. These consumers are most likely to purchase famous but better quality brands in the market instead of less known brands. Also, they are ready to pay higher prices for renowned brands (Boonlertvanich, 2009). Saleem, Ghafar, Ibrahim, Yousuf, and Ahmed (2015) found a positive direct effect of perceived quality on purchase intentions. The literature suggests that there is a significant role of product quality in buying behavior but it may vary from culture to culture.

II. Price

Price is a flexible and influential element, which determines the revenue/profitability/ market share for the organization. On the customer's point price is a determinant factor since they consider the price of a product according to their income level before they buy the product. The concept of price constitutes two different types: the monetary price a payment of certain sum by

the consumer and social price which is the additional effort that the customer must make in order to obtain access to a product (Arachchige, 2002).

Price differs from the other three marketing mix; Product, distribution and promotion are all part of the process of providing something satisfying to the customer which contributes to the product being value to customers. Value refers to the benefits or satisfactions of needs and wants. Price mix includes retail/wholesale price, discounts, trade-in allowances, quantity discounts, credit terms, sales and payment periods (Londre, 2009). Other competitive factors being equal the further the price is above the industry average, is the harder for a company to use non price enticements such as quality and style of footwear to overcome consumer resistance to higher prices. On the other side companies should take due consideration on the effect of the lower price not to be negated by the other factors, since low price alone will not attract buyers (Arthur A. Thompson, 2010).

According to Kotler (2003), no matter how a product is, some people will be unable to pay more than a certain price. Others may be able to afford it but believe that another way of that spending sum of money would give them greater satisfaction. Conversely, simple being cheap is not enough; the product must come up to some level of expected performance. In some situations, (luxury goods), a high price may even make the product more desirable than a lower price. Price is only one of the several costs faced by consumers. Other purchase related costs include the time spent, displacement cost and emotional costs. However, price is the cost that consumer can best determine, and thus plays an important role in their decision.

In retail markets, consumers are value driven, where value is considered a tradeoff among price and value. Price can serve as an indicator of quality for consumers. (Walters and Bergile, 1989) states that price serves as an indicator of product quality, identifies the good buy and determines the affordability for consumers. Price is the most important criteria consumers' use however there is a variation in the importance as an evaluation criterion across both consumers and products (Engle et' al., 1993).

III. Distribution /Place

Place is a mechanism through which goods and services are moved from the service provider and manufacturer to consumer. Place mix includes distribution channels, warehousing facilities, mode

of transportation and inventory control management. Place generally referred as distribution channel. Place can be physical stores or virtual stores. The process involved to transfer products from manufacturer to the consumers is physical distribution (Singh, 2012). It is necessary to have a clear understanding of what, how, why, where, and when customers purchase, the waiting time to purchase, the convenience that facilitates the customer's buying, product variety and the service backup to design the distribution channel. Distribution can be performed by single supplier or multiple intermediaries (Arachchige, 2002). Typical supply chain consists of four links in the chain: Producer/factory/manufacturer, distributor, wholesaler, and retailer (Londre, 2009).

IV.   Promotion

Promotion is the component of the marketing mix that communicates information to potential customers. Decision regarding advertising, personal selling, publicity, public relations, and special promotional activities such as trade shows and product displays are part of this quarter of the marketing mix (Kinnear et al., 1995).

Promotion refers to the variety of ways marketers communicate with consumers about products to Marketer needs to plan strategies to attract the present and potential customers to the product. Product awareness with wholesalers, retailers, suppliers and others is made through various communication tools. The customer awareness is mostly done through company image and publicity. The message for the promotion is designed to get attention, hold the interest, arouse desires, and to perform action to buy. An appropriate tool must be designed for promotion, the most popular tools are advertising, sales promotion, public relation and publicity, sales force and direct marketing (Arachchige, 2002).

Retailer dealers can be an important information sources, advertising on the part of footwear producers strengthens brand awareness, inform people about the features and prices of their latest styles and models. Footwear companies can enhance the brand image of a company through endorsement from appealing celebrities and appear in a company advertising (Arthur A. Thompson, 2010). Influence their affect, cognitions, and behaviors (Peter and Olson, 1994)

2.2.   Empirical Literature

This part of the literature reviews studies that are closely related to the study in order to understand and obtain their views before undertaking this study.

Factors that affects consumer to making decision when purchasing is always an interesting topic among the researcher. Theories and fact have been created to prove how consumer act and behave when making decision in purchasing goods. Utility theory which state that consumer make decision based on the expected outcomes of their decision is the first formal explanation of consumer decision making developed by Bernoulli. (Michael R, 2005). Based on consumer with rational act but not all consumer was rational and even one has no consistent rational. This is heavily influenced by other factors such as environment factors.

 Phend (2009) took the study of driving factors in bottled water consumption further. She admits that earlier studies indicated the perceived purity, safety and taste as the main drivers for consumers to use bottled water. However, on the basis of a more recent survey conducted in England, she argued that health is not a driving factor in bottled water consumption. It is convenience and taste which drive the use of bottled water. Due to Phend (2009), the municipal water systems are improving the last years and prices of bottled water are very high in comparison to tap water. Overall, the reasons for bottled water consumption seem to vary; both by author and country. Health/risk concerns and taste seem to be the most frequently mentioned causes. The main conclusion is that consumers generally value bottled water and are prepared to pay several times more to consume what they perceive to be a "safe", "healthy", "tasty" or "convenient" product

Product quality shapes retailers" reputation and influences consumer buying decision at stores Pan and Zinkhan (2006). Chaudhuri and Ligas (2009) suggest that product value is positively correlated to purchase behavior and customer loyalty in the retail sector. Consumers evaluate various dimensions of food products to make their purchase decision. Nevin and Suzan Seren (2010) reveal that Turkish consumers are concerned about food nutrition and safety when shopping at supermarket. Spinks and Bose (2002), in a study of seafood purchasing in New Zealand, find that consumer decision is influenced by product characteristics of nutrition, taste, health benefit and ease of preparation. Additionally, Maruyama and Trung (2007) demonstrate that the underlying reasons for buying fresh food in Vietnamese supermarkets include factors

such as brand names, ranges of size and volume, the freshness and the origin of goods. Recently, scholars typically identify food label and package as important determinants of consumer purchasing decision (Akbay & Jones, 2005; Andreas, Panagiotis, & Rodolfo, 2007; Jabir, Sanjeev, & Janakiraman, 2010; Jean & Louis, 2011; Kempen, Bosman, Bouwer, Klein, & van der Merwe, 2011).

The influence of the price factor on the customer's choice of bottled water brand is the key rational factor influencing the brand choice and building trust in customers through fair pricing has a positive long-term effect. In fact, for some customers, the price is the main factor when choosing the bottled water brand. For most, however, there is a direct trade-off between price and quality. According to Mullarkey (2001), if the brand is of sufficient quality, customers will pay a higher price, some customers' sense value if the price is low, whereas others perceive value if there is a balance between quality and price. Moreover, According to Du Plessis & Rousseau, (2007); Monroe, (2012) consumers evaluate the price with the expected value from the product to enhance the intention to purchasing decision process (Du Plessis & Rousseau, 2007; Monroe, 2012). The level of the perceived price is varying between customers because it based on social and economic factors (Maxwell, 1995).

French (2003) indicates that food pricing is an essential factor that shapes individual choice. Given the importance of cost saving consumers evaluate and compare price during the process of food purchasing (Nevin & Suzan Seren, 2010). Conventional wisdom indicates that, a high retail price which reflects immediate monetary costs are likely to hinder consumer purchase behavior while a low price or competitive price leads to an increase in store traffic and product sales (Barbara, Lois, & Bobby, 1996; Pan & Zinkhan, 2006). Interestingly, some authors challenge this view and argue that consumers who seek to maximize expected quality are willing to pay for the highest-priced products (Dodds, Monroe, & Grewal, 1991; Kerin, Jain, & Howard, 1992). That is, consumers are interested in the ratio between price and quality when making purchase decision. Figuie and Moustier (2009) find that most of Vietnamese supermarket consumers perceive high price as an indicator of product quality. In general, empirical studies find that competitive and reduced prices promote the purchase of food in retail stores (e.g., French et al., 1997; Hansen, 2003; Jeffery, French, Raether, & Baxter, 1994).

