



ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF BUSINESS ADMINISTRATION

**The Effect of Strategic Marketing Management Practices on Consumer
Buying Behavior in the case of Coca-Cola Ethiopia**

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ST. MARY'S UNIVERSITY

Addis Ababa, Ethiopia

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**THE EFFECT OF STRATEGIC MARKETING MANAGEMENT
PRACTICES ON CONSUMER BUYING BEHAVIOR IN THE
CASE OF COCA-COLA ETHIOPIA SOFT DRINK CONSUMERS
IN ADDIS ABABA, ETHIOPIA**

**A Thesis Submitted to the School of Graduate Studies of St. Mary's
University in Partial Fulfillment for the Award of Masters of Arts
Degree in Business Administration**

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This is to certify that the thesis is prepared by Faiza Ahmed, entitled “The effect of strategic marketing management practices on consumer buying behavior in case of Coca-Cola Ethiopia soft drink product users in Addis Ababa, Ethiopia”, is conducted in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Business Administration with the regulation of the University and the accepted standards with respect to originality.

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Statement of Declaration

I, Faiza Ahmed, hereby declare that this research paper entitled “The Effect of Strategic Marketing Management Practices on Consumer Buying Behavior in case of Coca-Cola Ethiopia soft drink consumers in Addis Ababa, Ethiopia” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been duly acknowledged.

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Statement of Certification

This is to certify that Faiza Ahmed has carried out her research on the topic entitled “The Effect of Strategic Marketing Management Practices on Consumer Buying Behavior in case of Coca-Cola Ethiopia soft drink consumers in Addis Ababa, Ethiopia”. The research is her own original work and suitable to submission for the award of Master’s Degree in Business Administration.

Ephrem Assefa (PhD)

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Addis Ababa Ethiopia

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Acronyms

CBB:-Consumer buying behavior

4Ps:-Product, price, promotion and place

TV:-Television

SPSS:-Statistical package for social science

AMA:-American Marketing Association

SD:-Standard deviation

M:-Mean

VIF:-variance inflation factors

Abstract

The main objective of this study was to investigate the effect of Strategic Marketing Management Practices on Consumer Buying Behavior in case of Coca-Cola Ethiopia soft drink consumers in Addis Ababa, Ethiopia. To achieve the objective of the study the researcher developed conceptual framework by reviewing previous literature as well as collected data from target respondents in order to test the formulated hypotheses. The researcher used descriptive and explanatory research design and the quantitative research approach. The target population of the study were the consumers of Coca-Cola Ethiopia soft drink products in Addis Ababa, Lideta Sub-City. Convenience sampling was used to collect the data from the respondents. Primary data was collected from Coca-Cola Ethiopia soft drink consumers by using the five-point Likert scale whereas secondary data were collected from books, journal article, published and unpublished research, websites and others. The analysis was performed through descriptive and inferential statistics using multiple regressions with the aid of statistical package for social sciences (SPSS). The variation explained by the regression of all the predictor variables on consumer buying decision was 72.4%. The remaining is explained by other variables not included in the models. Multiple regression and correlation analysis were used to determine the relationship between the independent variables (i.e product, price, promotion and place) and the dependent variables (consumer buying behavior).The result indicates that all the marketing mix elements have a positive and significant effect on consumer purchase behavior. Therefore, Coca-Cola Ethiopia Soft Drink Company should give more emphasis on marketing mix elements to attract and retain its customers to attain sustained competitive advantage.

Keywords: *Marketing mix, product, Price, promotion, place and Consumer buying behavior*

CHAPTER ONE

INTRODUCTION

This section discusses introduction to the study including background of the study, research questions, objectives of the study, significance of the study, scope of the study, limitations of the study, organization of the paper and definition of key terms.

1.1. Background of the Study

Marketing is generally considered as the process by which companies create value for the customers and build strong customer relationship in order to capture value from customers in return (Cavusgil, S.T, & Zou, S., 2014). Marketing also described by the American Marketing Association (2008) as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. According to Kotler (2000), marketers use numerous tools to elicit the desired responses from their target markets. These tools constitute a marketing mix.

Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. McCarthy (1999) classified these tools into four broad groups that he called the four Ps of marketing: product, price, place, and promotion. Marketing-mix decisions must be made to influence the trade channels as well as the final consumers. Typically, the firm can change its price, sales-force size, and advertising expenditures in the short run. However, it can only develop new products and modify its distribution channels in the long run. Thus, the firm typically makes fewer period-to-period marketing-mix changes in the short run than the number of marketing-mix decision variables might suggest. Robert Lauterborn (1990) suggested that the sellers' four Ps correspond to the customers' four Cs (i.e., Product Customer solution, Price Customer cost, Place Convenience and Promotion Communication). Captivating business firms are those that satisfy customer needs efficiently and suitably and with effective communication.

Now a day, in contemporary business world, marketing becomes a vital and comprehensive tool to plan, produce, price, promote, distribute goods, service, and ideas for the satisfaction of relevant customers and clients (Smile Dzisi& Daniel Ofofu 2014). One definition of marketing strategy is

that it is an indication of how the marketing mix elements would be used to achieve the marketing objectives (Foxall, 1981). A marketing strategy is a method of focusing an organization's energies and resources on a course of action, which can lead to increased sales and dominance in a targeted market. It is most effective when it is an integral component of overall firm strategy, defining how the organization will successfully engage customers, prospects, and competitors in the market arena. According to Aaker (2008), marketing strategy is a process that can allow an organization to concentrate its resources on the optimal opportunities with the goals of increasing sales and achieving a sustainable competitive advantage. Marketing strategies are fundamental in setting out basic and long-term activities in the marketing field. The formulation, evaluation and selection of market-oriented strategies consequently contribute to the goals of the company and its marketing objectives.

Marketing strategies constitute one of the key functional strategies that soft drink factories adopt to enhance performance. In a rapidly changing environment and tough competition soft drink factories must have a good marketing strategy that satisfy their consumers, without which they cannot stay profitable. According to Wahaba et al., (2016) business providers need to focus on the customers' wants and needs to retain and maintain the long-term relationship, and they must know the marketing mix elements that they need to practice in order to attract customers. Owomoyela et al, (2013) also see marketing strategy as a way of providing a quality product that satisfies customer needs, offering affordable price and engaging in wider distribution, which has to be backup with effective promotion strategy.

Soft-drink is complex beverage industry which includes non-alcoholic products. In Ethiopia, soft drink products have been well accepted by end users and gradually overtaking hot drinks as the biggest beverage sector in the country. They are typical and necessary consumer products, which are generally consumed by child, young, and old individual to satisfy their thirst and for good flavors. Different consumers use different types of soft drinks products i.e. Coca-Cola, Fanta, 7 Up, Pepsi, Sprite, Miranda, and other soft drinks due to different reason. According to Marshall (2001) consumers, buy goods and services based on what offers them the most personal satisfaction. This study was conducted to assess the strategic marketing management practices and challenges in the case of Coca-Cola S.C.

1.2. Background of the organization

The notion of marketing strategy has become an important concept and has been used by business institutes and enterprises worldwide. Strategic Marketing is defined by Achumba (2000), as a chosen line of action selected by an organization for pursuing a marketing objective. Accordingly, marketing strategy can be defined as a pathway in which enterprises or other business firms follow to achieve their business goals. Marketing strategy is a comprehensive method, which unfolds a series of actions such as market research, developing vision about the market(s), selecting market targets strategies, design-positioning strategies, setting objectives and implementing the marketing programs to meet the value requirements of the target markets (Mustapha, 2013). The major focus of marketing strategy is valuing customers and making sure the firm runs at a lower cost as it keeps its customer's choice and needs (Chiliya, Herbst and Roberts- Combard 2009). Owomoyela, Oyeniyi and Ola (2013), also see marketing strategy as way of providing an eminence product that satisfies client needs, offering reasonable price and engaging in wider distribution and back it up with effective promotion strategy.

Coca-Cola Company is one among the global giant soft drink manufacturers. The first Coca Cola bottler in Ethiopia was established in 1959 as a privately shared business company in Addis Ababa around Lideta named East Africa Bottling Company (EABC). Gradually, the business has expanded and opened a branch at Dire Dawa in 1965. The two plants were nationalized in 1975 following the government system change from monarchy to socialism and run as a public company until 1996. On 19th May 1999, a joint venture agreement was signed between EABC's founding shareholders and Coca-Cola SABCO (CCS) or Coca Cola South Africa Bottling Company. On December 2001, CCS's shareholding increased to 61% with remaining balance belongs to EABSC's founding shareholders. The company then becomes known as the East Africa Bottling Share Company (EABSC). The east Africa bottling share company (Coca Cola) produces and sells different kinds of non-alcoholic beverages. Some of them are Coca-Cola Energy, Coca-Cola Zero Sugar, Fanta Orange, Fanta Ananas, Sprite, Schweppes Tonic and Crystal Water (Adane A., 2014). The purpose of this study is, therefore, to examine the effect of strategic marketing management practices on consumer buying behaviour in the case of Coca-Cola Ethiopia and their challenges.

1.3. Statement of the problem

In order to survive and to achieve a sustainable competitive advantage, Soft Drink Companies should use a marketing framework and should satisfy the need of their customers by adding value (Bere, 2005). This can be attained by applying an effective marketing strategy to influence consumers buying decision. Anojan and Subaskaran (2015) suggested that marketing mix is relevant to Soft Drink Companies to achieve their mission, improved satisfaction of the consumer, and enhanced efficiency of marketing activities.

Related studies to strategic marketing management practices of companies and their challenges were made in different countries and found similar but not exactly the same results. Doing the research in case of Ethiopia is important in order to know whether the findings in Ethiopian context differ from other countries' context or not. In the global context, Payson (2016) did a study on the influence of marketing strategy on consumer buying decision of soft drinks in Indonesia. The findings of the study were that there is a positive relationship between marketing strategy and consumer buying decision. The study also showed that there is an influence of product, price, place and promotion on consumer buying decision.

Indumathi and Dawood (2016) did a research on the impact of marketing mix on consumer buying decision in organic food product. The findings of the research covered that product and price factors have highly significant impact on purchase decision. Vietnamese supermarket consumers, for instance, are also less concerned about price and Promotion (Maruyama and Trung, 2007). Another study by Deebhijarn (2016) examined the factors affecting the decision to purchase ready-to-drink green teas, among university students in Bangkok metropolitan region. The results of the study revealed that marketing mix in terms of product; price and promotion were the factors that affect the purchasing decision. Others challenge this arguing those consumers who primarily wish to get quality product are ready to pay high prices (Dodd's, et al., 2009). Proponents of the central place theory (Craig, Ghosh, & McLafferty, 1994) recommends that retail stores at central locations may attract consumers from long distances.

In African context, Cheserem (2016) conducted a research on the influence of marketing strategy on customers buying decision in fast food restaurants in Nairobi. The findings revealed that all the four variables of the marketing mix influence consumer buying decision of fast food restaurants. Likewise, Wangari (2018) did a study to investigate consumer buying decision and marketing mix factors effect on purchase of fast moving consumer goods in large supermarkets in Nairobi. It was revealed that marketing mix factors had moderate effects on the choice of fast moving consumer goods in large-scale supermarkets in Nairobi.

Studies undertaken in Ethiopia also point out to the existence of relationship between consumer buying decisions and elements of marketing strategies. Frehun (2019) studied the effect of advertising on consumer purchase decision by focusing on baby diaper. Relying on correlation and regression analysis, he found out that advertising has a positive relationship with customer purchase decisions. According to Frehun, a good advertising can attract consumers and influence their decision to buy a product.

A number of gaps in the extant literature serve as a departure for this study. Although there are studies that analyze the relationship between marketing strategies and consumers` buying decision, is not yet clear which marketing elements has high effect on consumer buying decision. Moreover, there is no agreed consensus on the exact relationship between marketing strategy elements and consumer buying decision and then company`s performance, among researcher. There is little research on the strategic marketing management practices and challenges in soft drink industry in Ethiopia, and hence it is difficult to conclude whether the way consumers behave is influenced by marketing management elements (Adane, 2014). In Ethiopia most research studies were done on effect of marketing strategy on consumer buying decision and related issues on different areas, most of these studies even were not done in soft drink sectors. Most of the studies are rather focused on alcoholic and other business organizations. Hence, studies on strategic marketing management practices and challenges in soft drink sectors might lead to a different result. Therefore, this study focused on looking at the influence of strategic marketing management practices on consumer buying behavior in case of Coca-Cola Ethiopia. The study seeks to fill knowledge gaps. As a result, the researcher believes that the study bridges the gap on shortage of

research works in the above-mentioned topic in the case area. The study provides fresh empirical data and fill empirical gaps.

1.4. Research Questions

1.4.1. The research question

What is the effect of strategic marketing management practices on consumer buying behavior in the context of Coca-Cola Ethiopia?

1.4.2. Specific research questions

1. What is the influence of product on consumer-buying behavior in the context of Coca-Cola Ethiopia?
2. What is the effect of product price in consumer buying behavior in the context of Coca-Cola Ethiopia?
3. To what extent does promotion affect consumer-buying behavior in the context of Coca-Cola Ethiopia?
4. What are the effects of place/distribution on consumer buying behavior in the context of Coca-Cola Ethiopia?

1.5 Objectives of the study

1.5.1. General Objective

The general objective of this study was to determine the effect of strategic marketing management practices on consumer buying behavior in the case of Coca-Cola Ethiopia.

1.5.2. Specific Objectives

The specific objectives of the study were as follows:

1. To examine the influence of product on consumer buying behaviour in the case of Coca-Cola Ethiopia.
2. To measure the effect of product price on consumer buying behaviour in the case of Coca-Cola Ethiopia.

3. To investigate the influence of promotion on consumer buying behaviour in the case of Coca-Cola Ethiopia.
4. To test the effect of place/distribution on consumer buying behaviour in the case of Coca-Cola Ethiopia.

1.6 Significance of the Study

The findings of this study have potential value to Coca-Cola Ethiopia Soft Drinks Company by identifying which marketing strategy elements are very important in influencing consumers and which are less important which in turn will help the organization to develop a sound marketing mix strategy. It will also help the company in identifying the potential challenges within the strategic marketing management practices of it. The study will also help for the employees of company to get knowledge and awareness about the effect and challenges of strategic marketing management practices of their company. Furthermore, the study will enrich the existing literature on the assessment of strategic marketing management practices and challenges by adding new empirical evidences drawn from soft drink products in Ethiopia. Finally, the study will be used as a source of information for further studies in the area of assessment of strategic marketing management practices and challenges of soft drink factory in Ethiopian context.

1.7 Scope of the study

The scope of the study can be discussed in terms of the theme (conceptual scope), geographical area and the methodology adopted.

- **Conceptual scope:** conceptually, the study is delimited to examine the effect of strategic marketing management practices on consumer buying behaviour. In this study, strategic marketing management is composed of four elements namely product, price, promotion and place. Besides, consumer decisions can be determined by other potential variables so that this study will not consider the possible factors.
- **Geographical scope:** geographically the study was delimited to one organization called Coca-Cola Ethiopia located in Addis Ababa City. The target scope of the study were customers of Coca-Cola Ethiopia products in the selected Addis Ababa city.

- **Methodological scope:** The researcher has used quantitative research approach in order to measure the relationship between the study variables. It has also used both descriptive and explanatory research designs. The primary source of data was collected from the consumers of Coca-Cola Ethiopia products through questionnaire.

1.8 Limitation of the study

Currently, there are many soft drink factories in Ethiopia. The study only addressed strategic marketing management practices through the four marketing mix elements (4Ps), even though there are a number of factors that affect strategic marketing management practices like cultural, social, personal or psychological and others. In addition, geographically it has covered a sample sub-city from the total Addis Ababa. Accordingly, the areas outside Addis Ababa and the remaining sub cities were not addressed. Therefore, the findings of the study have only described strategic management practices and challenges of them of Coca-Cola Ethiopia only over this population, so it should not be generalized to the strategic marketing management and challenges over the whole population.

Another limitation was lack of related literature regarding the strategic marketing management practices and challenges of soft drink products in the Ethiopian context.