Dr. Tahir Ali (2013) on the study made on impact of Integrated marketing communication on consumers purchase decision confirms the importance of IMC activities and concludes that IMC is the best to target the consumers, because the consumers are strongly influenced by IMC implementations

Zheng and Kaiser (2008), have researched about beverages in relation to their Promotion in USA under the title "Promotion and US nonalcoholic Beverage Demand". The aim of the research was to see the effect of Promotion on different nonalcoholic beverages. Bottled water was one of the beverages evaluated in the research. The research comes up with a conclusion about bottled water that, advertising do not positively affect the demand of it. They have found that consumption of bottled water is not affected by the advertisement bottled water producers make.

The research of Raula, Liviu and Madalina (2005), under the title "The Role of Promotion in the Purchase Decision Process", showed that buyers are responsive to information in advertisements. It was explained in the research that needs and motivations are the beginning points for purchase decision to take place. Buyers must experience sufficiently positive attitudes towards the product and the brand to make the purchase decision. This comes to the consumer mind after the consumers get information about the product that they purchase. According to the research, buyers seek special information on the products which they purchase and it directly affects their purchase decision.

As such, it aims to provide shopping convenience sought by consumers in modern retail channels Pan and Zinkhan (2006). Most researchers agree that a convenient location increase store patronage via reduced transaction costs (Berry, Seiders, & Grewal, 2002; Huddleston, Whipple, & VanAuken, 2004; Jabir et al., 2010). The central place theory (Craig, Ghosh, & McLafferty, 1984) posits that retail stores at central locations may attract consumers from long distances. Alongside location, results of an India study (Jabir et al., 2010) show that food consumers prefer supermarkets which have longer opening hours, sufficient parking, product availability and accessibility. One interpretation could be that these elements altogether create consumers" perception of service quality provided by retailers (Berry et al., 2002; Chaudhuri & Ligas, 2009; Pan & Zinkhan, 2006). Empirical evidence confirms that convenience significantly affects consumer purchase of food products (Jaravaza & Chitando, 2013; Maruyama & Trung, 2007).

2.3.   Conceptual Framework

Figure 2.3: Conceptual Model
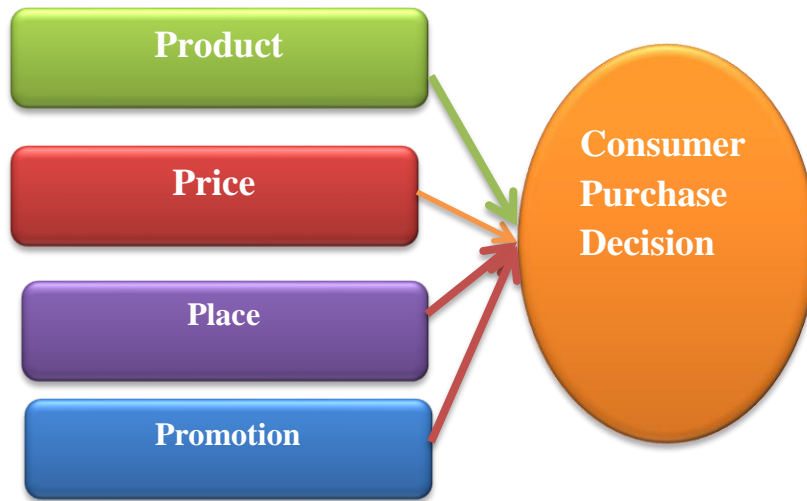
Source: conceptual framework adopted from Singh (2012) and Aaker (2003)

CHAPTER: THREE

RESEARCH METHODOLOGY

This chapter highlights the research methodology of the study. It reviews the research design, population, sampling method used in collecting, analyzing and reporting data. It also provides details on the data collection methods, research procedures and data analysis method applied in this research.

3.1. Research Approach

The researcher used quantitative research by organized questionnaire for the selecting respondents. Adams, et al., (2007) stated that quantitative research method is defined as numeric collection of data that analyze using different types of statistical tools and largely independent of the researcher ideas. In this study review of basic statistical outputs are summarized through descriptive frequency, numerical measures and tables.

3.2. Research Design

Research design refers to the general procedure that is chosen to combine the various components of the study in a consistent and logical way. It is the arrangement of conditions for collection and analysis of data, in a way that aims to combine relevance to the research purpose with economy in procedure. It comprises the outline for the collection, measurement, and analysis of data, and it can either be explorative or descriptive (Saunders, Lewis & Thornhill, 2016).

Accordingly, the researcher was employed mixed (descriptive and explanatory) research design with which to describe and explain the four factors influencing elements and consumer purchase decisions. Moreover, the contribution of the four factors influencing elements towards the dependent variable, which is consumer purchase decision, has clearly examined. As the aim of the study is to describe the characteristics of sample population in connection with the effect of these factors influencing elements on consumer purchase decision and the researcher uses quantitative research approach, descriptive research design is suitable and appropriate. Moreover explanatory research design has been used and helps the researcher to find out the relationship between the independent variables, namely (product, price, promotion and place) and the dependent variable, consumer purchase decision.

3.3. Target Population, Sample Size and Sampling Techniques

3.3.1. Population

Sekeran (1990) reported that population refers to the entire group of people, events or things of interest that the researcher wishes to investigate. The target population for this study was consisting of all the customers of Aqua Addis bottling water in Addis Ababa city. Quite often we select only a few items from the population for our study purposes.

The rationale behind choosing Addis Ababa as a target population of the study is that the people of the city are combination of different part of the country; they can represent different culture, religion, and more trading activates performed in the area. Thus, Purposive sampling was used to select those customers based on the flow of the customers. Thus, Customers found in Meskle Flower, Megnagna, Bole, and Stadium was selected. The reason behind targeting on such areas is that the selected places are assumed to be highly congested with Cafeteria, hotels, café and similar service centers. Since the type of customers across the city is assumed to be homogenous the researcher didn't consider customers difference in geographically different areas.

3.3.2. Sampling Size

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results.

The sample size for this study was determined by using the formula developed by Cochran (1963:75)

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

n_0 = sample size,

Z = value of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, e.g., 95%),

e = the desired level of precision,

p = the estimated proportion of an attribute that is present in the population, and

q = 1-p.

Therefore, the customer's sample size for the study at 95% confidence level and 1% precision is denoted by; Z = 1.96, p = (0.5 maximum variability assumed) since actual variability in the proportion is not known), q = 0.5. e = $(0.05)^2$.

Therefore, the sample size for the customers become

no = $\dfrac{(1.96)^2(0.5)\,(0.5)}{(0.05)2}$ = 384

3.3.3. Sampling Techniques

The sampling technique used in this research is convenience method of sampling. According to Schofield (2006), convenient sampling is a technique of sampling which enables to collect data according to the availability and willingness of participants in thepopulation, but with sufficient number of participants to imply representativeness. Teddlie and Yu (2007) argued that convenient sampling a technique that has two broad characteristics that is, sampling used to achieve representative and comparative data in dimension of interest. This indicates that the participants of the research were mainly individual consumers and the units of analysis for this research are individuals. Then, Convenience sampling technique use to select customers in the selected areas. This is for the purpose of suitability of contacting, interviewing and collecting sufficient data from customers who are using aquaddis bottling water products and need to buy the product. This technique is important in order to overcome the practical difficulties for obtaining sufficient data more quickly and effectively.