1.9 Definition of terms

- **Strategy:** Strategy is a set of plans or decisions made in an effort to help organizations achieve their objectives (Miller & Dess, 1996).
- **Marketing Management:** marketing management is the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value (Philip Kotler and Kevin Lane Keller, 2012).
- **Marketing Strategy:** marketing strategy is the company's best opinion as to how it can most profitably apply its skills and resources to the marketplace; and the means by which a company achieves its marketing objectives which are usually concerned with the 4 p's (McDonald, 1999).

- **Product:** product is anything that can be offered to a market to satisfy a want or a need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas (Kotler & Keller, 2012).
- **Price:** is the amount of money that is charged for either a product or service or the total of values Consumers will exchange for the benefits for making use of or having the product or service (Kotler and Armstrong, 2008).
- **Promotion:** Promotion also refers to the activities carried out to communicate the benefits of products or services in order to motivate customers to purchase the products and services (Kotler, et al., 2009).
- **Place:** place refers to any way that the customer can obtain a product or receive a service (Jones, 2007).
- **Marketing mix** is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, et al. 1999).
- **Consumer:** A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires (Walters, 2004).
- **Buying behavior:** a buying behavior is process of problem solving consisting of analyzing or recognizing needs and wants, searching information, valuing sources of selection on alternative purchases, purchasing decisions and behavior after purchase (Kotler, 2009).

1.10 Organization of the Study

The study was organized in to five consequential chapters. The first chapter clarifies about introduction, background of the study, statement of the problem, research questions, research objectives, significance of the study, scope of the study, limitation of the study, definition of terms and organization of the study. Chapter two reviews related literature, i.e., theoretical review, empirical review, conceptual framework and research hypotheses. The third chapter discusses the research methodology which includes description of the study area, research approach, research design, target population and the sample size, sampling procedures, sampling technique, inclusion and exclusion criteria, data source and types, data collection instrument, data collection procedures, validity and reliability, method of data analysis, and ethical considerations. Chapter four is about data presentation, analysis and

interpretation of the research findings. Finally, chapter five contains summary of the research findings, conclusions, recommendations, limitations and implications for conducting research in the future in related issue.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter contains the existing literature on Strategic Marketing Management Practices on consumer buying behavior. The literature review aims to explore the existing and available information covered by various researchers on a related topic. The review also undertaken in order to eliminate duplication of what has been done and provide a clear understanding of existing knowledge base in the problem area. Hence, on the basis of the existing literature, this chapter expands theoretical, empirical, conceptual framework and hypotheses which will be tested by the research.

2.2. Theoretical Review

This section discusses basic concepts and terminologies in relation to the subject matter and reviews the various theories that are related to marketing strategy. The section starts by discussing about Porter's three generic strategies, Ansoff's product/market matrix and the marketing mix strategies.

2.3. Levels of strategy

Various authors have described the areas, types, or levels of strategies differently, but the essential issues can be addressed using three levels: a corporate-level strategy, a business-unit strategy, and functional/operational strategies (Wheelwright, 1984).

2.3.1. Corporate strategy

Corporate strategy defines what business or businesses the firm is in or should be in, how each business should be conducted, and how it relates to society. This strategy is for the company and all of its business as a whole. Corporate strategies are established at the highest levels in the organization; they generally involve a long-range time horizon and focus on the entire

organization. At the corporate level the concern revolves around the definition of business in which the corporation wishes to participate and the acquisition and allocation of resources to these business units (Christensen, Andrew and Bower, 1987; Andrews, 1971).

Corporate-level strategic decisions deal primarily "with answering the question: what business should we be in? Consequently, scope and resources deployments among businesses are the primary components of corporate strategy" (Hofer and Schendel, 2002).

According (Hofer and Schendel, 2002), Corporate strategy is developed in response to the following questions:

1. What business or businesses are win? The answer to question one should define the company's mission (or the mission of each business in its portfolio).
2. Will our current or businesses enable us to achieve long and short-run strategic objectives, particularly growth, profitability, and financial performance? In answering question two, strategists would determine whether the company's current business activities are capable of generating the desired level of performance by strategic objectives.
3. Should we get into new businesses that will enable us to achieve our strategic objectives? If it is found that a substantial gap is likely to develop between the expected and desired levels of performance from the current set of businesses, the only viable choice is to answer question three with a yes and diversify into other businesses.
4. Which and how many resources do we have at our disposal now; which and how many resources that could be allocated to our businesses are we capable of garnering in the near future? In answering this question, the company strategists determine the availability of resources now and in the foreseeable future.
5. Which and how many of our resources should we allocate to each of our businesses? Are there any businesses that do not deserve to receive resources in the future at the same level as in the past?

2.3.2. Business (competitive) strategy

Business strategy defines how each individual business will attempt to achieve its mission within its chosen field of endeavor. This strategy referred to each separate business unit (SBU) or

strategic planning unit (SPU). At this level strategy two critical issues are specified: (1) the scope or boundaries of each business and the operational links with corporate strategy, and (2) the basis on which the business unit will achieve and maintain a competitive advantage within its industry (Wheelwright, 1984).

Competitive advantage is a factor or combination of factors that make an organization more successful than other organizations in a competitive environment and cannot be easily emulated by its competitors. Strategy (specially marketing strategy) is related to competitive advantage mutually. On one hand, competitive advantage is a base or an essence for formulating strategy, on the other hand, formulating strategy is to create and sustain competitive advantage in the line of organizational objectives.

Porter (1980) identified three generic strategies as fundamental sources of competitive advantage. These are: cost leadership, differentiation and focus. Arguably, these provide a basis for all strategic activity and underpin the large number of marketing strategies available to the organization. Additionally, management needs to define the competitive scope of the business- targeting a broad or narrow range of industries/customers, essentially either operating industry-wide or targeting specific market segments. Each generic strategy is examined in turn.

1. Cost Leadership strategy

One potential source of competitive advantage is to seek an overall cost leadership position within an industry, or industry sector. Here, the focus of strategic activity is to maintain a low-cost structure. The desired structure is achievable via the aggressive pursuit of policies such as controlling overhead cost, economies of scale, cost minimization in areas such as marketing and R&D. global sourcing of materials and experience effects. Additionally, the application of new technology to traditional activities offers significant opportunity for cost reduction (Johnson, 1999).

2. Differentiation strategy

The product offered is distinct and differentiated from the competition. The sources of differentiation must be on a basis of value to the customer. The product offering should be perceived as unique and ideally offer the opportunity to command a price premium. The skill base

for a differentiation strategy is somewhat different from a cost leadership strategy and will focus on creating reasons for purchase, innovation and flexibility (Johnson, 1999).

Common sources of differentiation include:

- a) Product performance- factors such as quality, durability and capability all offer potential points of differentiation. Performance is evaluated relative to competitors' products and gives customers a reason to prefer one product over another.
- b) Product perception- often the perception of a product is more important than actual performance. The product has an enduring emotional appeal generating brand loyalty, this commonly achieved via marketing communications (advertising, branding, endorsement, etc.) and direct experience of customer groups.
- c) Product augmentation- we can differentiate by augmenting the products in a way that adds value. For example, high levels of service, after-sales support, affordable finance and competitive pricing, all serve to enhance the basic product offering.

3. Focus strategy

The organization concentrates on a narrower range of business activities. The aim is to specialize in a specific market segment and derive detailed customer knowledge. This focus, or niche, strategy can also generate the benefit of cost leadership of differentiation within a defined market segment. A focus strategy is based on geographic segmentation, end-user focus and single product type focus (Onishi, 2010).

2.5 Functional level strategy

Functional strategy focuses on supporting the corporate and business strategies. This strategy is the a strategy for each specific functional unit within a business. Functional strategies primarily are concerned with the activities of the functional areas of a business (i.e., operations, finance, marketing, personnel, etc.) will support the desired competitive business level strategy and complement each other (Wheelwright, 1984).

Once corporate level and business strategies are developed, management must turn its attention to formulating and implementing functional strategies (Hofer and Schendel, 2002). Functional strategy is the a strategy for each specific functional unit within a business. Functional strategies

primarily are concerned with the activities of the functional areas of a business which support the desired competitive business level strategy and complement each other. They describe the means or methods to be used by functional areas of the organization in carrying out the corporate level or business unit strategy.

According to (Hofer and Schendel, 2002), there are three basic characteristics differentiate functional and business strategies:

Time horizon covered

The time horizon of a functional strategy is usually comparatively short. Functional strategies identify and coordinate short- term actions, usually undertaken in a year or less.

Specificity

A functional strategy is more specific than business strategy. The business strategy provides general direction. Functional strategies give specific guidance to managers responsible for accomplishing annual objectives.

Participation in the development

Different people participate in strategy development at the functional and business levels. Development of functional strategy is typically delegated by the business-level manager to principal subordinates charged with running the operating areas of the business. Business strategy is the responsibility of the general manager of a business unit.

Firms vary in the organization and responsibilities of their functional areas, but the major functional areas are purchasing and materials management, production/operations, marketing, finance, human resources, research and development, and information systems management. Moreover, overall strategic success requires that all functional activities be tightly integrated with a business unit's generic strategy.

2.6 Ansoff's matrix

Ansoff (1975), developed a product/market matrix (or 'Ansoff matrix) which provides a useful linkage between products and markets. The organization's potential is determined by the combination of current and new products within current and new markets.

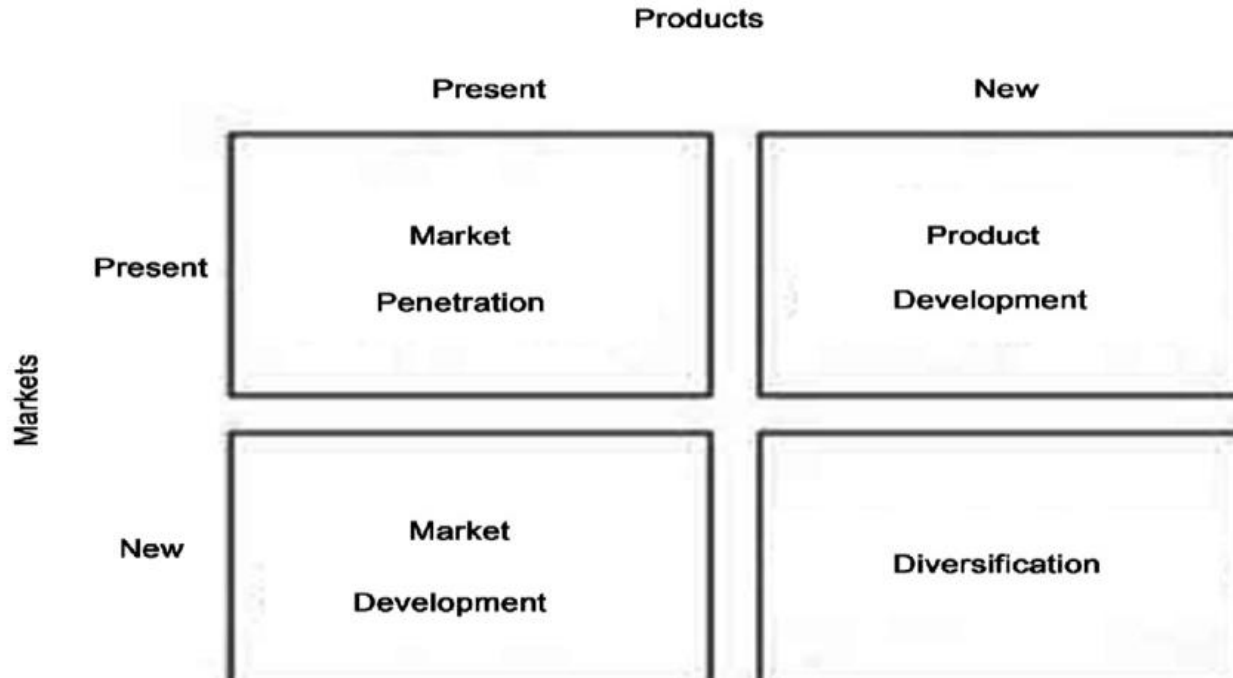


Figure 1: Ansoff product/market matrix

- a. **Market penetration**- the aim is to increase sales of existing products in current markets.
- b. **Market development**- aims at finding new markets for existing products. This could involve new geographic markets, adding distribution channels or finding new market segments.
- c. **Product development**- organizations must update their product portfolio to remain competitive.
- d. **Diversification**- this involves moving beyond existing areas of operation and actively seeking involvement in unfamiliar activities.

2.7 Marketing Strategy

In the literature it is common to link the marketing mix elements to marketing strategy. A marketing strategy is defined as in a given market area, the proper allocation of resources to support enterprises to win competitive advantage (Greenley, 1984). Goi (2005) define marketing strategy as the set of the marketing tools that firms use to pursue their marketing objectives in the target market. Therefore, the function of marketing strategy is to determine the nature, strength,

direction, and interaction between the marketing mix- elements and the organizational marketing strategy development to establish, build, defend and maintain its competitive advantage. Managerial judgment is important in coping with environmental ambiguity and uncertainty in strategic marketing.

2.7.1 Product Strategy

Product is the first key elements in the marketing mix that can be offered by the manufacturer to meet and satisfy the needs and desire of the market. According to Kotler and Armstrong (2008), product is anything that can be offered to a market for attention, acquisition, use or consumption that might to satisfy a want or need. Some of the Consumers buy products with careful planning and by comparing brands based on quality, price and style. Product and buyers always go together, that the product fulfill a customer's wants, needs, or desires.

The product can be different in terms of its features and attributes based on the dissimilarity of the target markets in terms of the variation of needs and Wants that make up the marketing environment and the market components (Mathieu, 2001). Some of the important product decisions in any marketing context are product variety, product features, product performance, product design, product quality, product presentation, sizes and brand names, easy to use which shapes the retailer reputation and influence consumer buying decision. Nowadays, consumers demanded new features for product and the tangible quality of the sold product lead to the repeated purchase of a single brand or switch to several brands (H.S., K. 2011).

Dang (2015) emphasizes that the product is the first and one of the key marketing elements. Author cit. Kotler and Armstrong emphasizes that the product: "is what can be offered to the market, to get attention, to be the acquisition of used or used, and can satisfy the wants or needs." Uznieñ (2011) emphasizes that all products on the market have a life cycle:

- 1) Product development**, which begins when a business finds a new product idea and begins to implement it, the sales revenue of which in the course of its development is zero, and investment costs are high;
- 2) Placing on the market**, the sales revenue begins to rise slowly, but it lacks profitability, because the product marketing costs are still high;
- 3) Growth**, during this period the market is encouraged by the product and the profits start to rise;

4) Maturity, in this period, sales revenue growth decreases, because the majority of potential buyers choose alternative products or due to the increasing marketing expenses in order to protect the product from its competitors;

5) Decline, the stage when sales revenues and profits begin to decrease.

However, in order to further expand the product awareness, Thrush (2011) proposes to assess these three points of view:

- Customer Satisfaction approach;
- The materiality of importance in terms of;
- The process and outcome perspective.

2.7.2 Price Strategy

Price is the amount of money to pay for a product or service, or the value of the exchange help customers receives a product or service for a certain amount (*Kotler and Armstrong, 2006*). It is the second and flexible elements of the marketing mix. It is affected by the buying power of the consumer and can be considered to be the critical elements of the purchasing decision. Price plays a significant role in the marketing mix by influencing profit for the seller and value for the buyer or final consumer (McDonald, 2002). Most researchers suggested that consumers' evaluation of the value of a good or service based on their perceptions that what they receive and what they expected of having it (Monroe, K. B., 2003).

Consumer uses a product price to determine product affordability and to measure product's quality. Companies set lower product price to sell more than their competitor but consumers assume that lower price indicate lower quality and higher price indicate a higher product quality. Kotler (2009) explain that many consumers use price as an indicator for quality. Price also need important decisions that can be made by a firm and which affects its revenue and profitability. According to Kotler and Armstrong (2004) suggest that price is one of the most important element of marketing mix.

Pricing strategies are the approaches that organizations use to price their products and services correctly, and in line with current market demand (Dean J., 1976). They help to discover the optimum price for a product depending on how wanted to position it. One have to consider a number of factors when setting price: target consumer, financial and strategic product or brand marketing objectives, and core business objectives.

2.7.3 Promotion Strategy

Promotion is a marketing activity that firms use to attract consumers into stores and generate sales by publicizing current offerings to targeted consumers (Dunne et al., 2010). Many customers do not have an intention to buy prior seeing promotional activities. However, after seeing the fascinating promotion by a brand, consumers become interested and later buy (Yang, 2016). Promotional tools not only can stimulate interest to buy a product brand but can increase sales by sales switched from other stores or brand (Mughal et al., 2014). A good communication is important in building and maintaining any kind of relationship and it is a critical element in a company's efforts to build customer relationships (Kotler, 2008). Promotion is one way of communication, attraction and motivation of customer in order to purchase the company products. Soft Drink Producer Company needs to communicate its product to the target market through promotion. Promotion is one of the most powerful and useful elements in the marketing mix. It is a company's activity in communicating the advantages of a product or service, to persuade the target market to buy the product (Kotler & Armstrong, 2003). Promotion is done through by the means of direct marketing, sales promotion, personal selling, advertising and publicity. The aim of promotion is to increase the consumers' awareness in terms of their products, leading to the increase in sales, and also creating brand loyalty.

A push promotion strategy and a pull promotion strategy are the two main options within promotion (Robert D. Reid, David C. Bojanic, 2009). The difference here is it is a strategic choice between promoting to our intermediaries (which are our wholesalers, our retailers, or the people that sell our products) or the people that we want to buy our products (in other words consumers). With a push strategy, we target those intermediaries (those wholesalers and retailers) and we try to get them to sell our product. In contrast, with a pull strategy, we try to communicate to our consumers and try to get them to buy the product. So, we want to motivate them in a pull strategy. Either way the end goal is to sell the product. It is really a question of who we target with our promotions (Robert D. Reid, David C. Bojanic, 2009).

2.7.4 Place/distribution Strategy

Place or location is one of the marketing mix elements and situational factor that affect consumer purchase decision. When choosing a location for business, marketers need to consider several

factors such as demography of customers, competitors, local socio- economic conditions, law, government policy, facilities and other infrastructure (Md Ali et al., 2005). Place consists of two parts: channel of distribution, which refers to the path through which goods or services transportable from the seller to the consumer or cost for those products to transportable from the consumer to the seller and market logistics. It means “activities involved in moving goods from the vendor to the consumer. The concern of the process is transportation, storage, warehousing and inventory management. Thus, the agents of the process are a producer, intermediaries and consumers. Location often associates with convenience, accessibility and availability of a premise (Md Ali et al., 2005).

Regarding soft drink producer place is a flurry of activity by company to distribute its products to the targeted consumers to be available. It involves decisions concerning the distribution channels to be used, their management, locations of outlets, and methods of transportation and inventory levels to be held. Customers shopped at a store not only because of product quality, promotion, and loyalty scheme but also because of convenience location (Resnick et al., 2014).

2.8 Types of Distribution Strategy

Overall, there are 3 major distribution strategies (MBA Skool, 2021).

- 1. Exclusive Distribution** Exclusive stories to sell products leads to more control. This can be good for niche, luxury or specialty goods. Example, Luis Vuitton Stores,
- 2. Intensive Distribution** Maximizing outlets to maximize sales. This is good for mass products, which have to reach maximum target audience, and the manufacturing is high as compared to other normal goods. Example, Coca Cola,
- 3. Selective Distribution** This approach includes carefully choosing multiple channels and partners. This is more hybrid approach and needs to be carefully formulated to make sure that there is optimized distribution of the product/service. Example, Adidas, Nike. These three distribution strategies are the most used but a typical strategy may differ for a particular product or a company (MBA Skool, 2021).

2.9 Consumer buying behaviour

In a day-to-day activity consumers make different types of decision but, they don't know the force that drives them to make that decision. Armstrong & Kotler (2003) explain "consumer purchasing decision answers questions about what consumers buy, where they buy, how and how much they buy, when they buy, and why they buy". Consumers make a buying decision in order to gather and process the information, evaluating it and selecting the best possible option to solve the problem or make a purchase choice (Prasad and K. Jha, 2014).

According to Joel & Barry (2004) United States of America, Macmillan Publishing company, wrote that Purchasing Decision is the selection of the best alternative in which a consumer is ready for buying act, to make an exchange of money and product or services, this implies that consumer is willing to give money to the seller in order to get a products or services. The consumer reaches a decision with regard to the place of purchasing, the desired brand, model, purchase quantity, time to buy, amount of money to be spent and the method of payment. It is essential to reach and connect with consumer to influence their purchasing decision (Fishburn, 1970).

The decisions can be influenced by marketers by providing information about their products that may inform consumer's assessment process. Kotler and Armstrong (2014) conclude that consumer purchasing decisions can be influenced by cultural, sub-cultural, social group and social networks, family, roles and status, age, occupation, economic situation, lifestyle, personality and self-concept.

2.9.1 Consumer purchase decision models

Consumer decision making model has been developed by passing through many stages as new approaches and methodologies are being adopted. Most recent stage developed just after the II World War around 1950s, though it seems rational but marketers by no means understood this concept earlier (Kashif and Baharun, 2018). According to Milner & Rosenstreich (2013), models of consumer decision-making have been developing over the last 50 years and encompass research on various constructs borne out of the economic and psychological fields. A number of comprehensive consumer decision making models were developed by many authors but only some of the models are acceptable

and used by different organization. However, the following models are popular for consumer purchase decision.

2.9.2 Stimulus-Response model of purchase decision making

Consumer buying decision model is a complex process and provide a structured way of analyzing the consumer buying procedure. There are different types of model existing in the consumer buying decision literature. From the different consumer buying decision models stimulus response models is an important once. It consists of three parts; marketing stimuli, buyer black box and buyer response.

Kotler (2001) came up with a list of factors that influence consumer purchase decision. He classifies them into two categories, the market stimuli and the buyer characteristics. The marketing stimuli of the model consists the four P's elements; product, price, place, and promotion, while the buyer characteristics include culture, social, personal and psychological factors. Marketing stimuli enter the buyer's black box and produce certain purchase responses. Kotler (2001) further posits that buyers' decisions are characterized by the product choice, brand choice, dealer choice, purchase timing and purchase amount.

The market desires to recognize how the stimuli are changed into responses with in the customers' black box, which has two components. First, the clients' characteristics affect how they understand and react to the stimuli. Second the buyers' decision process itself affects the consumers' behavior (Armstrong & Kotler, 2003).

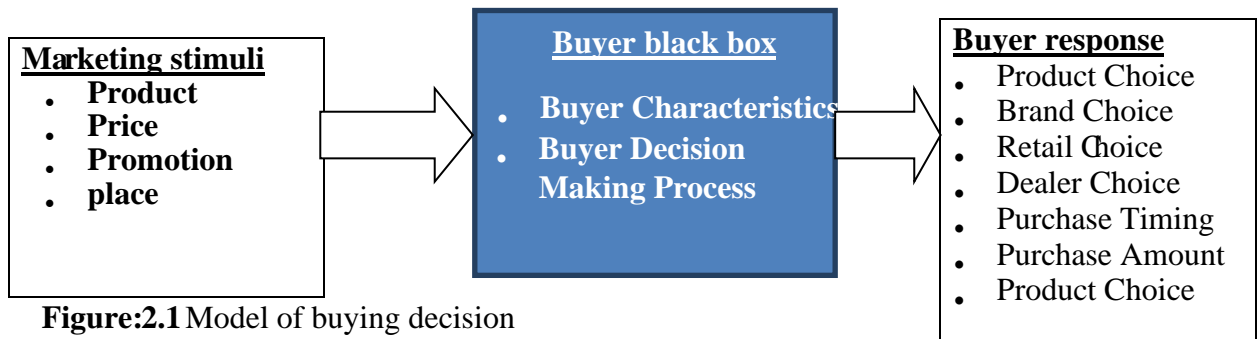


Figure:2.1 Model of buying decision

Source: Jisana(2014)

2.9.3. Consumer buying decision process

The consumer buying decision process is the procedure begins by the consumer to buy the goods or services in exchange of money in the market before, during and after the purchase of goods or services (Lumen, 2012). Different authors state different purchasing decision process. According to Solomon et al. (2006) characterized the decision-making process as the amount of effort that goes into the decision each time it must be made. They describe by three stages; such that routine response behavior, limited problem solving and extended problem solving. Many decisions are made in the middle and characterized by limited problem solving.

Another researcher Armano (2007) also proposed a different non-linear view of the decision process, so-called "The Marketing Spiral". The author explains it that the spiral amplifies the more the consumer engages, from interaction to engagement, to participation, to conversation, to affinity and to a community. But, this model did not receive a lot of attention from other researchers so far because the process of the one cycle may repeat itself.

Other researchers (McKinsey & Company, 2009) supported traditional decision-making model but showing it as a circular process with four phases: initial consideration; active evaluation, or the process of researching potential purchases; closure when consumers buy brands; and post-purchase when consumers experience them.

In 1968, researchers Engel, Blackwell, and Kollat developed a five-step model of the consumer buying decision process (known as the Engel-Blackwell-Kollat or EBK model), and that model is still useful for marketers today. The buying process model show that weather a consumer has complex or habitual buying behavior they pass through a common buying decision process. In fact, consumers pass through all five stages with every purchase, but in more routine purchases, consumers often skip or reverse some of these stages (Kotler & Armstrong, 2016). The researcher uses the EBK models to show the purchasing process of the consumers.



Figure 2.2 Five-Stage Model of the Buyer Decision Process

Source: Armstrong and Kotler (2009)

The five stage of buying decision process

A well-designed company always tries to understand the customers' buying decision process all their experiences in learning, choosing, using and even disposing of a product.

1. Need recognition

To start with the first stage, need recognition can be triggered by internal (thirst, hunger,) or external stimuli (needs from external factors). Marketers can identify the most frequent stimuli that spark interest in a product category by gathering information from different consumers. Then they can develop the marketing strategies that trigger consumer interest and lead to the second stage in the buying process. Consumer cannot make a purchase without the recognition of the need, because it is the most crucial stage in the customers buying decision process.

2. Information Search

The consumers drive is strong and a satisfying product is not around the buyer will store the need in memory and try to undertake gathering information related to the need this is called information search, which is the second stage. The consumer can search information about the product, when he/she want to try new product (Clow & Baack, 2016). They can obtain information from several sources; commercial sources (advertising, sales people, dealer and manufacturer, web and mobile sites, packaging, displays), public sources (social media, mass media, consumer rating organization, online searchers and peer reviews), experimental sources (examining and using the product) and personal sources (family, friends, neighbors, acquaintances) (Kotler et al., 2017). Experienced consumers may not need information search to buy a product. They go to the market to purchase good recall his/her thinking about the product, if the past experience of the buyer is good satisfaction then buy that product and search of information end itself. But the past-experience is not good then the buyers begin to search information about the product.

3. Evaluation of alternatives

The third stage is evaluation of alternative brands in the choice set. The consumer wants to buy a product or brand, firstly gather information then, rank from least to higher quality product, after that the next step is evaluating it. Once information search is completed and necessary data is collected, consumer's third step will be comparing the brands where the consumer's choice

evaluated on the basis of price, product quality, convenience or any other factors Dewey (2010). In some cases, consumers use complex and deep evaluation for some type of product and in other times the same consumer simply decide to use a given product. (Kotler et al., 2016).

4. **Purchase decision.**

Purchase decision is the fourth stage of consumer buying decision process. At this stage the consumer has decided what they bought is what it is supposed to be. If it is not, the consumer will regrets purchasing the product and most of the times tell other people about his or her experience (Faith and Edwin, 2014).

5. **Post-purchase decision**

Post-purchase decision is the fifth and the final purchase or the outcome of the purchase. After the use of product, the consumer will be satisfied or dissatisfied and will engage in post-purchase behavior of interest to the marketer. The product meets consumer expectation which he/she perceived, then consumer may satisfy. The product doesn't meet consumer's expectation which he/she may back information search stage. If the consumer expectation does not meet the product which he/she perceived, then consumer will dissatisfy (Kotler et al., 2017).

2.10 Theoretical foundation of the study

The Theory of Reasoned Action (TRA; Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and its extension, the Theory of Planned Behavior (TPB; Ajzen, 1985, 1991), are cognitive theories that offer a conceptual framework for understanding human behavior in specific contexts. In particular, the theory of planned behavior has been widely used to assist in the prediction and explanation of several health behaviors.

According to the initial Theory of Reasoned Action, an *intention* to engage in a certain behavior is considered the best predictor of whether or not a person actually engages in that behavior. Intentions, in turn, are predicted by *attitudes* and *subjective norms*. That is, the more positively a person regards a certain behavior or action and the more they perceive the behavior as being important to their friends, family, or society, the more likely they are to form intentions to engage in the behavior. Azjen, however, noted the importance of a behavior being under volitional control in both forming intentions and engaging in the actual behavior. Therefore, he added *perceived behavioral control* to the model, which is now known as the Theory of Planned Behavior.

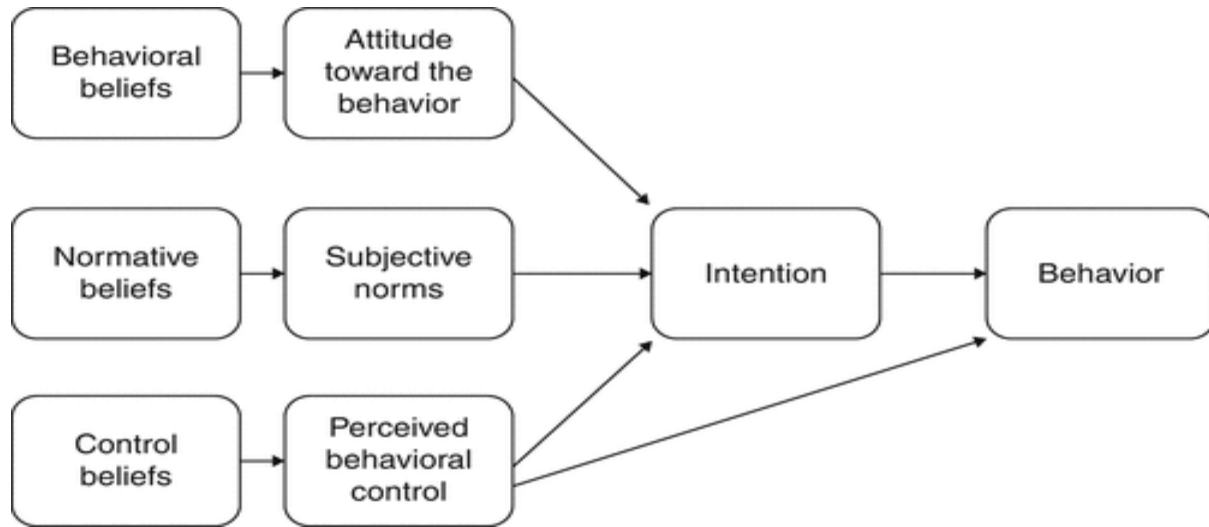


Figure 2.3 The Theory of Reasoned Action and Planned Behavior

The researcher has used these theories as a basic foundation for the study to analyze the effect of strategic marketing management practices through the application of the four marketing mix elements (4Ps) on consumers' behavior of buying/consumption.

2.11 Empirical Reviews

In different parts of the world, some researchers have conducted related studies; however, in Ethiopia there are limited number of researches was conducted regarding strategic marketing management practices and challenges. To formulate the problem scientifically, and to point out the significant activity of this study, it is important to present a brief review of studies undertaking in this area. Though the review elaborates a large number of studies only a few studies which has direct and indirect bearing in the current study has been summarized.

2.11.1 The effect of product on customers' buying decision

There are a lot of studies conducted by different researchers in different countries between product and consumer buying decision and observe different result between the two variables. Sunardi et al. (2016) analyze the effect of product quality on purchasing decision of Growing up Milk. The result of attributes of 'Product' did significantly affect purchasing decision of GUM products. The assessment of consumer on product based on quality is very essential characteristic in purchasing processes and consumers are conscious of quality difference of all products (Nugroho & Wihandoyo, 2009).

The study of Brata1 et al., (2017) examined the effect of product quality, price, promotion, and location on consumer purchase decision in nitchi product at PT Jaya Swarasa Agungin Central Jakarta. The study was conducted based on the data gathered from a sample of 115 nitchi product users in Jakarta and analyze using inferential statistics. The finding show that product has a positive and significant influence on consumer purchase decisions of nitchi products in Central Jakarta. This shows the better the quality of products; it will increase consumer purchasing decisions.