3.4.   Data Collection Methods

The data collection process can take a variety of forms but in any form, it involves both primary data collection and that used of secondary data.

3.4.1. Secondary data

Secondary data is the collected and assembled data before by many researchers for many purposes. Secondary data is used to help researchers in solving their problems, and to develop an approach for answering certain research problems, (Kent, 2007). Secondary data collection has many advantages such as low-cost collection and time saving. In contrast, it has some disadvantages such as its generality and it may be outdated and less accurate (Bradley, 2007). The resources of secondary data for this research are books, periodicals, journals, references and the Internet.

3.4.2. Primary Data Collection

There are many collection techniques that can be used to collect the required primary data such as: observation, questionnaires and interviews (Saunders et al, 2003). Primary data collection has many advantages such as its suitability for the problem in hand, and it has the possibility e researchers to control the environment of data collection (Kent, 2007) of updating the collected data, and flexibility in collecting the data. It also enables the main disadvantage of primary data collection is related to its high costs and long time it needs, which are often limited for most of researchers (Bradley, 2007). The study has employed structured questionnaire to collect primary data from the respondents. Mugenda and Mugenda (2009) asserted that questionnaires are suitable in collecting data in survey studies.

3.5. Data Collection Instrument and Procedure

The study involved only one data collection instrument which is questionnaires.

3.5.1. Questionnaire

According to White (2002), surveys are arrangement to questions every one giving various choice answers from which the respondents can utilize. Only one set of questionnaires were designed for customers of the aquaddis bottling water. The questionnaire was divided into two main sections. Section one talked on the demographic variables of the respondents while section two solicited on the two main constructs making up the framework. The questionnaire was made up of both open-ended and close-ended questions and it sought to establish the influence factors of customer purchase decision: The Perspective of aqua addis bottling water.

3.6. Methods of Data Analysis

The research was conducted on a three-tiered basis using statistical package for Social Science (SPSS) version 20. In the first tier of analysis, descriptive statistics such as proportions is used to summarize categorical variables, mostly the demographical data. Then on the second tier of analysis, the relationship between each independent variable with the dependent assessed using cross tabulation method. Finally, after all independent variables identified to associate with customer purchase decision using the above method, their collective effect on customer purchase decision has analyzed using regression. All exposure variables (independent variables) will have associated with the dependent variable (customer purchase decision) to determine which ones had significant and positive association.

3.7. Model Specification

The regression model was done in the form of: -

$$Y = \alpha + \beta 1 X1 + \beta 2 X2 + \ldots\ldots + \beta n Xn + \varepsilon i \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots. \text{ Eq.1}$$

Were

Y is dependent variable: - variable which is affected by other variables or explained by the independent variables

α is an intercept, where the regression line crosses the y axis

$\beta 1 \ldots \beta n$ are the coefficient of the independent variables X1 to Xn.

Substituting both dependent and independent variables in equation 1 above, we have the following equation specifically, for this study the expression is appropriate:

$$〖PD=〗^{i^o} \alpha + \beta 1 X1 + \beta 2 X2 + \beta 3 X3 + \beta 4 X4 + \varepsilon i \ldots\ldots\ldots\ldots\ldots ... (2)$$

Were,

$\beta 1$ is the partial slope for x1 on y and indicates the change in y for one unit change in x1,

PD –Purchase Decision -dependent variable

X1- Product

X2 – Price

X3 – Place

X4 – Promotion

εI - Error term

3.8. Validity and Reliability

3.8.1. Validity

Validity is the ability of an instrument to measure what it is designed to measure. It is the degree to which the researcher has measured what is supposed to be measured, (Kumar (2011), and the extent to which the measurement is done and the data obtained is free from error (Njoka, 2013). It also examines whether or not the item actually elicits intended information by way of conceptualizing the idea and the data collected to support the idea. The factor influence customer purchase decision books and previous studies related to the study variables. The questionnaire contained items that measured objectives in the research study. Pre-testing was done to examine each question and its meaning as understood by the respondents.

3.8.2 Reliability

Reliability is the degree of accuracy in the measurements made by a research instrument. According to Shanghversy (2003), reliability is the consistency of measurement which is frequently assessed using test-retest method. It is increased by including many similar items on a measure by testing a diverse sample of individuals and by using uniform testing procedures (as cited in Mogaka 2014). The study was used Cronbach's alpha methodology to check internal consistency.

Table 3.1: Reliability Statistics

Construct	Number of Item	Cronbach's a
Product	8	0.809
Price	7	0.783
Place	9	0.771
Promotion	9	0.751

Source; result of this survey study 2021

The Cronbach's alpha values range between 0 and 1 with those closer to 1 as being strong. Awuor (2014) notes that a higher Cronbach's alpha indicates a reliable scale having a score of 0.79 for service quality attributes in the study. Taber (2016) described values between 0.93-0.94 as excellent, 0.91-0.93 as strong and 0.84-0.90 as reliable.

3.9. Ethical Issues

The necessary precaution was taken to make the study ethical. Respondents were informed ahead about the purpose of the data they were providing. All the information given by customers via the questionnaire is going to be used only for the purpose of academic study and remain confidential. They are also assured that their identity would be anonymous for a research. As it is promised, their privacy and identity will not disclose.

CHAPTER: FOUR

RESULTS AND DISCUSSIONS

4.1. Introduction

This chapter presents a discussion of the results and the process through which the results were obtained. First, the background information of respondents presented and discussed. The chapter also deals with the presentation and an analysis of data collected and discusses it in relation to factors affecting customer purchase decision. The statistical methods used for analysis by using SPSS. From the total 384 questionnaires that were dispatched, 345 were returned, which makes the response rate 90%.

4.2. Demographic profile of respondents

Table 4.1: Demographic profile of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	246	71%	71%	71%
	Female	99	29%	29%	100%
	Total	345	100%	100%	
Valid	Basic Education	101	29%	29%	29%
	No formal schooling	2	1%	1%	30%
	Diploma	52	15%	15%	45%
	University graduate or more	190	55%	55%	100%
	Total	345	100%	100%	
Valid	unemployed	25	7%	7%	7%
	employed	191	55%	55%	63%
	student	52	15%	15%	78%
	retired	77	22%	22%	100%
	Total	345	100%	100%	

Source; result of this survey study 2021

From Table 4.1., the data obtained from the Questionnaire, shows on the above table reveals that out of 345 of respondents 246 (71%) of them are Males the remaining 99(29%) of respondents

were females. This implies that the number of male respondents were greater than female who were participated in this study.

The education level of the participants varied widely from a total of 345 respondents 101 or 29 % of respondents have basic education, diploma 52 or 15 %, and respondent 190 or 55% have University graduate or more, the remaining No formal schooling 2 (1%). The findings indicated that the study used people with good knowledge of reading and writing hence good comprehension of the survey questions thereby provided accurate answers that improved reliability.

In terms of occupation of the participants; the higher number of the respondents was employed who represented 191 or 55 % of the total response followed by retired 77 or 22 %,and students 52 (15%), unemployed customers 25 (7%). From the survey we can say that most of the customers are employed.

4.3. Descriptive Statistics Analysis

In this section of the analysis, the customers response were used to assess their perception level on marketing mix factors in purchasing decision Aqua Addis bottling water. From the collected data, mean scores and standard deviations were calculated for all Five-Point Likert Scale items. Then to assess the effect of marketing mix on consumer purchasing decision, descriptive statistics, mean and standard deviation were considered.

According to Al-Sayaad, Rabea, and Samrah (2006) the calculated mean score of an item were classified in ranges to fit the five-scaled Likert's measure of responses (strongly disagree, disagree, neutral, agree, and strongly agree) as shown in the Table 4.2 below. In this case the researcher classified in ranges to fit the five-scaled Likert"s measure of responses as (definitely not, probably not, possibly, probably yes and definitely yes). Hence, in this study consumers purchasing decision on each factor affecting items for all variables were labeled according to its calculated mean score result and the classification presented in the following table.