Another study has conducted by Akpoyomare et al., (2012) investigated the Influence of Product Attributes on Consumer Purchase Decision in the Nigerian Food and Beverages Industry: A Study of Lagos Metropolis. They identified in their study that product attributes has a positive and significance effect on consumer purchase decision. Based on their findings, they concluded that marketer should uses product attributes to differentiate between his product and that of the competitors and also develop a positioning strategy based on unique and relevant attributes.

Resnick et al., (2014) also investigated the effect of marketing stimuli on consumer purchase decision of Malaysia's cosmetic industry. The results reveal that product quality has a positive and significance influence on consumer purchase decisions of Malaysia cosmetics buyer. This shows the better the quality of products; it will increase consumer purchasing decisions.

2.11.2 The effect of Price on customers' buying decision

According to Faith and Agwu (2014), price is an important factor in the consumer purchasing decision, especially for products that are frequently purchased, and in turn, influences the choices of which store, product, and brand to patronize. Different studies were carried out to reveal the effect of price of consumer buying behaviour. Albari (2018) investigated the influence of price on consumer purchase decision in Indonesia. The researcher uses inferential statistics to analyze the data. The results show that price has a positive influence on consumers' purchasing decisions to buy well-known product. The author concludes that to encourage consumers to purchase more, manufacturers must set appropriate pricing policies.

Another study by Harahap and Amanah (2020) examined the determinant of consumer purchase decision in Indonesia and the aim of the study was to analyze the influence of location and price on consumer purchasing decisions at the Pajak USU (Pajus) Medan, Indonesia. The study uses quantitative research approach, explanatory research design and multiple regressions for data analysis. The finding of the study shows that partially, location has no effect on consumer purchase decision while price has positive and significance effect on consumer purchase decision. Komaladewi and Indika (2017) also indicated that most respondents consider price as an important factor influencing their purchase decisions. Lee et al., (2010) try to find that “price is a strong predictor of consumer buying decisions”. According to Lichtenstein et al., (2013) points out that price is central to consumer purchase decision due to its presence in all purchasing situations. Others challenge this arguing those consumers who primarily wish to get quality product are ready to pay high prices (Dodds, 2012). Jegethesan (2012) suggested that price considered as one of the most concerned issue whenever making a buying decision.

Researchers have been conducted many studies to understand consumer buying behavior such as : Manali Khaniwale (2015) has conducted a study which analyzed the theoretical aspects of consumer buying behavior and the factors that influence it. Also, he reviewed the relationship between consumer buying behavior and the factors that influence the consumer’s purchasing process and purchase decision. His research has sufficient evidence to prove that the consumer’s buyer behavior is significantly influenced by the consumer’s internal and external factors. According to H. Al-Salamin, J. Al-Baqshi, M. Al-Rassasi and H. Al-Salem (2015), thier results showed that the price of well-known brand products affects the purchase process negatively. Although young people are interested in purchasing brand products, their low income prevents them from the buying process while they are considered as a major segmentation for brand names. According to Aysel Boztepe (2012), environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way.

2.11.3 The effect of Promotion on customers’ buying decision

According to Dunne et al.,(2010) state that Promotion is a marketing activity that retailers use to bring traffic into stores and generate sales by communicating current offerings to targeted

consumers. Voravudhi et al., (2016) also studied the influence of promotion on the purchase of whey protein by consumers in Bangkok Metropolitan. The finding shows that promotion was significantly influential in the decision to purchase whey protein products.

Moreover, Syafrida (2018) examined the influence Promotion and Prices on Consumer Purchase Decision on Football Cafe Lubukpakam. The research was conducted at the Football Cafe Lubukpakam which is a culinary company in the field of food and beverages. The study uses multiple linear regression techniques for data analysis. Based on the finding of the study promotion had a positive and significant effect on consumer purchase decision at Football Cafe Lubukpakam.

2.11.4 The effect of Place on customers' buying decision

Harahap et al., (2017) have conducted a study on the effect of location and products to consumer buying decision of Small and Medium Enterprise Market in Indonesia. The researchers employed both descriptive and inferential statistics in analyzing the data. The results of the study implied that location variable has positive effect on consumer buying decisions. They conclude that location becomes an important consideration for consumers coming to a SMEs market to buy products, so that it can be a reference for the SMEs market to consider this variable to keep consumers interested. The central place theory also hypothesizes that retail stores at central locations mostly attract consumers from long distances (Craig et al., 1994).

2.11.5 Factors Influencing Purchase of Soft Drinks

There is a perceived risk that goes through the purchasing process of soft drink products. Consumer takes different actions to reduce risk, such as gathering more information, avoiding purchase decisions and looking for national brand names and products with warranties. The marketer must understand the factors that provoke feelings of risk in consumers and must give information and support that will reduce the perceived risk.

Consumers try to reduce the probability of making a bad buy decision by employing a variety of apparatuses to get around the risk. A few of these approaches incorporate selecting soft drink based on brands that represent consistent quality, suggestion from friends and companion, advice from a sales associate, or the consumers' own knowledge. According to (Bitter et al., 2016) states that

Suggestion of friends, family and peers are influential on purchase decision, because they are based on trust.

Different researcher states their Interpretation about factors influencing the buying decision of soft drink products. According to (Adane,2014) studied assessments of soft drink purchase practice in Debre-Birhan city, in his finding results of the study bring out that familiarity of brand name, price, mouth feel of the liquid, taste, color and suitability are standard elements that consumers use in deciding to purchase the product. Pallavi & Ramai (2009) studied about soft drinks in rural area and their results intensity of flavor, color and advertisements are the key drivers for purchasing of soft drink beverages.

Future price expectations of the consumers also another factor that influences the purchase decision. This means that the consumer expect the price of the product will be decreased in the future, currently they do not decide to buy any product and also the consumer expect that future price of the product will increase they will decide buy more and more.

Other researcher also states the different factors that affect the purchase decision. Booth and Shepherd (2011) also argued that cultural and economic factors, consumer's personality, attitudes, values and emotions, affect consumers' decision making regarding food selection. Although there are other factors affecting purchase of soft drinks, this paper is interested in the factors that marketers can control, namely the marketing mix variables.

2.12 Knowledge gap

As mentioned above, many studies have been conducted which related to strategic marketing management practices and consumer buying behavior. To the best knowledge of the researcher, no study analyzed the effect of strategic marketing management practices on consumer buying behavior. Thus, this study will narrow the empirical gap in the study area.

2.13 Conceptual Framework

The Theory of Reasoned Action (TRA; Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) and its extension, the Theory of Planned Behavior (TPB; Ajzen, 1985, 1991), are cognitive theories that offer a conceptual framework for understanding human behavior in specific contexts. In particular, the theory of planned behavior has been widely used to assist in the prediction and explanation of several health behaviors.

According to the initial Theory of Reasoned Action, an *intention* to engage in a certain behavior is considered the best predictor of whether or not a person actually engages in that behavior. Intentions, in turn, are predicted by *attitudes* and *subjective norms*. That is, the more positively a person regards a certain behavior or action and the more they perceive the behavior as being important to their friends, family, or society, the more likely they are to form intentions to engage in the behavior. Ajzen, however, noted the importance of a behavior being under volitional control in both forming intentions and engaging in the actual behavior. Therefore, he added *perceived behavioral control* to the model, which is now known as the Theory of Planned Behavior.

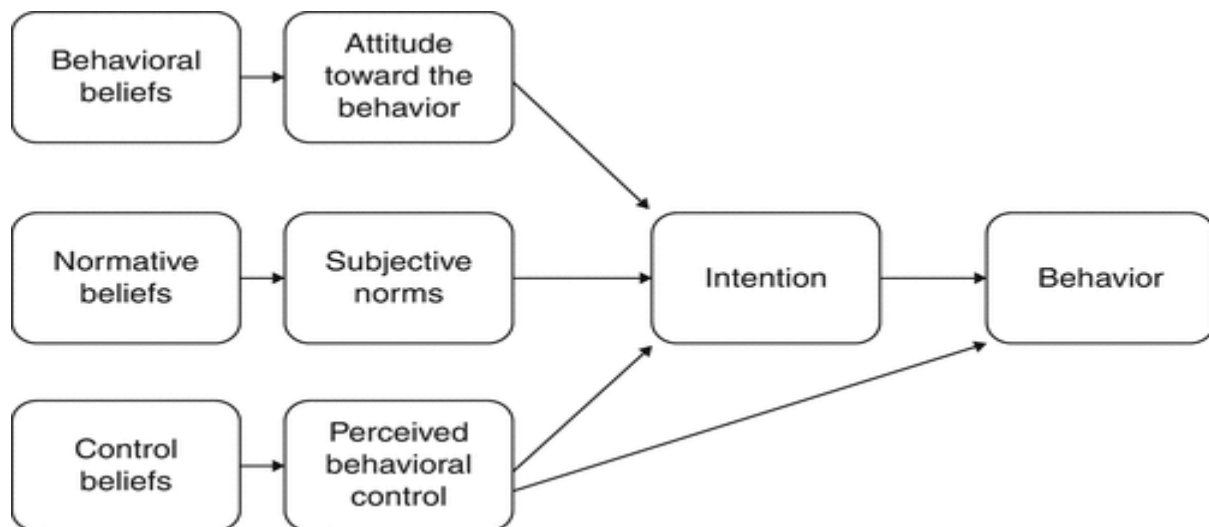


Figure 2.3 The Theory of Reasoned Action and Planned Behavior

The researcher has used these theories as a basic foundation for the study to analyze the effect of strategic marketing management practices through the application of the four marketing mix elements (4Ps) on consumers' behavior of buying/consumption.

According to Mugenda and Mugenda (2003), conceptual framework is a diagrammatic presentation of the relationship between dependent and independent variables. As the study aims at examining the effect of strategic marketing management practices on consumer buying behavior in the case of Coca-Cola Ethiopia, the research framework will be designed in the way that represents two interrelated parts, which are strategic marketing management and consumer buying behavior. In this research, the dependent variable is consumer buying decision while independent variables are strategic marketing management practices namely product, price, promotion and place. Based on the findings of previous studies and empirical review, the following conceptual framework or research models were developed.

Independent Variables

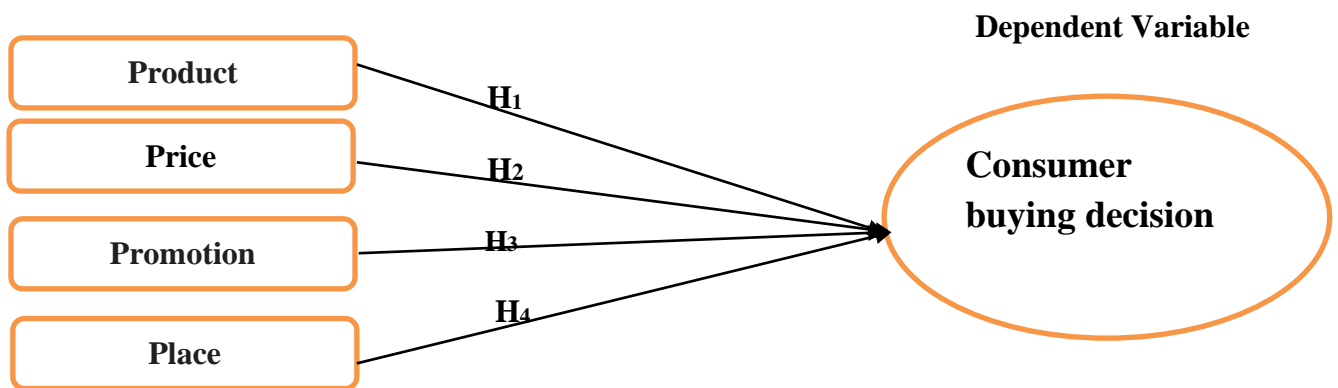


Figure 2.3: Conceptual Framework (Source: Brata et al., 2017)

2.5 Research Hypotheses

Under this study, the following hypotheses were tested, using appropriate statistical tools.

- **H1:** Product causes a statistically significant positive effect on consumers buying behavior in the case of Coca-Cola Ethiopia.
- **H2:** Product price causes a statistically significant negative effect on consumers buying behavior in the case of Coca-Cola Ethiopia.
- **H3:** Product promotion causes a statistically significant positive effect on consumers buying behavior in the case of Coca-Cola Ethiopia.
- **H4:** Place or product distribution causes a statistically significant positive effect on consumers buying behavior in the case of Coca-Cola Ethiopia.

CHAPTER THREE

3 RESEARCH METHODOLOGY

3.1 Introduction

This chapter presents all the elements of a research methodology that are applied in the study such as the research approach, research design, target population, sample and sampling technique, source of data and data collection methods, method of data analysis and ethical considerations.

3.2 Description of the study area

This study was conducted on consumers of Coca-Cola Ethiopia Soft Drink Company situated in Addis Ababa city, which is the capital city of Ethiopia. It is a seat for African Union, United Nations Economic Commission for Africa, and other international organizations. The city serves as social, economic and political center for the country. About 65% of industries of the country are located in the city (Gebre and Rooijen, 2009). The city accounts for one-fifth of the urban GDP in the country (Alaci, 2010).

3.3 Research Approach

In this study, the researcher has used a quantitative research approach. According to Creswell (2012) quantitative research is research approach in which researcher decides what to study; asks specific, narrow questions, collects quantifiable data from participants, analyses these numbers using statistics and conducts the inquiry in an unbiased, objective manner. Quantitative approach also used for collecting the data using quantitative measurements and to examine the relationship between dependent and independent variables and analyzing the data using statistical procedures (Creswell, 2008). Accordingly, the researcher will use a quantitative research approach to answer the research questions by collecting quantitative data from consumers of Coca-Cola Ethiopia soft drinks in Addis Ababa. It is also helpful in measuring the relationship between the study variables (dependent & independent) quantitatively.

The study was designed on specific phenomena of things to generalize the effect of strategic marketing management practices on consumer buying behavior. It has pursued the deductive approach in order to generalize the effect of strategic marketing management practices on consumer purchase behavior and in turn point out the challenges.

3.4 Research Design

The research design provides a framework for researchers where by methods and procedures are specified and used to collect measure and analyze the necessary information (Sreejesh et al., 2014). According to Robson (2002), based on the specific purposes they serve, researches can be categorized into three types: exploratory descriptive, and explanatory.

Exploratory research design helps the researcher to explore the research topic with varying levels of depth and tends to study in-depth new effects and causes on which little or no previous research has been done (Kothari, 2018). Descriptive research design sets out to describe various aspects of the phenomenon, characteristics, and behavior of the sample population and explaining and validating research findings (Dudovskiy, 2016). The explanatory type of research design helps researcher to identify and evaluate the causal relationships between the different variables under consideration (Marczyket al., 2005).

To achieve the objective of this study, the researcher has used both descriptive and explanatory research design. The descriptive research design was used to describe systematically a situation, a problem, phenomenon, or attitudes towards an issue. Whereas the explanatory research design was used to explain the relationship between the independent variables (Product, Price, Promotion and Place) and the dependent (consumer buying decision) variable.

3.5 Population and Sample size and sampling techniques

3.5.1 Target Population

According to Mugenda (2008), target population is the total population that the researcher specifies in his/her research. It is the specified groups of people from which questions were asked in order to develop the required data structures and information needed in the research (Hair et

al., 2010). Accordingly, the target population of this study were all individual consumers' of Coca-Cola Ethiopia soft drinks who resides in Addis Ababa city Administration.

3.5.2 Sample size

According to Malhotra (2007) a sample of over 200 respondents in a survey study is likely to give an acceptable degree of accuracy. To determine a sample size and make a right decision, time, money and nature of the research must be considered. Due to the population characteristics the researcher determines sample size by using Krejcie and Morgan formula in order to gain reliable data (Krejcie and Morgan, 1970). Accordingly n is a sample size, Z is the standard normal deviation set at 1.96 (for 95% confidence level), or Critical value of the normal distribution at the required confidence level e is the desired level of precision, i.e. the margin of error (taken as 0.05) P = sample proportion, $q=1-p$ $p=0.5$ and $q= (1-0.5) =0.5$.

$$n = \frac{Z^2 p(1-p)}{e^2}$$

$$n = \frac{(1.96)^2 (0.5)(1-0.5)}{0.05^2} = 384$$

Many researchers commonly add 10% to the sample size to compensate for persons that the researcher is unable to contact (Israel, 2013). As a result, a sample of 423 data by adding 10% on 384 were distributed to the customers of Coca-Cola Ethiopia soft drinks who reside in selected sub city of Addis Ababa.