Table 4.2: Mean Score Range for Five-Scale Likert's Response

Mean	Response	Response for the purpose of this study
From 1.00 to less than 1.80	Strongly Disagree	Definitely not
From 1.80 to less than 2.60	Disagree	Probably not
From 2.60 to less than 3.40	Neutral	Possibly
From 3.40 to less than 4.20	Agree	Probably yes
From 4.20 to less than 5.00	Strongly Agree	Definitely yes

Source: Al-Sayaad et al. (2006)

4.3.1. Product

Table 4.3: Mean and Standard Deviation Results of product

	Mean	Std. Dev
Aqua Addis bottling has an acceptable standard of quality.	3.579713	1.163967
Aqua Addis bottling can meets my requirement	3.521739	1.203298
Aqua Addis bottling has consistent quality	3.675362	1.130498
The Aqua Addis bottling is well prepared.	3.524638	1.141299
The Aqua Addis bottling is produced with high quality ingredients	3.533333	1.188446
The quality of Aqua Addis bottling water is better than other bottled water.	3.623942	1.183942
The labeling of Aqua Addis bottling is very nice and attractive	3.224338	1.214201
The packaging of the Aqua Addis bottling is comfortable to handle	3.323043	1.105738
Overall	3.5007635	1.175174

Source; result of this survey study 2021

As shown in Table 4.3 above, product was assessed by eight measurement items. According to the mean score of the items that describes the effect of product on Aqua Addis bottling water consumers purchasing decision, On analysis, findings revealed that majority of the respondents agreed for items of acceptable standard of quality, product quality meets customer requirement, consistent quality, quality of ingredients, and better quality than other bottled water with mean value ranging from 3.675 to 3.521. However, when they were asked about the labeling attractiveness respondents could not reach an agreement on with mean score of 3.224, sd= 1.214 and also the comfortably packaging to handle with mean score of 3.323, sd= 1.1057.

4.3.2. price

Table 4.4: Mean and Standard Deviation Results of price

	Mean	Std. Dev
Aqua Addis bottling water price is reasonable.	3.47826	1.146388
The price of Aqua Addis bottling water is uniform and relatively similar across the various outlets in the Addis Ababa.	3.57971	1.163967
Aqua Addis bottling water price is acceptable and justifiable	3.47826	1.198457
Aqua Addis bottling water price is very economical	3.6029	1.177054
the price of Aqua Addis bottling water is lower than other bottled water	3.48696	1.229709
The pricing of Aqua Addis bottling water is imposing quantity discount system.	3.36522	1.219968
The price of Aqua Addis bottling water is offers value for money	3.4029	1.223554
Overall	3.484886	1.194157

Source; result of this survey study 2021

As shown in Table 4.4 above, price was assessed by seven measurement items. According to the mean score of the items that describes the effect of product on Aqua Addis bottling water consumers purchasing decision, on analysis, it was revealed that majority of the respondents agreed with a price's reasonable (mean=3.478, sd=1.146), economically price (mean=3.602, sd=1.177), lower price than other bottled water (mean=3.486, sd=1.229) and uniform of price various distribution outlets (mean=3.478, sd=1.146), however, respondents neutral that the imposing of quantity discount system(mean=3.365, sd=1.219) and that offering value for money (mean=3.402, sd=1.223).

4.3.3. Distribution

Table 4.5: Mean and Standard Deviation Results of Distribution

	Mean	Std. Dev
Aqua Addis bottling water has excellent distribution channels	3.371014	1.232447
Aqua Addis bottling water is convenient and easy to consume	3.869565	1.222286
Aqua Addis bottling water is good available in Addis Ababa	3.504348	1.222659
I obtained all Aqua Addis bottling water when I need	3.611594	1.198295
Aqua Addis bottling water has trusted distribution channel	3.527536	1.205593
Aqua Addis bottling water distribution channel is satisfactory	3.301449	1.246681
Aqua Addis bottling water is widely distributed all over in Addis Ababa	3.489855	1.210677
The Aqua Addis bottling water distribution system is reachable	3.524638	1.181299
The Aqua Addis bottling water product is accessible in time and space.	3.929855	1.210677
Overall	3.569984	1.21451267

Source; result of this survey study 2021

As shown in Table 4.5 above, distribution/accessibility was assessed by nine measurement items. According to the mean score of the items that describes the effect of distribution/accessibility on Aqua Addis bottling water consumers purchasing decision, on analysis, it was revealed that the mean majority of the respondents agree for all distribution items except satisfactory distribution channel (mean= 3.301, sd= 1.205) for almost for all remaining dimensions scored with mean score ranging from 3.929 to 3.5043.

4.3.4. Promotion

Table 4.6: Mean and Standard Deviation Results of Promotion

	Mean	Std. Dev
The Aqua Addis use promotional activities on traditional media like radio, television, newspapers, and magazines.	3.027536	1.200761
The Aqua Addis use promotional activities on social media like face book, and twitter.	2.85942	1.407593
The Aqua Addis bottling water use promotional activities like Issuing flyers, posters and business cards.	3.127536	1.205593
The promotional messages of Aqua Addis bottling are clear and understandable.	3.473913	1.184156
The promotional activities of Aqua Addis bottling water are ethical	3.389855	1.210677
The Aqua Addis bottling water promotion is creative	3.272464	1.173828

The Aqua Addis promotion is attractive.	3.301449	1.246681
The Aqua Addis bottling water advertise the true nature and quality of its product	3.35942	1.247593
Advertisement of Aqua Addis bottling water creates some kind of good image in mind	3.15507	1.126388
Overall	3.21852	1.22259

Source; result of this survey study 2021

As shown in Table 4.6 above, promotion was assessed by nine measurement items. According to the mean value of the respondents concerning about promotion dimensions, except the messages of clarity and understandable (mean=3.473, sd=1.184) for almost for all remaining dimensions scored less than a mean value of 3.40 (neutral score). Meaning that majority of the respondents disagrees for all promotion items with mean score ranging from 2.859 to 3.389 which disagreement on creation advertisement of good image in mind, advertisement show the true nature and quality of the product, promotion attractiveness, promotion creativeness, ethicality of promotion, using Issuing flyers, posters and business cards, promotion by using social media like face book, and twitter and promotion by using traditional media like radio, television, newspapers, and magazines.

4.4. Correlation Analysis

Correlation measures the strength of the linear relationship between two variables. Thus, Pearson_s correlation is used to identify whether there are relationships between the variables and to describe the strength and the direction of the relationship between two variables (Mohammad, n.d). So, the correlation analysis was done to analyze the relationship between purchase decision and product, price, place and promotion. To examine the relationship among these variables, Pearson correlation coefficients were calculated. In this section of the study, the analysis and interpretations of the correlation results between dependent and independent variables are presented.

4.5. Correlation Matrix summary

Table 4.7: Correlation Matrix

	consumer purchase decision	Product	price	Distribution	Promotion
consumer purchase decision	1.000				
Product	.6213** (0.0004)***	1.000			
price	0.5069** (0.0000)***	0.0284 (0.0001)	1.000		
Distribution	.4214** (0019)**	0.1197 (0.0000)	0.1236 (0.0000)	1.000	
Promotion	0.3315** (0.0164)	0.1617 (0.0002)	0.2181 (0.0000)	0.1027 (0.0047)	1.000
Figures in parenthesis denote p-values, ***significant at 1 percent, **significant at 5 percent					

Source; result of this survey study 2021

For these variables test was conducted and the result are show correlation matrix table 4.10 that of correlations where the two variables - consumers' purchase decision and product quality are positively correlated (r = 0.6213 with p < 0.05). There is strong relation between these two variables, which is still significant. So, we can say that the more well prepared the quality, the higher the consumers' decision power toward purchasing the Aqua Addis bottling water. Consumers like ingredients of production. It implies that producing consistent quality we can maintain consumers' purchasing decision.