3.5.3 Sampling Technique

Sampling technique enables the researcher to study a relatively small number of units in place of the target population, and to obtain data that are representative of the whole target population (Sarantakos, 1997). Since many populations of interest are too large to work with directly, techniques of statistical sampling have been devised to obtain samples taken from larger populations (Proctor, 2003).

The total number of Addis Ababa city population is too many, since it is difficult to contact all of them. Considering large and unknown population (no sampling frame) and wide area of the study, non-probability sampling technique which is convenience sampling was used to collect data.

Convenience sampling enabled the distribution and handling of the survey questionnaires effective and convenient to easily distribute for the customers located within Addis Ababa city. It is also the easiest, quickest, and cheapest sampling technique.

3.6 Inclusion and exclusion criteria

The researcher has included the population who consume Coca-Cola Ethiopia soft drink products and exclude those that do not consume soft drink due to health reasons.

3.7 Data types and source

In order to achieve the objective of the study the researcher has used both the primary and secondary sources of data. The primary data was collected from the sample population of Coca-Cola Ethiopia soft drink consumers' through a questionnaire whereas secondary source of data was gathered from various books, research papers (both published and unpublished), articles, journals and websites.

3.8 Data Collection Instrument

Since questionnaire is a popular means of collecting data in research and is widely used in social science to obtain information about certain conditions and practices, and to inquire into opinions and attitudes of an individual or a group (Hatt and Goode, 1986). The questionnaire is preferred to other methods of data collection that it provides an opportunity for obtaining reliable and valid information from a greater number of respondents. The questionnaire was close ended and primarily consists of two parts. The first part of the questionnaire was regarding the socio-demographic data of respondents and the second part has contained the items to measure marketing mix elements and their effects on consumer buying decision.

3.9 Data Collection Procedures

Before starting the data collection process, the questionnaire was designed based on several measurement items for the constructs. After designing, the English version of the instrument, an Amharic version was developed and distributed so as to facilitate easy understanding of the

questions for those respondents who are not able to read the English version. After developing the research questionnaire, it was tested using ten customers' who were selected based on convenience sampling technique. Based on the information which was obtained from these customers the questionnaire may be modified so that its wordings are clear and not ambiguous. After that the internal consistency of the instrument was made using Cranach's alpha. Reliability score higher than 0.7 was considered as adequate to determine reliability. Finally, the researcher has distributed the questionnaire to the main study groups in selected sub-city of Addis Ababa. The researcher has also conveniently selected areas that have a good business transaction to distribute and collect data.

3.10 Validity and Reliability of data collection instruments

3.10.1 Validity

Validity is defined as the extent to which the data collection method or methods accurately measure what they were intended to measure (Saunders et al. 2003). Validity determines whether the measuring instrument truly measures what it is intended to measure or how truthful the research results are. To assure the validity of the research finding, questionnaires were designed on the basis of the previous studies and review of related literatures. The researcher has also determined the content validity of the instrument using experts from academia and industry.

3.10.2 Reliability

Reliability is a measure of internal consistency. It is concerned with whether the items responses are consistent across constructs and indicates whether the scores are stable over time when the instrument is administered (Creswell, 2009). In order to measure the reliability of the instrument the researcher has used a Cronbach's alpha to assess the internal consistency of the research instrument which is the questionnaire that the researcher developed. Ideally, the Cronbach Alpha Coefficient value should be above 0.7 because the closer to 1 that the coefficient value is, the higher the internal consistency (John and Creswell, 2007).

The data collection instrument was developed based on the research question and the study of the research objectives. Essentially, the questionnaire was adopted from reviewing literature and assessed by using 5 point Likert scale ranging from 1-(strongly disagree) to 5- (strongly agree). Consumer Purchase decision has five items and was measured using a 5-Likert scale adopted from

the study of Rajeh H., (2017). The variable product has six items which are adopted from (Andreti et al., 2013; Nugroho & Irena, 2017). Price and place contain nine measurement items which are adopted from (Nugroho & Irena, 2017). Finally, promotion has seven measurement items that are adopted from (Andreti et al., 2013; Al-Dmour et al., 2013). The Likert scale method is preferred to make questions interesting to respondents and thereby enhance their cooperation (Scott and Gerald, 2010).

Table 3.1: The reliability of data collection instruments

Variables	N of items	Cronbach alpha	Name of the scholar/s who developed the scale, year)
Product	6	.869	Andreti et al., (2013) Nugroho & Irena, 2017
Price	5	.865	Nugroho & Irena, 2017
Promotion	7	.839	Andreti et al., 2013; Al-Dmour et al., 2013
Place/Distribution	4	.720	Nugroho & Irena, 2017
Customer buying behaviour	5	.863	Rajeh H., (2017)

3.11 Method of data analysis

Cooper and Schindler (2006) described data analysis as the process of editing and reducing accumulated data to a manageable size, developing summaries, seeking for patterns and using statistical methods. After collecting the data from primary source through questionnaire, the researcher was check appropriately. Moreover, to ensure logical competence and consistency of responses, the researcher has carried out data editing. Mistakes were identified and data gaps were rectified as soon as possible. After editing the data, it was manually entered in to SPSS (Statistical package for social science) software version 26.

To make analysis, the researcher has used both descriptive and inferential statistics. The descriptive analysis was done by using statistical tools like the mean, frequency, standard deviation of the variables and percentages; whereas inferential statistical tools such as Pearson correlation and regression analysis will be conducted to show the relationship between the independent variables such that; product, price, promotion and place and the dependent variable such that; consumer buying decision. Correlation analysis will be used to measure the strength of the association between dependent variables (consumer buying decision) and the independent variables (product, price, promotion and place).

The multiple regression analysis was conducted to determine by how much the dependent variable is changed when the change of the independent variables. Since multiple regression tests were made, the researcher has conducted the regression assumption test prior to the actual data analysis in order to test the hypotheses of the study, to examine the existence of normality, Linearity, Multicollinearity and homoscedasticity in the data.

The summary of data was interpreted to arrive at a meaningful conclusion. Finally, summary, conclusions and recommendations were drawn based on data analysis and interpretation.

3.12 Ethical Considerations

Ethics is the code of moral principles and values that governs the behavior of an individual or group with respect to what is right or wrong (Bartton and Gold, 2000). Accordingly, the necessary precautions were taken to make the study ethical. Respondents were informed ahead about the purpose of the data they are providing. The purpose and the importance of the study were explained and informed consent was obtained from the customers of Coca-Cola Ethiopia soft drink product buyers. Any information collected via the instruments would never be used for any other purpose other than its academic intent i.e. the data will be kept confidential. As it was promised, their privacy and identity will not be disclosed.

CHAPTER-FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

The purpose of this study is to investigate the effect of strategic marketing management practices on consumer buying behavior in case of Coca-Cola Ethiopia. The finding provides a better understanding about the effect of strategic marketing management practices on consumer buying behavior. In this chapter, the primary data was analyzed and interpretation of it is provided. To this effect, data were carried out by the using descriptive and inferential statistics. The chapter is organized into data presentation, analysis, interpretation and discussion of the collected data from primary sources.

4.1 Response rate

According to Saunders (2007), for survey-based questionnaires a response rate of 70 percent and above is sufficient to carry out data analysis. For the purpose of this study, 423 questionnaires were distributed to Coca-Cola Ethiopia soft drink consumers located in Addis Ababa out of which 387 questionnaires were correctly fill and returned. The response rate is therefore 91.49 percent, which make it sufficient to do the analysis. The questionnaires were handed to participants in person so that they will be able to fill correctly and completely. The statistical analysis of the data was facilitated by using SPSS (statistical package of social science) software version 26.

4.2 Reliability Test

According to Creswell (2003), the reliability of an instrument is the degree of consistency that the instrument or procedure demonstrates. Reliability concerns the degree to which the measurement is free of random error. In this study Cronbach's Alpha (α) was used to check the internal consistency of the instrument that is the questionnaire developed by the researcher.

According to Ghozali (2013), the accepted standard of reliable data is one in which the value of Cronbach's Alpha (α) is greater than 0.7. If the value gets closer to the point of 1, it means that the instrument is high reliability. The Cronbach alpha value of 0.80 or higher are

considered as high reliability, those between 0.70 and 0.80 are regarded as good reliability, those between 0.60 and 0.70 are fair, and value lower than 0.60 are of questionable reliability (Hair, Wolfinbarger, Ortinaw, & Bush, 2010).

A pilot sample of 10 respondents was selected using convenience sampling technique to check the reliability of the questionnaire and the result has proved the questioners intended to collect the desired data was reliable.

As indicates in the table 4.1 below, the Cronbach alpha value for each marketing mix elements is greater than 0.72, which indicates the higher degree of internal consistency. This means the targeted questions raised in the questionnaires would be capable to meet the objective of the study. Hence, the result was acceptable for further analysis of the study.

Table 4.1 Reliability test of the variables under study

Variables	Cronbach's Alpha	N of items
Product	.869	6
Price	.865	5
Promotion	.839	7
Place/Distribution	.720	4
Consumer buying behavior	.863	5

(Source: own survey, 2022)

4.3 Demographic Profile of the Respondents

This section provides a descriptive analysis of profile of survey respondents; such as gender, age, and occupation. From the survey, information of 387 respondents were gathered and presented as follows.

As shown in table 4.2 below, the highest proportion of the participants 246 (63.6%) were male, whereas 141(36.4%) of the respondents were females. From this we can say that the

proportion of male is greater than female, which indicates that male respondents were more dominant in the survey.

Regarding the age group of the respondents shown in the table 4.2 below, the highest proportion of respondents belong to the age group of 18-30 years, which represent 182 (47%) of the total respondents. This is followed by those who were between 31-45 years constituting 130 (33.6%). Those respondents in the age category of 46-60 years represent 56 (14.5%), while those above 60 years were 19 (4.9%). This shows that the majority of the respondents were in the age group of 18-30. It implies that the younger strata of populations were more volunteer and soft drink user than other age category to participate in this study.

With regard to the occupation of the consumers, as shown in table 4.2, 204 (52.7%) of the respondents were employed, 86 (22.2%) of the respondents were students. Whereas 75 (19.4%) of the respondents were self-employed, the other 10 (2.6%) of the respondents were Unemployed. Likewise, 9 (2.3%) of the respondents are retired and 3 (0.8%) of the respondents were house keeper. It implies that employed participants are economically better than other work category, so they are using MOHA soft drink products more than others.

In relation to frequently used products, 188 (48.6%) of the respondents use Coca-Cola, 165 (42.6%) of the respondents use Sprite, and 34 (8.8%) of the respondents use Fanta products. Thus, the highest numbers of respondents were those who use Coca-Cola while the minimum number of respondents use Fanta product. It implies that most of the participants desire Coca-Cola product from others due to different reasons.

It is also indicated in the table 4.2 below that 197 (50.9%) of the respondents used Coca-Cola Ethiopia soft drink products because of its taste, 118(30.5%) for its preference, 72(18.6%) for its pleasure. Thus, better taste seems to be the main reason why consumers use Coca-Cola soft drink products. This result confirmed by other researcher (Somasekhar, G. and Kumar, T., 2017) that majority of the respondents are influenced with product taste.

Table 4.2 Demographic Characteristics

	Items	Frequency	Percent
Gender	Male	246	63.6
	Female	141	36.4
	Total	387	100
Age Group	18-30	182	47.0
	31-45	130	33.6
	46-60	56	14.5
	Above 60	19	4.9
	Total	387	100
Occupation	Student	86	22.2
	Employed	204	52.7
	Self Employed	75	19.4
	Retired	9	2.3
	Unemployed and looking for work	10	2.6
	Keeping house or being home maker	3	0.8
	Total	387	100
Mostly used Product	Coca-Cola	188	48.6
	Sprite	165	42.6
	Fanta	34	8.8
	Total	387	100
Reason to use the product	Due to Its taste	197	50.9
	Due to its preference	118	30.5
	It gives pleasure	72	18.6
	Total	387	100

(Source: own survey, 2022)

4.4 Descriptive analysis of the variables

In this section, descriptive statistics of the responses to the survey question is undertaken. In order to carry out the analysis, consumers of Coca-Cola soft drink were asked to rate the level of agreements for each question under the four attributes of marketing mix elements (that is product, price, promotion, and place) and consumer buying decision. From the collected data,

mean scores and standard deviations were calculated for all five-point Likert Scale items. According to Zaidaton & Bagheri (2009) the calculated mean score of an item were classified in ranges to fit the five point Likert scaled measure of responses (strongly disagree, disagree, neutral, agree, and strongly agree) as shown ,mean scores 1.00-1.50 is poor, 1.51-2.50 fair, 2.51-3.50 moderate, 3.51-4.50 is good, and 4.51-5.00 is taken to be excellent or very good.

4.4.1 Descriptive Analysis of the Product

To assess the level of consumer perception towards Coca-Cola Ethiopia soft drink products, respondents were asked to rate six statements. The result of the analysis is shown in the table below.

Table 4.3 Mean and standard deviation of Products

Product	N	Mean	Std. Deviation
Coca-Cola Ethiopia soft drink company offer high-Quality Products from its competitors.	387	3.9	0.98
Coca-Cola Ethiopia soft drink company offers a variety of products (i.e Coca-Cola, Sprite, Fanta).	387	4.07	0.986
Coca-Cola Ethiopia soft drink product has a better taste from its competitors.	387	4.26	0.93
Coca-Cola Ethiopia soft drink products give me pleasure.	387	4.34	0.961
The design of the bottle or cans attracts me to buy Coca-Co Ethiopia soft drink products.	387	3.55	1.011
Coca-Cola Ethiopia soft drink products are a well-known brand.	387	3.63	1.141
Overall mean and standard deviation		3.96	0.98

(Source: own Survey, 2022)

As described in the table 4.3.above, the mean and standard deviation value of each product measurement items range from M=3.55 with SD=1.011 and M=4.34 with SD=0.961 (1=strongly disagree to 5=strongly agree). The overall mean for the product was 3.96 with SD=0.98, which indicate that the majority of respondents lean towards the good level of agreement with the statements they were asked to rate. This indicates product is important variable to influence consumer-buying decision of soft drink product users. The finding is

consistent with other studies (Resnick et al., (2014). Therefore, the variable has relatively major role to influence consumer purchase decision of the respondents.

4.4.2 Descriptive Analysis of the Price

Price is one of the most important marketing mix elements that may affect consumers in their buying decision. To check this, respondents were asked to rate their agreement with statements designed to this effect.

As shown in the table 4.4 above, the mean and standard deviation of the participants for each measurement item was between M=3.73 with SD=1.121 and M=4.34 with SD=0.961. The average (overall) mean value for price was M=3.87 with SD=1.038 which implies that the majority of the respondents (Consumers) tend to display high level of agreement with the statements they are asked to rate. The result show that the higher the mean score value the stronger level of agreement by the respondents. The finding is consistent with other studies (Lee et al., (2010). This indicates that respondents agreed with the influence of product price to their purchase decision of soft drink products.

Table 4.4 Mean and standard deviation of Price

Price	N	Mean	Std. Deviation
The prices of Coca-Cola Ethiopia soft drink products are affordable.	387	4.34	0.961
Coca-Cola Ethiopia soft drink product price with related to its quality is appropriate.	387	3.92	0.943
Coca-Cola Ethiopia soft drink product has competitive price compared to its competitors	387	3.73	1.121
Coca-Cola Ethiopia soft drink product price is appropriate with the benefits I received.	387	3.81	1.059
Coca-Cola Ethiopia soft drink product price with related to its quantity is good.	387	3.64	1.104
Overall mean and standard deviation		3.87	1.038

(Source: own survey, 2022)

4.4.3 Descriptive Analysis of the Promotion

According to Amin & Bashir (2014), Promotion is considered to be one of the most important methods that attract consumers to purchase a product or use a service. It is an important marketing mix element that has a significant influence on consumers buying decision.

Like the other elements of marketing mix, respondents were asked to rate seven statements related to promotion, which is presented in table 4.5. The mean score value and standard deviation of each measurement items were between M=3.51 with SD=1.192 and M=4.53 with SD=0.993. The overall (average) mean score value of all the measurement items related to promotion was (mean=3.96, standard deviation=0.0.89). The finding is consistent with other studies (Syafriada, 2018). This indicates that the respondents agree with the effect of promotion on their purchase decision of Coca-Cola Ethiopia soft drink products.

Table 4.5. Mean and standard deviation of Promotion

Promotion	N	Mean	Std. Deviation
Coca-Cola Ethiopia soft drink company Promotion is attractive.	387	4.11	0.791
Coca-Cola Ethiopia soft drink company use different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc).	387	4.53	0.993
Coca-Cola Ethiopia soft drink company involvement in charitable donation improves the brand's image.	387	3.55	0.909
Availability of free gifts affects me in deciding to purchase Coca-Cola Ethiopia soft drink products.	387	3.51	1.192
Coca-Cola Ethiopia soft drink company promotional messages are easy to understand.	387	4.07	0.986
Coca-Cola Ethiopia soft drink company promotion creates a good image in my mind.	387	4.35	0.769
Coca-Cola Ethiopia soft drink company employees are very helpful in choosing the right products for me.	387	3.57	0.577
Overall mean and standard deviation		3.96	0.89

Source: own survey, 2022

4.4.4 Descriptive Analysis of the Place/Distribution

Place or distribution is one of an important marketing mix element that has a significance effect on consumers purchase decision in buying soft drink products. As indicated in Table 4.6 below, accessibility of products was examined by four measurement items. The mean value score and standard deviation of each measurement items of place were between M=4.24 with SD=0.677 and M=4.36. The overall (average) mean score value of all the measurement items that describe the effect of product accessibility on soft drink consumers purchase

decision was $M=4.27$ with $SD=0.743$. Thus, availability of products in the market has an effect on consumers purchase decision to buy soft drink products. Respondents as indicated in Table 4.6 below, that their purchasing decision of soft drink was influenced by its availability. These findings relate with the findings of (Harahap et al., 2017).

Table 4.6, Mean and standard deviation of Place/Distribution

Place/Distribution	N	Mean	Std. Deviation
Coca-Cola Ethiopia soft drink products are easily accessible in the market.	387	4.17	0.890
Coca-Cola Ethiopia soft drink products are found in the main road of my residence.	387	4.30	0.704
Coca-Cola Ethiopia soft drink company has an effective distribution system.	387	4.36	0.699
Coca-Cola Ethiopia soft drink company has many branches with in my residence.	387	4.24	0.677
Overall mean and standard deviation		4.27	0.743

(Source: own survey, 2022)

4.4.5 Descriptive Analysis of the consumer buying decision

In order to understand the buying behaviour of consumers, respondents were asked five Likert scale items. According to table 4.7, the mean score values and standard deviation of the five consumers buying decision measurement items is in the range $M=3.55$ with $SD= 1.133$ and $M=4.34$ with $SD=0.961$. The overall (average) mean score value and standard deviation of consumers buying decision was $M=4.10$ with $SD=0.925$, which indicates that the majority of the respondents lean towards the good level agreement when asked if marketing mix elements affect their purchasing decision of Coca-Cola Ethiopia soft drink products.

Table 4.7 Mean and standard deviation of Consumer Buying Decision

Consumer Buying Decision	N	Mean	Std. Deviation
I feel good about my decision to purchase products from Coca-Cola Ethiopia soft drink.	387	4.20	0.675
I will positively recommend buying Coca-Cola Ethiopia soft drink products to other people.	387	4.13	0.941
I frequently purchase Coca-Cola Ethiopia soft drink products.	387	4.26	0.915

I intent to purchase again from Coca-Cola Ethiopia soft drink products in the future.	387	4.34	0.961
Overall, I am satisfied about my purchase from Coca-Cola Ethiopia soft drink.	387	3.55	1.133
Overall mean and standard deviation		4.10	0.925

(Source: own survey, 2022)

4.4.6 Cross tabulation Analysis

The most motivating factor shown above is a result of demography factors such as gender, age and Occupation. The cross tabulation analysis of the motivating factors is displayed in the following tables.

Table:4.8 Motivating factor * Gender Cross tabulation

			Gender		Total	
			Male	Female		
Motivating factor	Product	Count	96	55	151	
		Percent	63.58%	36.42%	100%	
	Price	Count	79	34	113	
		Percent	69.91%	30.09%	100%	
	Promotion	Count	48	21	69	
		Percent	69.57%	30.43%	100%	
	Place	Count	29	25	54	
		Percent	53.70%	46.30%	100%	
	Total		Count	246	141	387
			Total Percent	63.6%	36.4%	100%

From the table 4.8 above, we conclude that motivating factor to most male and female is product.

Whereas the less motivated factor falls to place for male and promotion for female.

Table:4.9 Motivating factor * Age Cross tabulation

	Age of respondents				Total
	18-30	31-45	46-60	Above 60	

Motivating factor	Product	Count	63	48	19	8	138
		Percent	45.65%	34.78%	13.77%	5.8%	100%
	Price	Count	58	45	16	7	126
		Percent	46.03%	35.71%	12.70%	5.56%	100%
	Promotion	Count	39	20	14	4	77
		Percent	50.65%	25.97%	18.18%	5.2%	100%
	Place	Count	22	17	5	2	46
		Percent	47.83%	36.95%	10.87%	4.35%	100%
Total		Count	182	130	56	19	387
		Percent	47%	33.6%	14.5%	4.9%	100%

From the table 4.9 above, we conclude that the motivating factor for all age range is product; whereas the less motivated factor falls to product, price, promotion and place for respondents above 60 years old.

Table:4.10 Motivating factor * Occupation Cross tabulation

			Occupation						Total
			Student	Employee	Self Employed	Retired	Un employed and looking for work	Keeping house or being home maker	
Motivating factor	Product	Count	33	70	23	6	1	1	134
		Percent	23.0%	52.4%	18.3%	4.8%	0.8%	0.8%	100%
	Price	Count	30	70	24	1	4	0	129
		Percent	23.6%	53.7%	18.7%	0.8%	3.3%	0.0%	100%
	Promotion	Count	15	41	15	2	2	2	77
		Percent	23.3%	48.3%	20.0%	1.7%	3.3%	3.3%	100%
	Place	Count	9	25	9	0	3	0	26
		Percent	11.5%	50.0%	26.9%	0.0%	11.5%	0.0%	100%
Total		Count	87	206	72	9	10	3	387
		Percent	22.5%	53.2%	18.6%	2.3%	2.6%	0.8%	100%

From the table 4.10 above, we conclude that the motivating factor for student and retired is product; for the Employee is product and price; for self-Employed and Unemployed and looking for work is price; for Keeping house or being home maker is promotion; whereas the less motivated factor falls to place for most of the respondents.

4.5 Inferential Analysis

The study has employed both correlation and regression analysis to determine whether there is a statistically significant relationship between the independent (strategic marketing management practices) and dependent variables (consumer buying behaviour).

4.5.1 Correlation analysis

A correlation coefficient is a very useful means to show the relationship between two or more variables. Correlation is perhaps the most basic and most useful measure of association between two or more variables (Marczyk, et al., 2005).

The coefficient is a single number that falls between -1 and +1(Kotharie, 2004). Pearson Correlation is the most widely used method to measure the magnitude, direction of relationships either positive or negative and strength of relationship between the dependent and independent variables (Kothari, 2004).To test the effects of strategic marketing management practices on consumer buying behavior of Coca-Cola Ethiopia soft drink, the researcher used Pearson correlation analysis. According to Gujarati (2009), correlation coefficient of ± 1 implies perfect correlation, a coefficient of $\pm 0.60-0.99$ is a strong correlation, a coefficient of $\pm 0.3-0.59$ is moderate, and $\pm 0.1-0.29$ is weak.

For the purposes of this study, a bivariate correlation was used to scrutinize the relationship between the dependent (consumer buying behavior) and each of the independent (Product, price, promotion and place) variables by using two tailed statistics at 95% level of significance.

Table 4.11 Pearson Correlations coefficient

		Product	Price	Promotion	Place	CBD
Product	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	387				
Price	Pearson Correlation	.831**	1			
	Sig. (2-tailed)	.000				
	N	387	387			
Promotion	Pearson Correlation	.844**	.929**	1		
	Sig. (2-tailed)	.000	.000			
	N	387	387	387		
Place	Pearson Correlation	.724**	.614**	.813**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	387	387	387	387	
CBD	Pearson Correlation	.863**	.836**	.854**	.584**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	387	387	387	387	387

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: own survey, 2022)

As indicated in the above table 4.11., all the independent variables were positively correlated with the dependent (consumer buying behavior) variables with a correlation coefficient that range from 0.584 to 0.929 at 0.01 level of significance. The independent variables are significantly and positively correlated with the dependent variable: product ($r=0.863$, $p=0.000$), for price, it is ($r=0.836$, $p=0.000$), for promotion, it is ($r=0.854$, $p=0.000$), and for place, it is ($r=0.724$, $p=0.000$).

The finding shows that Product, price, and promotion have strong relationship with Consumer purchase behavior of Coca-Cola Ethiopia soft drink product users. Among the independent variables, place has moderate relationship with consumer buying decision. Moreover, it is also shown that all independent variables are positively correlated with each other.

4.5.2 Assumption of multiple regression models

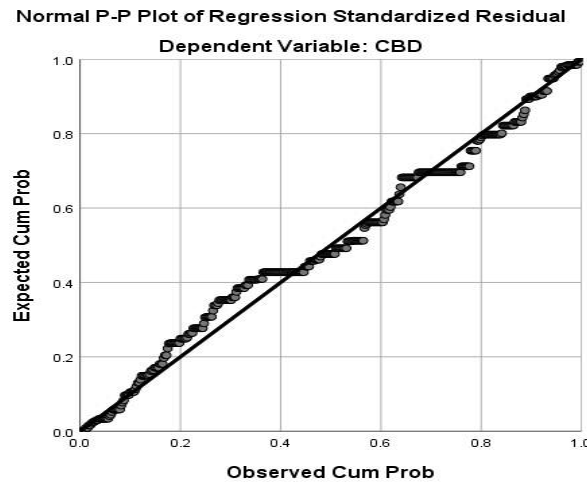
Addressing the assumptions of regression analysis is necessary to confirm that data collected was truly represented the sample and the researcher has obtained the best results (Hair et al., 2006). Before applying regression analysis, some tests were conducted in order to make sure the appropriateness of data to assumptions. Hence, assumptions are critical in statistics because if the underlying assumptions are not valid, then the process is unreliable, unpredictable, and out of the researcher control (Stevens, 2009). This could lead the researcher to draw invalid conclusions or scientifically unsupported by the data. Accordingly, the regression analysis assumptions were presented as follows:

1. Linearity Test

According to Hair, et al. (2006), the linearity of the relationship between the dependent and independent variables represent the degree to which the change in the dependent variable is associated with the independent variable. In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable. To satisfy the assumption, the relationship between dependent and the independent (predictor) variables should be linear. It aims to determine the relationship between the dependent variable and the independent variable (Product, price promotion and place) is linear or not and is the requirements in the correlation and linear regression analysis. As shown in the graph the linearity assumption is fulfilled as all residual values are close to the line. Therefore, the assumption is satisfied in this case.

Normal Point Plots of Standardized Residuals

Figure 4.1: Linearity assumption



Frequency distribution standardized Residual.

2. Normality Test

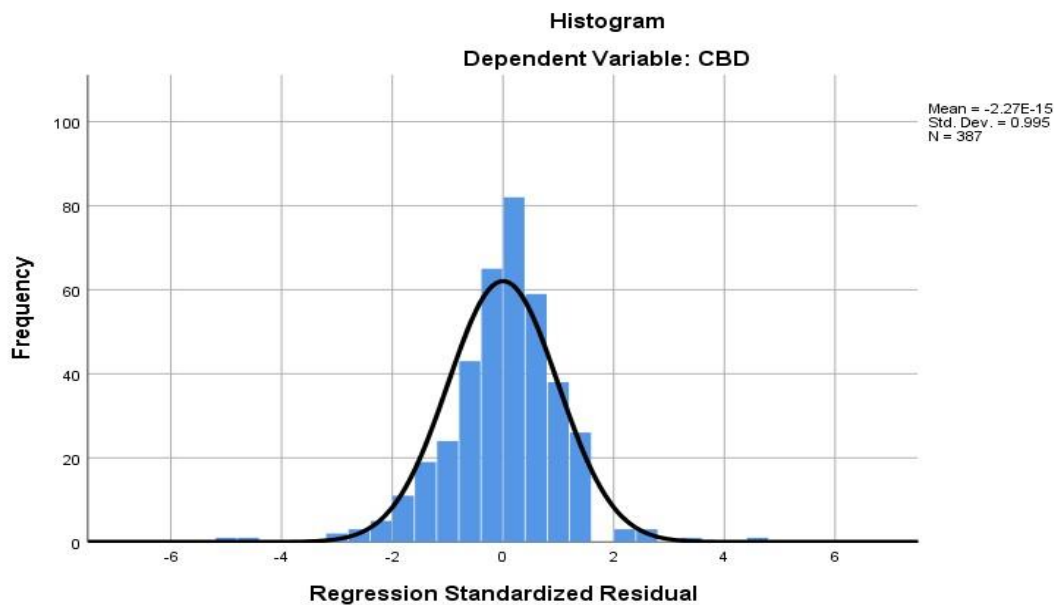
An important assumption in regression is that the dependent variable is normally distributed. It assumes that the numerical data as collected in the sample are drawn from normally distributed populations. This means that the data values for each variable should also be normally distributed. Test for normal distribution could be checked by graphical method. The graphic normality test of the data shows the histogram is bell shaped and the disturbance is normally distributed. Screening for normality is an important early step when conducting a multiple regression. (Stevens, 2009; Tabachnick & Fidell, 2006). Graphical and statistical methods are available for assessing whether data are normally distributed or not. These shows the residuals (disturbance) of the data are normally distributed.

As indicated in the graph, the histogram is bell shaped which indicates the fact that the residuals are normally distributed. In addition, it is also shown in the graph that the residual is close to the curve, which therefore shows the fact, that the residuals of the data are normally distributed.

Moreover, to normal probability plots a normality test also done on the variables with a skewness and kurtosis analysis. Skewness provides information regarding the symmetry of

the distribution, whereas Kurtosis provides information regarding Peakedness of the distribution (Pallant, 2005). Field (2005), argues that the acceptable standard levels of skewness are between the absolute value of -2 and +2. In addition, according to Mardia (1970), a kurtosis statistics value less than 6 is acceptable to consider that distribution as normal.

Figure 4.2: Normality assumption



As shown in the table 4.12 below, the skewness value of all variables lies between -2 and +2 and kurtosis values are below 6. This implies that the data is normally distributed around the mean. Normally, as per the table 4.9 below shows the data collected from the population were within a tolerable range of assuming a normal distribution. Examination of the histogram also suggested that the distribution looked approximately normal.

Table 4.12: Skewness and Kurtosis statistics of all variables

Variables	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product	387	-1.444	.124	2.786	.247
Price	387	-.708	.124	-.578	.247
Promotion	387	-.805	.124	-.270	.247
Place	387	-.784	.124	1.314	.247
Consumer buying decision	387	-1.231	.124	2.141	.247
Valid N (list wise)	387				

(Source: own survey, 2022)

3. Multicollinearity Test

Multicollinearity happens when two or more predictor variables correlate at high levels with one another, or when one independent variable is a near linear combination of other independent variables (Keith, 2006). When independent variables are multicollinear, there is “overlap” or sharing of predictive power, which may lead to a situation where the regression model fits the data well, but none of the predictor variables has a significant effect in predicting the dependent variable (Ho, 2006).

To check multicollinearity problem between the predictor variables the researcher use tolerance and variance inflation factors (VIF). The assumption of multicollinearity states that the value of tolerance should be above 0.10 and any value lower than this indicates the existence of multicollinearity. On the other hand, VIF is computed as “1/tolerance,” and a VIF value greater than 10 indicates the existence of multicollinearity (Saunders, Lewis, & Thornhill, 2009).value of tolerance is less than 0.1 and variance inflation factor value is greater than 10 indicates there is a multicollinearity problem between the Predictor variables.