For these variables test was also conducted, consumers' purchase decision and price of Aqua Addis bottling water positively correlate (r = 0.5069 with p < 0.05). There is moderate relation between these two variables, which is significant. The result clearly indicates that the reasonable, justifiable and very economical price of Aqua Addis bottling water influence the consumers' purchase decision. Therefore, marketers should give attention to the price of bottled Aqua Addis bottling water. In addition the two variables i.e. distribution and customer purchase decision are positively correlated (r = 0.4214 with p < 0.05). There is moderate relation between these two

variables, which is significant. The result is clear. The consumer evaluates the distribution on the basis of good available, convenient and easy to consume on purpose of purchase decision making.

Test was conducted to know the degree of relationship between consumers' purchase decision and promotion are positively correlate (r = 0.3315 with p < 0.05). There is weak relation between these two variables, which is not significant. The result shows that the promotion activity on traditional media, social media and flyers of bottled water is not that much liked by consumers. Consumers do not seem to use the information/advertisement of Aqua Addis bottling water which is promoted on the media for the purpose of purchase decision making.

4.6. Regression analysis

Regression analysis was conducted to know whether a set of predicator variables do good job in predicating an outcome variable and which variable in particular are significant predicators of the dependent variable. Before the regression analysis is conducted different assumptions was tested to check the representatives of the data these assumption are

4.6.1. Normality test

This assumption can best be checked by kurtosis and skewness and p- p plot below. Normality can be checked with a goodness of fit test. normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by two terms i.e. kurtosis and skewness and p- p plot using SPSS. For kurtosis, the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar andSaleh 2012). Therefore, in this research, the data has been drawn from a normally distributed population or the population from which the data come is normally distributed because the value for both kurtosis and skewness is found to be normal. This can be shown below in table 11.

Skewness/Kurtosis tests for Normality

Table 4.8: Correlation Matrix

Variable	Obs	Pr(Skewness)	Std. Error	Kurtosis	
				Pr(Kurtosis)	Std. Error
product	345	-0.3519	0.1006	1.003	0.035
price	345	-0.1328	0.1006	-0.7812	0.035
place	345	0.0085	0.1006	0.5047	0.034
promotion	345	0.0129	0.1006	-1.603	0.035
Valid N (list wise)	345				

Source; result of this survey study 2021
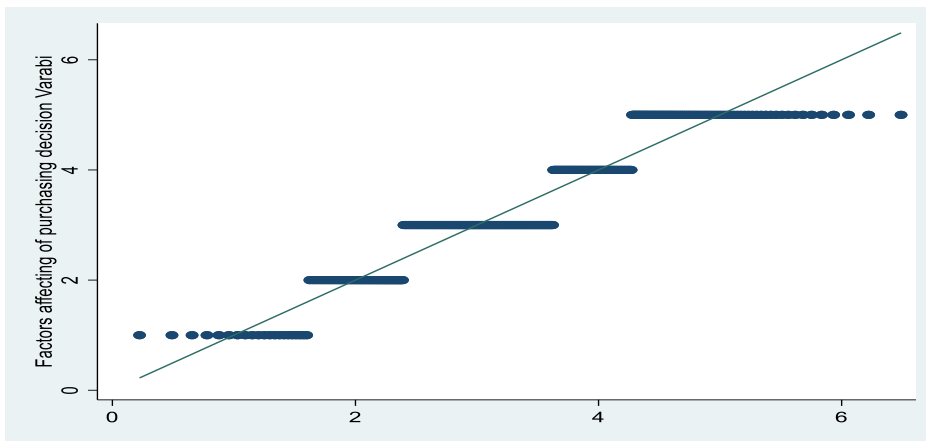
4.6.2. Multi-collinearity Analysis

Before running regression, one should check for the problem of multi-collinearity which is present if there is high correlation between some of the independent variables. The study checks this with the variance Inflation Factor (VIF) which calculates the influence of correlation among the independent variables on the precision of regression estimates. The VIF should not exceed 10.

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula 1-R2 for each variable. If this value is less than 0.1 it indicates that there is possibility of multi collinearity, but if it is greater than 0.1 it means that there is no multi-collinearity problem with in the model.

Table 4.9: Collinearity statistics

Variable	VIF	1/VIF
product	1.97	0.507614
price	1.81	0.552486
place	1.25	0.80000
promotion	1.22	0.819672
Mean VIF	1.5625	

Source; result of this survey study 2021

4.7. Result of Multiple Regressions (Model Summary)

Multiple regression analysis was done to understand the research results. The following tables were produced accordingly and their description follows. It assumes that no assumption has been violated and gets valid result in the research.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972[a]	.944	0.944	.100

Source; result of this survey study 2021

As shown on the above model summary table, the amount of R^2 is 0.944; this means that 94.4% of the total variation in consumer perception can be explained by the linear relationship with product, price, distribution, and promotion, while the remaining 5.7% is rendered inconclusive. Further, there is a strong association between the dependent & independent variables.

4.7.1. ANOVA

Table 4.12: Regression ANOVA

Source	Sum of Squares	df	Mean Square	F	Sig.
Model	24.606578	5	4.921316	73.0628	.000[b]
Residual	418.541248	339	1.234635		
Total	443.147826	344	1.28822		

Source; result of this survey study 2021

ANOVA tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome variable. As can be seen from the above table, the variables of marketing mix (independent variables) significantly predict the dependent variable (purchasing decision) with F=73.0628 and

sig=0.000. F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance. The F-test result of the study is 73.0628 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05 i.e. the variation that is explained by the model is not simply by chance.

Table 4.13: Regression Coefficient

coefficients

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	.03721	.03112		1.216	.2251
X1=product	.96532	.01694	.97415	59.698	.0000
X2=price	.50141	.02478	.50653	31.023	.0100
X3=place	.73301	.01932	.50473	1.937	.0069
X4=promotion	.38622	.02218	.51524	2.142	.0886

Source: Survey, 2021 At 5% level of significance

In next step for indicate of consumer purchase decision explanation and prediction by four factor influencing components, I used Multiple Regression method .In table 4.13 , According to Beta coefficient can be said that product has maximum effect (.974) and promotion has minimum effect (.515) on promotion. Then regression model can be written as follows in a significant at 95% confidence interval. (x1, x2, x3, and x4)

$\hat{Y}=$▯0.037+0.965X1+0.501X2+0.733X3+0.386X4

Interpretation of the model, as per the finding, product has a positive effect on consumer purchase decision. This means that, as product quality increases or decreases by 1%, consumer purchase decision increases or decreases at the time by 96.5% controlling for (x2, x3, and x4). Similarly price influences positively consumer purchase decision. When price is raised or fall by 1%, the dependent variable consumer purchase decision raised or fall by 50.1% controlling for(x1, x3, and x4) .As distribution/place increased or decreased by 1% consumer purchase decision also increased or decreased by 73.3% controlling for (x1, x2,and x4). With regard to promotion increased or decreased by 1%, the dependent variable customer purchase decision is increased or decreased by 38.6% controlling for (x1, x2, and x3 As result product and price have strong effect on consumer purchase decision with regarding the Aqua Addis bottling water.