The table 4.13 described below shows that the correlation matrix between independent variables; product, price, promotion and place. All values of tolerance are greater than 0.1 and the value of variance inflation factors (VIF) is less than 10. Therefore, all the independent variables do not have a multicollinearity problem.

Table 4.13: Multicollinearity Test

Variables	Collinearity Statistics	
	Tolerance	VIF
1 Product	.349	2.865
Price	.127	7.893
Promotion	.125	8.026
Place	.846	1.182

- a. Dependent Variable: Consumer buying decision
- b. Independent variables: product, price, promotion, place
(Source: SPSS output, 2022)

4. Homoscedasticity Test

This assumption states that the variances of error terms are similar across the values of the independent variables. It is the extent to which the data values for the dependent and independent variables have equal variances. It can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value (Osborne & Waters, 2002). Specifically, statistical software scatter plots of residuals with independent variables are the method for examining this assumption (Keith, 2006). The scatter plot in Figure 4.3 show the data is homoscedasticity, which indicates that the residual are normally distributed and have constant variance.

The scatter plot in Appendix III indicates that the data is homoscedasticity, which means the residuals values have constant variance. The result tells that all value of the error terms has constant variance across the independent variables. The value of variability in the independent variables was the same across all values of the dependent variable. The graph has demonstrated homoscedasticity of the study.

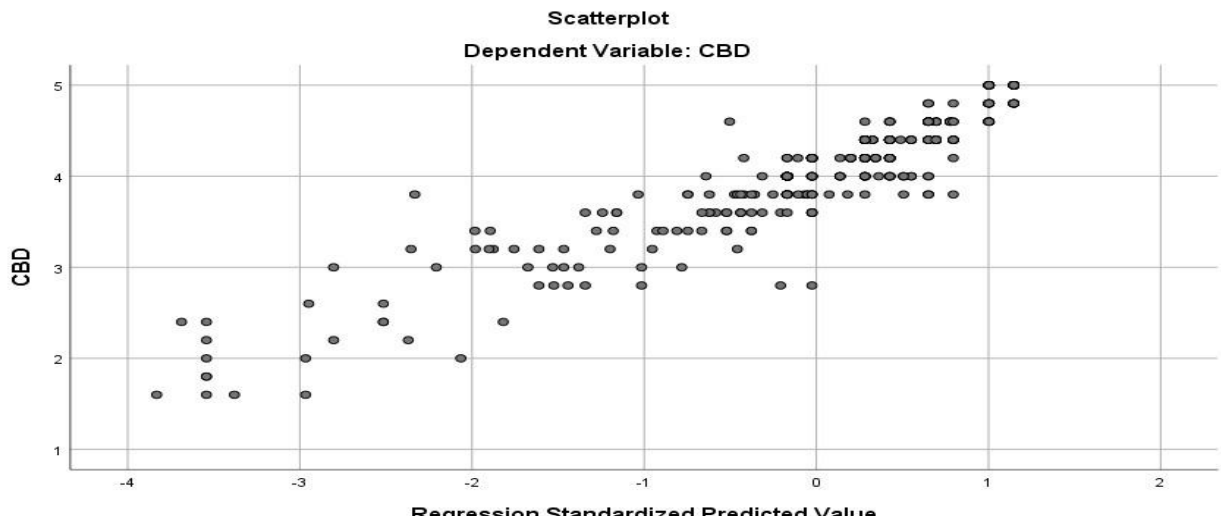


Figure 4.3: Homoscedasticity assumption

4.5.3 Multiple regression analysis

Regression analysis is a statistical technique used to investigate the influence of one or more independent variables on a dependent variable (Kotharie, 2004). In this study, multiple regression analysis was applied to explain the effect of strategic marketing mix elements (product, price, promotion and place) on consumer buying behavior of Coca-Cola Ethiopia soft drink product users located in Addis Ababa. The aim of this analysis is to examine the effect of strategic marketing management practices through marketing mix elements such that; product, price, promotion and place towards the consumer buying behavior and to recognize which marketing mix element causes the most significant effect towards consumer buying behavior in Coca-Cola Ethiopia soft drink product users. The overall summary of the ANOVA and Models are described as follows:

Table:4.14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851 ^a	.724	.721	.521

a. Predictors: (Constant), Product, Price, Promotion, Place

c. Dependent Variable: Consumer buying behavior

R-indicates the value of the multiple correlation coefficients between the predictors and the outcome. As clearly showed in the above table 4.14, the R-value (.851) shows that all independent variables together have direct and positive relationship with consumer buying behavior for Coca-Cola Ethiopia soft drink product users.

According to Field (2005), R-square is the amount of variation in the outcome variable that is accounted by the independent variables. The finding of R² values for the regression model were 0.724 which indicates that the explanatory variables; Product, Price, Promotion and Place explain 72.4% of the variation in the level of consumer buying behavior. While the remaining 27.6 % of the variation in the level of consumer buying

decision of Coca-Cola Ethiopia soft drink consumers were determined by other variables (factors) which are not included in this study.

Moreover, Adjusted R-square measured the goodness of fit of the explanatory variables in explaining the variations in dependent variable and it gives us some idea of how well our model generalizes. From the table 4.14 above, adjusted R square value 0.721 indicates that 72.1% of the data fits the regression model. Generally, a higher Adjusted R-squared indicates a better fit for the model.

Table:4.15 ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	143.508	4	35.877	123.141	.000 ^b
Residual	32.389	382	.085		
Total	175.897	386			

a. Dependent Variable: Consumer buying decision

b. Predictors: (Constant), Product ,Price, Promotion ,Place

(Source: SPSS output, 2022)

ANOVA table shows that the combination of variables significantly predicts the dependent variable. ANOVA tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that results from suiting the model, relative to the wrongness that still exists in the model.

The ANOVA table 4.15 reveals the overall significance of the model from a statistical point of view. As the significance value of P statistics shows a value (0.000), which is less than $p < 0.05$, the model is significant. Accordingly, there is a significant correlation between response and predictor variable this tells that the independent variables; product, price, promotion and place have an effect on consumer purchase decision. The p-value for F statistic in the ANOVA table is .000 which is $< .05$ also indicates that at least one of the independent variables is a significant predictor of the dependent variable (consumer buying behavior). Therefore, it implies that the regression model results in significantly better prediction of consumer buying decision than if we used the mean value of consumer buying behavior.

Table: 4.16 Regression analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.633	.093		6.778	.000
Product	.402	.028	.412	14.378	.000
Price	.244	.016	.359	13.070	.000
Promotion	.211	.017	.309	12.458	.000
Place	.039	.018	.041	2.206	.028

a. Dependent Variable: Consumer buying decision
(Source: SPSS output, 2022)

The objective of the regression in this study is to find such an equation that could be used to find the influence of predictors on dependent variable. The generic form of regression equation takes the following form:

$$\beta_0 + \beta_1x$$

The specified regression equation for this study takes the following form;

$$\text{CBD} = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 \text{Where}$$

X₁(prod) =Product, x₂(pri) =price, x₃(prom)=promotion, x₄(Pl)=place and $\beta_1, \beta_2, \beta_3$ and β_4 . Accordingly;

$$Y \text{ (Consumer buying decision)} = (\text{y intercept}) + \beta_1\text{Prod} + \beta_2\text{Pri} + \beta_3\text{Prom} + \beta_4\text{Pl}$$

$$\text{CBD} = 0.633 + 0.402(\text{Prod}) + 0.244(\text{Pri}) + 0.211(\text{Prom}) + 0.039(\text{Pl})$$

From the above table 4.16, looking at the significance levels, the study established that there is a significant relationship between strategic marketing management practices (product, price, promotion and place) and Consumer buying behavior at 5% significance level. This means that all the strategic marketing mix elements account for the greatest contributions to influence consumer buying behavior of Coca-Cola Ethiopia soft drink product users.

As shown in the table 4.16 above, the constant (0.633) indicates the value of the dependent (consumer buying behavior) variables when all the independent (namely; product, price, promotion and place) variables are zero.

According to, the multiple regression model result shown in table 4.16 above indicates that Beta (β_1) coefficient of product is about .402. This indicates the presence of a statistically significant positive relationship between product and consumer purchase behavior. In other words, keeping other variables constant, one unit increase in product will result in a .402 unit increase in consumer purchase behavior, a result which is statistically significance at ($p < 0.05$) confidence interval.

Likewise, it is indicated in table 4.16 that price has beta (β_2) coefficient values of .244, which confirm the hypothesized positive effect of price on consumer purchase behavior. Assuming other predictor variables are keep constant, one unit increase in price was associated with an average 0.244 unit increases in consumer buying behavior, which is statistically significant at ($P = 0.000$) level of confidence interval.

Similarly, table 4.16 above shows promotion has a coefficient beta (β_3) value of 0.211; this shows that promotion positively influence consumer buying behavior, and a one-unit increase in this factor would lead to an average of 0.211 unit increases in consumer buying behavior.

Finally, beta (β_4) coefficient of place is about .039, which again indicates the fact that place positively affect consumer purchase behavior. The result tells us that, keeping other variables constant, a unit change in place will result in 0.039 unit change in consumer purchase behavior of Coca-Cola Ethiopia soft drink product users respectively.

4.5.4 Hypothesis Testing and Discussion

H1. Product has positive and significant effect on consumer buying behavior of Coca-Cola Ethiopia soft drink product user in Addis Ababa.

The finding of multiple regressions, describe in the Table 4.16 above, show that product had positive and significant effect on consumer purchase behaviors ($\beta = 0.402$, $p < 0.05$). The result rejects null hypothesis and fail to reject the proposed alternative hypothesis. In this case, beta coefficient value illustrate that keeping the other variables constant, a 1% improvement in soft drink product, would increase consumers 'purchase behavior by as much as 40.2%. The finding thus concurs with previous studies that argue that Product Attributes has a positive and

significance effect on consumer purchase behavior (Akpoyomare et al., 2012; and Sunardi et al., 2016).

H2: There is a positive relationship between price and consumer buying behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa.

According to the multiple regression result shown in table 4.16 above, price has positive and significant influence on consumer purchase behavior with ($\beta = 0.244$, $p < 0.05$). The value of beta coefficient indicates that, a 1% increase in product price would increase consumer purchase behavior of Coca-Cola Ethiopia soft drink products by as much as 24.4%. Hence, the null hypothesis is rejected and the proposed hypotheses is instead accepted. Previous studies 'findings show about the effect of price on consumers' buying decision was inconsistent. Lichtenstein et al., (1993) points out that price is central to consumer purchase behavior due to its presence in all purchasing situations. Others challenge this arguing those consumers who primarily wish to get quality product are ready to pay high prices (Dodds, Monroe, & Grewal, 1991; Kerin, Jain, & Howard, 1992). The finding of this study concurs with that researcher who argues that price has significant and positive influence on consumers buying behavior.

H3. Promotion has a positive and significant effect on consumers buying behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa.

The finding of multiple regressions analysis, as described in the Table 4.16 above indicates that promotion has a positive and significant effect on consumer buying behavior with values ($\beta=0.211$, $P<0.05$). The beta coefficient value indicate that a 1% increase in promotion attractiveness, consumers purchase behavior of buying Coca-Cola Ethiopia soft drink products will increase by 21.1%. Therefore, the proposed hypothesis is failed to reject. Voravudhi et al., (2016) identified that promotion has significantly influential in the behavior to purchase products, which this study concur with us.

H4. Place has positive and significant effect on consumer buying behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa.

The outcome of multiple regressions, in Table 4.16 above, shows that place/accessibility has significant and positive effect on consumer purchase behavior with ($\beta = 0.039$, $p < 0.05$) values. According to the beta coefficient value, a 1% enhancement in product accessibility, increases consumers' purchase behavior of Coca-Cola Ethiopia soft drink by 3.9%. Hence, the proposed

hypothesis is failed to reject. Empirical evidence from elsewhere confirms similar results in which location variable has positive effect on consumer buying behavior (Harahap et al., 2017).

The entire hypothesis test rejected the null hypothesis and hence for all independent variables beta value is positive and p-value is significant ($p < 0.05$). Therefore, we fail to reject all alternative hypotheses, which imply the statistically significant effect of marketing mix elements (product, price, promotion and place) on consumers purchase behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa Ethiopia.

4.6 Discussion

The main objective of this study was to investigate the effect of strategic marketing management practices on consumer buying behavior in case of Coca-Cola Ethiopia soft drink product users residing in Addis Ababa Ethiopia. In addition, this study has also tried to answer the research questions stated on the introduction part. In order to do this, the four determinants of marketing mix elements were used. These marketing mix elements are product, price, promotion and place.

Based on the descriptive analysis, the study revealed that product attributes has a positive and significant effect on consumer buying decision with a mean value of 3.96. As a result of this, the finding of the study shows that strategic marketing mix elements play an important role to influence consumer buying behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa. Different authors have supported the positive effect of product on consumer buying behavior. According to Dessie (2018), product attributes have a significant effect on consumer purchase behavior of consumable goods.

On the other hand, as the findings of the study revealed that product price has also a positive and significant effect on consumer purchase behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa with a mean value of 3.87. Price is one of the important factors to influence consumers in their buying behavior. If this is the case, companies shall charge a competitive and affordable price to influence their customers' buying behavior in favor of them. Other researcher

(Lee et al., 2010) state that price is a strong predictor of consumers' buying behavior. Howard (2002) also state that price has power to influence consumers in their buying behavior.

In addition, the finding from the descriptive analysis reveals that, promotion has a positive and significant effect on consumer purchase behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa with a mean value of 3.96. Different authors suggest that, the promotion does not only function for communication activities with consumers but also to influence to use products according to the needs and desires of consumers (Wongleedee, 2015).

Further, as shown in finding that place has a significant influence on consumer purchase behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa with a mean value of 4.27. The good location provides fast access and can attract large consumers and can change purchasing patterns to consumers (Djarmiko and Pradana, 2016). The right location can make it easier for prospective customers to meet their needs and provide benefits for the company to influence purchasing behavior of consumers (Azzadina et al., 2012). So based on the above research, it can be concluded that location influences purchasing behavior of consumers.

The inferential analysis reveals that all marketing mix elements (independent variables) predict the dependent (consumer buying behavior) variables. Pearson correlation coefficient result indicates that Product($r=.863$, $p=0.000$); price($r=.836$, $p=0.000$); promotion ($r=.812$, $p=0.000$) and place ($r=.584$, $p=0.000$) have statistically significant positive correlation with the dependent variable (consumer buying behavior). Moreover, the regression estimate show that all independent variables; product ($\beta_1=.402$), price ($\beta_2=.244$), promotion ($\beta_3=.211$) and place ($\beta_4=.039$) can predict the dependent (consumer buying behavior) variables. The regression result indicates that marketing mix elements have a positive significant effect on consumer buying behavior of Coca-Cola Ethiopia soft drink product users. Other researcher Putra (2019) supports the result Product, price, location, and promotion have positive significant impact on consumer purchase behavior in Surabaya.

The regression analysis of product quality and consumer buying behavior indicates that 41.2% of the variance in consumer buying behavior has been significantly explained by product quality.

The finding of Spinks and Bose (2002) concluded that consumer-buying behavior is influenced by product characteristics of nutrition, taste, health benefit and ease of preparation. Therefore, the result of this study on product quality is similar to the above findings that product quality has the power to influence consumers' buying behavior.

The other factor that is included in the dimensions of marketing mix is price. It was found to have positive and strong relationship with consumer buying behavior. Price is one of the important factors that influence consumers in their buying behavior. If this is the case, companies shall charge a competitive and affordable price so as to influence their customers buying behavior in favor of them. As a result, price has power to influence consumers buying behavior in purchasing soft drink products. With regard to the regression analysis of price and consumer buying behavior, 35.9% of the variance in consumer buying behavior is significantly explained by price. The finding of (Barbara, Lois, & Bobby, 1996; Pan & Zinkhan, 2006) showed 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.