Discussion

The first objective of the research was "To examine the influence of product related factors on consumers' purchase decision of Aqua Addis bottling water". The research has asked whether the product related factor influence customers' purchase decision of Aqua Addis bottling water" Based on the results of correlation test product quality has positive and strongest relationship with consumer buying decision ($r = 0.6213$). In other words if the company improves its product quality, consumers buying decision will be influenced in favor of its products. Therefore, product quality has power to determine consumers purchasing decision. Chaudhuri and Ligas (2009) suggest that product value/quality is positively correlated to purchase behavior and customer loyalty in the retail sector. So, the finding of this research in this aspect is in line with Chaudhuri and Ligas (2009) states. The regression analysis of product quality dimensions and consumer buying decision indicates that 96.5% of the variance R square in consumer buying decision has been significantly explained by product quality. The finding of Pan and Zinkhan (2006) showed that Product quality shapes retailers" reputation and influences consumer purchasing decision at stores. And also the finding of Spinks and Bose (2002) concluded that consumer decision is influenced by product characteristics of nutrition, taste, health benefit and ease of preparation. Therefore, the result of this study on product quality dimension is similar to the above findings that product quality has the power to influence consumers buying decision.

The second objective of the research was "To assess the influence of price related factors on consumers' purchase decision of Aqua Addis bottling water". The research had a question of "Does Price related factor influence customers' purchasing decision of Aqua Addis bottling water?" On the influence of price, the study established that majority of the respondents review the prices influence deciding on purchase purchasing decision. It was found to have positive and strong relationship with consumer purchasing decision. The correlation coefficient between these variables is 0.5069. Price is one of the important factors to influences consumers in their purchasing decision. If this is the case, companies shall charge a competitive and affordable price so as to influence their customers purchasing decision in favor of them. As a result, price has power to influence consumers purchasing decision in purchasing Aqua Addis bottling water. With regard to the regression analysis of price and consumer purchasing decision, 50.1% of the variance R square in consumer purchasing decision is significantly explained by price. According

to Majumdar (1996), companies need to include strategies that will serve specific areas in the market by offering price-quality trade off to choose their consumers. The findings also showed that the majority of the respondents use the prices to determine which purchase decision and that price differentiations are key determinants of their purchase decision. Therefore, the result of this study on product price dimension is similar to the above findings that product price has the power to influence consumers purchasing decision.

Third objective of the research says "To investigate the influence of distribution related factors on consumers' purchase decision of Aqua Addis bottling water". The research had a question of "Does distribution related factor influence customers' purchase decision of Aqua Addis bottling water?" It was found to have positive and strong relationship with consumer purchasing decision. The correlation coefficient between these variables is 0.4214. With regard to the regression analysis of place and consumer purchasing decision, 73.3% of the variance R square in consumer purchasing is significantly explained by place. According to the research consumers have replied that Products and places/distribution partially had a positive and significant influence on purchasing decisions with Aqua Addis bottling water in Addis Ababa. The highest average respondents in this study set purchase decisions with consideration because the easy access made consumers accustomed to shopping at the convenience store. This study results are in accordance with the study (Noskova & Romanova, 2015) (Rondonuwu & Tamengkel, 2016) (Said & Prihatini, 2016), which showed that the place/distribution had a positive and significant effect on purchasing decisions.

The last objective of the research is "To examine the influence of promotion related factors on consumers' purchase decision of Aqua Addis bottling water". The research question was "Does Promotion related factor influence customers' purchasing decision of Aqua Addis bottling water?" Based on the correlation test result, promotion has a positive and moderate correlation with consumer purchasing decision. The correlation coefficient between promotion and consumer purchasing decision is 0.3315. Generally the finding suggests that, there is a positive and moderate relationship between promotion and consumer purchasing decision in purchasing Aqua Addis bottling water.

CHAPTER FIVE

Summary, Conclusion and Recommendation

This chapter presents the Summary, conclusions and recommendation derived from the data analysis carried out in the previous section.

5.1.   Summary of major finding

The main objective of the study was to investigate factors influencing marketing mix strategy on customer purchase decision the case of Aqua Addis bottling water in Addis Ababa. Accordingly, the following are major findings of the study.

In terms of demographics characteristics of Gender; Majority of the respondents are males. Regarding, education level of the participants larger numbers of respondents have University graduate or more and In terms of occupation of the participants; majority numbers of the respondents were employed

The findings revealed that four components of factors influence: product, price, place and promotion are well correlated with consumer purchasing decision of Aqua Addis bottling water. Correlation coefficient shows that there is strong relationship with two of the independent variables which is product and price with dependent variable (consumer purchasing decision) i.e. 0.6213 and 0.5069 respectively .The correlation between the rest of two independent variables (: place, and promotion) variable and dependent variable (consumer purchasing decision is moderate) .i.e. 0.4214 and 0.3315 respectively.

The result of multiple regression analysis between dependent variable (consumer purchasing decision) and independent variables (product, price, place and promotion) among the four independent variables the multiple regression analysis revealed that product, price, and place were a significant predictor of consumers Aqua Addis bottling water purchasing decision.

The regression analysis by the same token shows that there is a positive and significant relationship between independent variables and consumer purchasing decision. The adjusted RSquare (R square = 0.944) shows the explanatory power of all independent variables involved in

the study. Hence product, price, promotion and distribution jointly determine (explain) 94.4% of the variance in consumer purchasing decision

Among variables those have a significance relationship with Aqua Addis bottling water consumer purchasing decision and (product, price, place and promotion). Product and place have the highest standardized regression coefficient and the lowest significance (β=.96532, p=0.000) and (β=.73301, p=0.0100), which means product and place are the most important predicator of consumer Aqua Addis bottling water purchasing decision followed by price (β=.50141, p=.00691). Promotion was found to be the list insignificance variable that influences (β=.38622, p=0886) the Aqua Addis bottling water consumer purchasing decision.

5.2.   Conclusion

According to chapter four analyses, Aqua Addis bottling water consumers have given their response about the effect of purchasing decision on Aqua Addis bottling water. As seen on chapter four data results and discussion, it can be concluded that the objectives of the research have been completely met.

5.2.1. The influence of product related factors on consumer purchasing decision

 The study concluded that there was a significant relationship between product and consumer purchasing decision. In order for Aqua Addis bottling water to gain competitive advantage against the competition, and also its product has to meet the needs of the consumers. The product characteristics that were investigated in this research were quality and packaging. It was concluded that consumer purchasing decision is influenced by product features such as perceived product quality, product reliability, perceived product value, and the kind of information on the packaging label.

5.2.2. The influence of price related factors on consumer purchasing decision

The findings lead to a conclusion there was a significant relationship between price and consumer purchasing decision. It was concluded that price is a critical factor as it is one of the major attribute of a product that consumers look at Aqua Addis bottling water purchases decision. The price attributes investigated in this study included, value based pricing and price discounts. The

study concluded that price discounts for quantity influence purchase decision, value based pricing has a positive effect on consumer purchasing decision.

5.2.3. The influence of distribution related factors on consumer purchasing decision

The study concludes that distribution channels are essential in influencing consumer purchasing decision and that Aqua Addis bottling water should use strategic distribution channels to increase product availability. The study also concluded that the convenience and accessibility have a significant influence on a consumer purchase decision. The Aqua Addis bottling water must be easily accessible, must be convenient to the consumer.

5.2.4. The influence of promotion related factors on consumer purchasing decision

Findings of the study lead to a conclusion that promotion and the choice of advertising media has no effect on the consumer's purchase decision. This is because Promotion was insignificance variable that influences (β=.38622, p=0886) the Aqua Addis bottling water consumer purchasing decision.

5.3.   Recommendations

Based on the major findings of the study and the conclusions drawn above, the following recommendations are made.

From the findings, it is recommended that due to the tough competition in the Bottled Water industry in Ethiopia, Aqua Addis bottling water should enhance its product attributes in terms of quality, and reliability in order to compete effectively in the market. In addition to this Aqua Addis bottling water marketers should also create good packaging design, which attracts customers and for easy to hold.

It is recommended that Aqua Addis bottling water should always remember that customers are price sensitive and that price is a reflection of value and therefore should price their products reasonably. The prices of products should not be increased if there is no increase in benefits or value from the products as this would make consumers to shift brands. It is recommended to use price promotion strategies from time to time which include price discounts, and bonus packs to attract customers and increase their decision to purchase the Addis bottling water product.

It is recommended that Addis bottling water should expand its distribution strategy in order to make its product easily available to customers in order to influence consumers purchasing decision in favor of Addis bottling water. The study also recommends that product variables and places/locations are maintained and improved by applying zero stockless.

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APPENDIX I

ST. MARY'S UNIVERSITY

SCHOOL OF BUSINESS AND ECONOMICS

MASTER OF ART IN MASTER OF MARKETING MANAGEMENT (MSc) PROGRAM

Questionnaires to be filled by customers of Aqua Addis bottling water

Dear Respondents,

I am a student of St. Mary's University, school of postgraduate studies undertaking Master of Marketing Management. As partial fulfillment of my study, I am conducting a research Titled " Influence of 4P marketing elements on purchasing decisions "Aqua Addis bottling water as a case study. You are invited to take part in this research by filling the attached questionnaire honestly. I would like to assure the confidentiality of this study because it is solely used for academic purpose and all respondents will remain anonymous to safeguard their privacy. Your responses will make the paper interesting and its results will be significantly important. I would like to thank you in advance for the time you are willing to devote to fill out this questionnaire.

Feel free to contact me if you have any question by the following address

Researcher: - Betelihem Moges

Contact address: - +2519-011-097-54

E-mail:- beteltgm2@gmail.com

Thank you very much!

Part I. Demographic Profile

Please respond to each item by putting a tick (√) mark in the box & fill in the blank

1.   Gender   [ ] male   [ ] female

2. Employment

[ ] unemployed   [ ] employed   [ ] student   [ ] retired

   Others [   ]Please specify……………………………………………………..

3. Educational Background

   [ ]Basic Education [ ] No formal schooling [ ] university graduate or more

[ ] diploma   others [ ]

Please specify…………………………………………………….

Part II- Question on Customers Purchase Decision

Please encircle the number and the word which expresses your opinion towards Aqua Addis bottling water. The numbers indicate the following statement.

5. Strongly Agree   4. Agree   3. Neutral
2. Disagree   1. Strongly Disagree

Please, circle only one option.

S.N	Product					
1	Aqua Addis bottling has an acceptable standard of quality.	5	4	3	2	1
2	Aqua Addis bottling can meets my requirement	5	4	3	2	1
3	Aqua Addis bottling has consistent quality	5	4	3	2	1
4	The Aqua Addis bottling is well prepared.	5	4	3	2	1
5	The Aqua Addis bottling is produced with high quality ingredients	5	4	3	2	1
6	The quality of Aqua Addis bottling water is better than other bottled water.	5	4	3	2	1
7	The labeling of Aqua Addis bottling is very nice and attractive	5	4	3	2	1
8	The packaging of the Aqua Addis bottling is comfortable to handle	5	4	3	2	1
	Price					
9	Aqua Addis bottling water price is reasonable.	5	4	3	2	1
10	The price of Aqua Addis bottling water is uniform and relatively similar across the various outlets in the Addis Ababa.	5	4	3	2	1
11	Aqua Addis bottling water price is acceptable and justifiable	5	4	3	2	1
12	Aqua Addis bottling water price is very economical	5	4	3	2	1
13	the price of Aqua Addis bottling water is lower than other bottled water	5	4	3	2	1
14	The pricing of Aqua Addis bottling water is imposing quantity discount system.	5	4	3	2	1
15	The price of Aqua Addis bottling water is offers value for money	5	4	3	2	1
	Place					
16	Aqua Addis bottling water has excellent distribution	5	4	3	2	1

	channels					
17	Aqua Addis bottling water is convenient and easy to consume	5	4	3	2	1
18	Aqua Addis bottling water is good available in Addis Ababa	5	4	3	2	1
19	I obtained all Aqua Addis bottling water when I need	5	4	3	2	1
20	Aqua Addis bottling water has trusted distribution channel	5	4	3	2	1
21	Aqua Addis bottling water distribution channel is satisfactory	5	4	3	2	1
22	Aqua Addis bottling water is widely distributed all over in Addis Ababa	5	4	3	2	1
23	The Aqua Addis bottling water distribution system is reachable	5	4	3	2	1
24	The Aqua Addis bottling water product is accessible in time and space.	5	4	3	2	1
	Promotion					
25	The Aqua Addis use promotional activities on traditional media like radio, television, newspapers, and magazines.	5	4	3	2	1
26	The Aqua Addis use promotional activities on social media like face book, and twitter.	5	4	3	2	1
27	The Aqua Addis bottling water use promotional activities like Issuing flyers, posters and business cards.	5	4	3	2	1
28	The promotional messages of Aqua Addis bottling are clear and understandable.	5	4	3	2	1
29	The promotional activities of Aqua Addis bottling water are ethical	5	4	3	2	1
30	The Aqua Addis bottling water promotion is creative	5	4	3	2	1
31	The Aqua Addis promotion is attractive.	5	4	3	2	1
32	The Aqua Addis bottling water advertise the true nature and quality of its product	5	4	3	2	1
33	Advertisement of Aqua Addis bottling water creates some kind of good image in mind	5	4	3	2	1

Part III: Purchase Decision

1	You are decided to purchase Aqua Addis bottling water due to its product	5	4	3	2
2	You are decided to purchase Aqua Addis bottling water due to its price.	5	4	3	2
3	You are decided to purchase Aqua Addis bottling water due to its place	5	4	3	2
4	You are decided to purchase Aqua Addis bottling water due to its promotion.	5	4	3	2

ቅድስት ማርያም ዩንቨርስቲ

የቢዝነስና ኢኮኖሚክስ ትምህርት ክፍል

ድህረ ምረቃ ፕሮግራም

በአኪ አዲስ የታሸገ ውሃ ጋ/የተ/የግ/ማህበር ደንበኞች የሚሞላ መጠይቅ

ውድ መጠይቁን የምትሞሉ ደንበኞች፦

እኔ የቅድስት ማርያም ተማሪ ነኝ፤ በድህረ ምረቃ ፕሮግራም የማስተርስ የገበያ አመራር የማሙያ ጥናቴ የደንበኞች አራቱ ማርኬቲንግ ተጽዕኖ የሚያሳድሩ ምክንያቶች በደንበኞች ግገር ውሳኔ ላይ በሚል ርዕስ በአኪ አዲስ የታሸገ ውሃ እያካሄድኩ ነው። ስለዚህም ከዚህ ጋር የተያያዘውን መጠይቅ በሀቀኝነት በመሙላት በዚህ ምርምር ውስጥ እንዲሳተፉ ተጋብዘዋል። የዚህ ጥናት ምስጥራዊነት ላረጋግጥ እፈልጋለሁ ምክንያቱም ለአካዳሚ ዓላማ ብቻ ጥቅም ላይ የሚውል ስለሆነ እና ሁሉም ምላሽ ሰጪዎች ምስጢራዊነታቸውን በመጠበቅ የማይታወቁ ይሆናሉ። የእርስዎም ምላሾች ጥናቱን ሳቢ በተጨማሪም ውጤቶቹ በጣም አስፈላጊ እንደሆነ ያደርጉታል። ይህንን መጠየቅ ለመሙላት ፈቃደኛ ስለሆኑ በቅድሚያ አመሰግናለሁ።

ጥያቄ ካለዎት በሚከተለው አድራሻ ነፃነት ተሰምትዎት ያገኙኝ።

ጥያቄ ካለዎት በሚከተለው አድራሻ ነፃነት ተሰምትዎት ያገኙኝ

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በጣም አመሰግናለሁ።

ክፍል አንድ፦ አጠቃላይ መረጃ

1. ፆታ   ወንድ [ ]   ሴት [ ]

2. ስራ   ሰራተኛ [ ]   ስራ አጥ [ ]   ተማሪ [ ]   ጡረታ [ ] ሌላ

   [ ]   እባክዎ ይግለጹ……………………………………

3. ትምህርት   መደበኛ/መሰረታዊ ትምህርት [ ]   ዲፕሎማ [ ]   መደበኛ

   ትምህርት የሌለው [ ]   ዩንቨርስቲ ምሩቅ [ ]   ሌላ [ ]   እባክዎ

   ይግለጹ……………………………………

ክፍል ሁለት፦ አራቱ ተጽዕኖ የሚያሳድሩ ምክንያቶች የተመለከቱ ጥያቄዎች

በእኪ አዲስ የታሸገ ውሃ ጓ/የተ/የግ/ማህበር ላይ ያለዎትን አስተያየት የሚገልጽ ቁጥር እና ቃል ያክብቡ። ቁጥሮቹ የሚከተሉትን መግለጫ ያመለክታሉ።

5=በጣም እስማማለሁ   4=እስማማለሁ   3=መልስ የለም/እላውቅም

2=አልስማማም   1=በጣም አልስማማም

ተ.ቁ.	ምርት					
1	አኪ አዲስ የታሸገ ውሃ ተቀባይነት ያለው የጥራት ደረጃ አለው።	5	4	3	2	1
2	አኪ አዲስ የታሸገ ውሃ መስፈርቱን ሊያሟላ ይችላል።	5	4	3	2	1
3	አኪ አዲስ የታሸገ ውሃ ወጥነት ያለው ጥራት አለው።	5	4	3	2	1
4	አኪ አዲስ የታሸገ ውሃ በደንብ ተዘጋጅቷል።	5	4	3	2	1
5	አኪ አዲስ የታሸገ ውሃ የሚመረተው ከፍተኛ ጥራት ባላቸው ንጥረ ነገሮች ነው።	5	4	3	2	1
6	የአኪ አዲስ የታሸገ ውሃ ጥራት ከሌሎች የታሸገ ውሃ የተሻለ ነው።	5	4	3	2	1
7	የአኪ አዲስ የታሸገ ውሃ መለያ በጣም ጥሩ እና ሳቢ ነው።	5	4	3	2	1
8	የአኪ አዲስ የታሸገ ውሃ ማሸጊያው ለመያዝ ምቹ ነው።	5	4	3	2	1
	ዋጋ					
9	የአኪ አዲስ የታሸገ ውሃ ዋጋ አሳማኝ ነው።	5	4	3	2	1
10	የአኪ አዲስ የታሸገ ውሃ ዋጋ በአዲስ አበባ ውስጥ ባሉ የተለያዩ መሸጫዎች አንድ አይነት እና በአንፃራዊነት ተመሳሳይ ነው።	5	4	3	2	1
11	አኪ አዲስ የታሸገ ውሃ ዋጋ ተቀባይነት ያለው እና ፍትሃዊ ነው።	5	4	3	2	1
12	አኪ አዲስ የታሸገ ውሃ ዋጋ በጣም ተመጣጣኝ ነው።	5	4	3	2	1
13	የአኪ አዲስ የታሸገ ውሃ ዋጋ ከሌሎች የታሸገ ውሃ ያነሰ ነው።	5	4	3	2	1
14	የአኪ አዲስ የታሸገ ውሃ የዋጋ ቅናሽ አለው ውሃ መጠንን ሲጨምር።	5	4	3	2	1
15	የአኪ አዲስ የታሸገ ውሃ ዋጋ ለገንዘብ ተመጣጣኝ ዋጋ ይሰጣል።	5	4	3	2	1
	ስርጭቱ/ማከፋፈል					
16	የአኪ አዲስ የታሸገ ውሃ በጣም ጥሩ የማከፋፈያ መንገዶች አሉት።	5	4	3	2	1
17	አኪ አዲስ የታሸገ ውሃ ገዝቶ ለመጠቀም ምቹ እና ቀላል ነው።	5	4	3	2	1
18	አኪ አዲስ የታሸገ ውሃ በአዲስ አበባ በጥሩ ይገኛል።	5	4	3	2	1
19	ስፈልግ በሁሉንም አይነት መጠን የአኪ አዲስ የታሸገ ውሃ አገኛለሁ።	5	4	3	2	1

20	አኪ አዲስ የታሸገ ውሃ የታመነ የማከፋፈያ መስመሮች አሉት፡፡	5	4	3	2	1
21	አኪ አዲስ የታሸገ ውሃ አጥጋቢ የማከፋፈያ መስመሮች አሉት፡፡	5	4	3	2	1
22	አኪ አዲስ የታሸገ ውሃ በአዲስ አበባ ውስጥ በስፋት ተሰራጭቷል፡፡	5	4	3	2	1
23	አኪ አዲስ የታሸገ ውሃ ማከፋፈያ ዘዴ ሊደረስበት ይችላል፡፡	5	4	3	2	1
24	የአኪ አዲስ የታሸገ ውሃ ምርት በጊዜ እና በቦታ ተደራሽ ነው፡፡	5	4	3	2	1
	ማስታወቂያ					
25	አኪ አዲስ እንደ ሬዲዮ፣ ቴሌቪዥን፣ ጋዜጦች እና መጽሔቶች ባሉ ባህላዊ ሚዲያዎች የማስተዋወቂያ እንቅስቃሴዎችን ይጠቀማል፡፡	5	4	3	2	1
26	አኪ አዲስ በማህበራዊ ሚዲያ እንደ ፌስቡክ እና ትዊተር ያሉ የማስተዋወቂያ እንቅስቃሴዎችን ይጠቀማል፡፡	5	4	3	2	1
27	የአኪ አዲስ ጠርሙስ ውሃ እንደ በራሪ ወረቀቶች፣ ፖስተሮች እና የሚስጡ በራሪ የንግድ ካርዶች ያሉ የማስተዋወቂያ እንቅስቃሴዎችን ይጠቀማል፡፡	5	4	3	2	1
28	የአኪ አዲስ የታሸገ ውሃ የማስተዋወቂያ መልእክቶች ግልጽ እና ለመረዳት የሚቻል ናቸው፡፡	5	4	3	2	1
29	የአኪ አዲስ የታሸገ ውሃ የማስተዋወቅ ተግባራት ሥነ ምግባራዊ ናቸው፡፡	5	4	3	2	1
30	የአኪ አዲስ የታሸገ ውሃ የማስተዋወቅ ፈጠራ አለው፡፡	5	4	3	2	1
31	የአኪ አዲስ የታሸገ ውሃ የማስተዋወቅ ማራኪ ነው፡፡	5	4	3	2	1
32	የአኪ አዲስ የታሸገ ውሃ የምርቱን ትክክለኛ ተፈጥሮ እና ጥራት ያስተዋውቃል፡፡	5	4	3	2	1
33	የአኪ አዲስ የታሸገ ውሃ ማስታወቂያ በእእምሮ ውስጥ የሆነ ጥሩ ምስል ይፈጥራል፡፡	5	4	3	2	1

ክፍል ሦስት፡- የግዢ ውሳኔ

1	በምርቱ ምክንያት የአኪ አዲስ የታሸገ ውሃን ለመግዛት ወስነዋል፡፡	5	4	3	2
2	በዋጋው ምክንያት የአኪ አዲስ የታሸገ ውሃን ለመግዛት ወስነዋል፡፡	5	4	3	2
3	በስርጭቱ/በማከፋፈል ምክንያት የአኪ አዲስ የታሸገ ውሃን ለመግዛት ወስነዋል፡፡	5	4	3	2
4	በማስተዋወቂያ ምክንያት የአኪ አዲስ የታሸገ ውሃን ለመግዛት ወስነዋል፡፡	5	4	3	2