Promotion is another element of marketing mix that has considered for explaining consumers buying behavior. Based on the correlation test result, promotion has a positive and strong correlation with consumer buying behavior. Generally, the finding suggests that, there is a positive and strong relationship between promotion and consumer buying behavior in purchasing soft drink products. Therefore, the company is expected to conduct aggressive promotional activities since it has a strong and positive relationship with consumers buying behavior. According to Ailawadi, Harlam, Cesar, & Trounce, (2006) promotion can increase sales through sales switched from other stores and increase in consumption from existing consumers. With regard to the regression analysis of promotion dimension and consumer buying behavior, 30.9% of the variance in consumer buying behavior is significantly explained by promotion. Maruyama and Trung (2007) find that in store advertising (e.g. panel, billboards, and flyers) has strong potential in affecting Vietnamese consumers' purchasing behavior toward food products. Therefore, the result of this research, regarding, promotion is similar to the above findings that promotion has the power to influence consumers buying behavior.

The last but not the least factor included in the marketing mix factor was place. As it is indicated in the correlation analysis, place or accessibility has positive and moderate relationship with consumer buying behavior. When companies make easily available their products, consumers buying behavior will be positively influenced. Generally, availability of products has a positive relationship with consumers buying behavior. Most researchers agree that a convenient location increase store patronage via reduced transaction costs (Berry, Seiders, & Grewal, 2002; Huddleston, Whipple, & Van Auken, 2004; Jabir et al., 2010). Therefore, the findings regarding place supports the above researchers' conclusion.

The regression analysis result for place and consumer buying behavior is 4.1% of the variance in consumer buying behavior has been explained by accessibility. It is the least of all the independent variables in influencing consumer buying behavior. The result (Jabir et al., 2010) shows that food consumers prefer supermarkets which have longer opening hours, sufficient parking, product availability and accessibility. Therefore, the result of this research on accessibility dimension is similar with the above results in indicating that availability of products can positively influence consumers buying behavior.

As it was explained earlier, R-square values for the regression model was 0.724. This means approximately 72.4% of the variations in consumer buying behavior can be explained by the explanatory variables of product, price, promotion and place. The remaining 27.6 percent of the variation in the effect of consumer buying behavior are explained by other variables which are not included in the model.

The Adjusted R-square measured the goodness of fit of the explanatory variables in explaining the variations in dependent variable. From the table 4.11 above, adjusted R square value 0.721 indicates that 72.1% of the data fit the regression model.

The research also shows that all independent variables' beta value is positive and p-value is significance ($p < 0.05$). All null hypotheses were rejected whereas we fail to reject alternative hypotheses.

Therefore, even if some of the literatures support marketing mix elements have an effect on consumer buying behavior; this research has proved that its effect on consumer buying behavior is significant in Coca-Cola Ethiopia soft drinks in Ethiopia.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

The main objective of this study was to find out the effects of strategic marketing management practices on consumer buying behavior in Coca-Cola Ethiopia soft drink product users located in Addis Ababa. Based on the results of the study obtained through the questionnaire distributed to 387 participants, the following conclusion and recommendations were made.

5.1 Summary of Finding

The major objective of this study was to investigate the effects of strategic marketing management practices on consumer buying behavior in Coca-Cola Ethiopia soft drink product users. In order to achieve the objective of this study, the researcher develops a conceptual framework drawing from a review of other studies. It also developed research hypothesis and tested them by using different statistical technique. Both descriptive and inferential statistics were used to test the hypotheses. Descriptive analysis was used to determine the mean and standard deviation of the respondents' response with respect to the influence of marketing mix elements (product, price, promotion and place).

Correlation and regression analysis also used to show the relationship between the dependent and the independent variables. Multiple regression assumption tests were conducted by checking the normality of distribution, existence of multicollinearity between the predictor variables and dependent one, Linearity test, and homoscadicity test. The data fulfills all the assumptions needed to undertake regression analysis. Therefore, the major findings of inferential statistics are summarizing as follows:

The inferential analysis-finding summary:

The correlation value for all independent variables reveal that, product ($r=.863$), price ($r=.836$), promotion ($r=.812$) and place ($r=.584$) have statistically positive significance correlation with dependent (consumer buying behavior) variable. From the correlation result of all independent variables, product, price and promotion were the most correlated variable with consumer of Coca-Cola Ethiopia soft drink product users with p-value 0.000. The result shows that, consumer buying behavior was mostly determined by product (quality, variety, design, and brand), price, and promotion. As discussed earlier, the independent variable of place is moderately correlated with consumer buying behavior of Coca-Cola Ethiopia soft drink product users with a correlation value 0.584. This implies that, place/distribution has a positive relationship with consumer buying behavior and has least effect with beta value .039 and p value of 0.028 compared to other independent variables.

The regression analysis result also shows that every independent variables has beta value, of product ($\beta_1=0.402$), price ($\beta_2=0.244$), promotion ($\beta_3=0.211$) and place/distribution ($\beta_4=0.039$). This variable predicts consumer purchase behavior. Product has the highest effect to influence consumer buying behavior in Coca-Cola Ethiopia soft drink product users in Addis Ababa. Whereas place has least effect to influence consumers buying behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa. R-square result of .724 show 72.4% of the variance in consumer buying behavior is explained by the explanatory variables included in the model of this study. The remaining 27.6% of the variance in the effect of consumer buying behavior are explained by other variables which are not included in the model. However, sometimes R^2 tends to somewhat over-estimate the success of the model when applied to real world. Therefore, to see the success of our model in the real world, adjusted R^2 is more preferable than R^2 . Therefore, as per the finding of the adjusted R^2 value 72.1% of the model is successful.

These results are also confirmed by the different researchers. Brata1 et al., (2017), for example, examine the effect of product quality, price, promotion, and location on consumer purchase behavior in nitchi product at PT Jaya Swarasa Agungin Central Jakarta. Their

finding shows that there is a positive relationship between product, price, promotion and place. All predictor variables were identified to be positively correlated with purchase behavior of nitchi products. Their study indicates that product and price were the stronger predictors of consumer purchase behavior. Pearson correlation test also show that a positive relationship between the four marketing mix elements (product, price, promotion and promotion).

Similarly, Harahap et al., (2017) conduct a study on “the Effect of Location to Consumer buying behavior of Small and Medium Enterprise Market” in Indonesia. The correlation between location and consumer buying behavior ($r=0.65$, $P=0.02$) show a positive relationship between the predictor and the response variables. The multiple regression result also shows that location significantly predict consumer purchase behavior of SME customers with value 0.82.

5.2 Conclusion

This study examines the effect of strategic marketing management practices on consumer buying behavior specifically, Coca-Cola Ethiopia soft drink consumers in Addis Ababa. It was valuable in examining strategic marketing management practices on consumer buying behavior which is crucial in understanding outcomes of consumer buying behavior. For this study four hypotheses were formulated in determining the relationship of marketing mix elements and consumer buying behavior. Thus, based on the major findings of this study, the following conclusions are drawn:

The finding of the study shows that all independent variables play an important role in influencing consumers buying behavior. Product, price and promotion have strong and positive correlation with consumer buying behavior ($r=.863$), ($r=.836$) and ($r=.812$) respectively. Place on the other hand has moderate and positive correlation with consumer buying behavior ($r=.584$). In addition, the effect of the all-independent variables on the dependent variable is significance at 0.05 levels.

The ANOVA and coefficient of variation in the data analysis of this research indicate that, the independent variables can explain consumer buying behavior with significance level 0 .05 as

follows: Product: 40.2% of the variation (increase/decrease) in consumer buying behavior can be explained by a 1% change in product attributes. Therefore, the company can influence consumers buying behavior to purchase Coca-Cola Ethiopia soft drink products by improving its product quality. Price: 24.4% of the variation (increase/decrease) in consumer buying behavior can be explained by a 1% change in price that the company charges. Therefore, the company can influence consumers buying behavior to purchase Coca-Cola Ethiopia soft drink products by charging a competitive price.

Promotion: 21.1% of the variation (increase/decrease) in consumer buying behavior can be explained by a 1% change in the company's promotional activity. Therefore, the company can influence consumers buying behavior to purchase Coca-Cola Ethiopia soft drink products by doing different aggressive promotional activities. Place: 3.9% of the variation (increase/decrease) in consumer buying behavior can be explained by a 1% change in product accessibility. Therefore the company can influence consumers buying behavior to purchase Coca-Cola Ethiopia soft drink products by making easily available its products for the consumers.

Generally, it can be concluded that marketing mix elements positively influence consumer purchase behavior of Coca-Cola Ethiopia soft drink product users in Addis Ababa, Ethiopia.

5.3 Recommendation

Based on the findings and conclusion of the study the researcher suggests the following recommendations:

- As shown from the regression result that the independent variables; product, price, and promotion has the high effect on consumer purchase behavior whereas place has low effect on consumer purchase behavior. Hence, Coca-Cola Ethiopia soft drink should give special attention to this low influence of the marketing mix element (place).

- As majority of the respondents are Coca-Cola users instead of other products. Hence, all sales and service provider staff should work to encourage customers to use more other products like Sprite and Fanta.
- The majority of the respondents choose Coca-Cola Ethiopia soft drink products due to its better taste. Therefore, the company should develop other quality dimensions of product to influence the consumers purchase behavior to buy Coca-Cola Ethiopia soft drink products.
- The Company should also increase availability of product in order to make easily accessible in the market to influence consumer purchase behavior of its soft drink products.
- The Company should prioritize each of the marketing mix factors so that it enables to respond as per their level of influence.
- The Company should produce its products by considering each of the marketing mix elements.
- The Company should create unique and attractive packaging design so that it enables to influence the consumers buying behavior to purchase Coca-Cola Ethiopia soft drink products.
- The Company should develop a mechanism to test its product quality and improve it through different quality dimensions so that it enables to influence the consumers buying behavior to purchase Coca-Cola Ethiopia soft drink products.
- The Company shall also try to charge a competitive price that can influence the consumers buying behavior in favor of purchasing Coca-Cola Ethiopia soft drink products.
- The Company should conduct aggressive promotional activities so as to positively influence consumers buying behavior towards its products.

5.4 Recommendation for Further Studies

- This study is conducted in selected sub-city of Addis Ababa. Future researchers can expand the geographical reach of this study by selecting other sub-city include outline area of Ethiopia to better generalize the results.
- This study investigated the effect of strategic marketing management practices on consumer purchase behavior. However, the variables included in the study were not

exhaustive. Future researchers could include other variables (such as packaging, positioning and people) which are not included under this study.

- This study focused on consumers only while future study can expand it to include company's staff.

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APPENDIX I-ENGLISH QUESTIONNAIRE

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

Questionnaire for customers of Coca-Cola Ethiopia

Dear respondents,

I would like to express my deepest gratitude for your cooperation to express your real feeling in the questionnaire. I am a student of Business Administration at ST. Mary's University. I am conducting a research on the effect of strategic marketing management practices on consumer buying behavior in the case of Coca-Cola Ethiopia. The quality of the research is highly dependent on the quality of the data to be generated, so I kindly request your assistance in answering the questions listed below to the best of your knowledge. Any information you present will be kept confidential and will be used only for academic purposes. There is no wrong and right answer. Your cooperation and on-time response will be highly appreciated. Thank you very much for sparing 15 minutes from your precious time to participate in this survey.

Name: **Faiza Ahmed**

Tel. +251-910-66-16-78

E-mail: Faizafao2113@gmail.com

Thank you in advance for your cooperation!

Part I: General information

Directions one: -Please answer your appropriate responses by tick mark (√) on your choice

5. Sex

a) Male

b) Female

2. Age

a) 18-30

b) 31-45

c) 46-60

d) Above 60

3. Education

a) Grade 8 and below

b) Grade 9-12

c) TVET/Diploma

d) First degree

e) Second degree and above

4. Occupation:

a) Student

b) Employee

c) Self Employed

d) Retired

e) Unemployed

f) Housewife

5. Monthly income

a) Below 3000 birr

b) 3000- 5999 birr

c) 6000- 8999 birr

d) 9000-11,999 birr

e) 12,000-14,999 birr

f) 15,000 and above

Part II. Questionnaires related to Coca-Cola Ethiopia products

Directions:- Please answer the following question by tick mark (√) on your choice

1. Which of the following Coca-Cola Ethiopia products do you consume (tick all that applies)?

- a) Coca-Cola
- b) Sprite
- c) Fanta
- d) Others _____

2. Why do you prefer to use the product you mentioned above (tick all that apply)?

- a) It is tasty
- b) Due to its preference
- c) It gives pleasure
- d) Other, please specify _____

3. How often do you consume Coca-Cola products in a week?

- a) Once in a week
- b) 2-3 times in a week
- c) 4-5 times in a week
- d) 6-7 times in a week

4. What factor motivates you the most to buy Coca-Cola Ethiopia products?

- a) Product
- b) Price
- c) Promotion
- d) Place

Part III: Marketing Mix related question

Please read each statement and indicate your level of agreement by ticking (√) against the number that best describe your answers from the given five scales. You are to rate the products of Coca-Cola Ethiopia soft drink company which include Coca-Cola, Fanta, Sprite...

Response scale	1	2	3	4	5
	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree

I. Product related question		1	2	3	4	5
1	Coca-Cola Ethiopia soft drink company offer high-Quality Products from its competitors.					

2	Coca-Cola Ethiopia soft drink company offers a variety of products (i.e Coca-Cola, Fanta, and Sprite).					
3	Coca-Cola Ethiopia soft drink product has a better taste from its competitors.					
4	Coca-Cola Ethiopia soft drink products give me pleasure.					
5	The design of the bottle or cans attracts me to buy Coca-Cola Ethiopia soft drink products.					
6	Coca-Cola Ethiopia soft drink products are a well-known brand.					
II. Price related question						
1	The prices of Coca-Cola Ethiopia soft drink products are affordable.					
2	Coca-Cola Ethiopia soft drink product price with related to its quality is appropriate.					
3	Coca-Cola Ethiopia soft drink product has competitive price compared to its competitors					
4	Coca-Cola Ethiopia soft drink product price is appropriate with the benefits I received.					
5	Coca-Cola Ethiopia soft drink product price with related to its quantity is good.					
III. Promotion related question						
1	Coca-Cola Ethiopia soft drink company Promotion is attractive.					
2	Coca-Cola Ethiopia soft drink company use different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc.).					
3	Coca-Cola Ethiopia soft drink company involvement in charitable donation improves the brand's image.					
4	Availability of free gifts affects me in deciding to purchase Coca-Cola Ethiopia soft drink products.					
5	Coca-Cola Ethiopia soft drink company promotional messages are easy to understand.					
6	Coca-Cola Ethiopia soft drink company promotion creates a good image in my mind.					
7	Coca-Cola Ethiopia soft drink company employees are very helpful in choosing the right products for me.					
IV. Place/distribution related question						
1	Coca-Cola Ethiopia soft drink products are easily accessible in the market.					

2	Coca-Cola Ethiopia soft drink products are found in the main road of my residence.					
3	Coca-Cola Ethiopia soft drink company has an effective distribution system.					
4	Coca-Cola Ethiopia soft drink company has many branches with in my residence.					

Part IV: Questions about Consumer buying decision

V. Consumer buying decision related question		1	2	3	4	5
1	I feel good about my decision to purchase products from Coca-Cola Ethiopia soft drink.					
2	I will positively recommend buying Coca-Cola Ethiopia soft drink products to other people.					
3	I frequently purchase from Coca-Cola Ethiopia soft drink products.					
4	I intent to purchase again from Coca-Cola Ethiopia soft drink products in the future.					
5	Overall, I am satisfied about my purchase from Coca-Cola Ethiopia soft drink.					

Thank you very much again.

APPENDIX II-AMHARIC QUESTIONNAIRE

ቅድሳት ማረፊያም ዩኒቨርሲቲ

የድህረ ምረቃ የቢዝነስ አስተዳደር ትምህርት ክፍል

በአዲስ አበባ ውስጥ የሚገኙ ለኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ ደንበኞች የተዘጋጀ መጠይቅ።

ውድ መልስ ሰጪዎች ውድ የጥናቱ ተሳታፊዎች በቅድሚያ ግዜዎን ሰውተው ትክክለኛና ታማኝ የሆነ ምላሽ ለመስጠት ፍቃደኛ በመሆንዎ ልባዊ ምስጋናዬን አቀርባለሁ። እኔ በቅድሳት ማረፊያም ዩኒቨርሲቲ የድህረ ምረቃ የቢዝነስ አስተዳደር ትምህርት ክፍል ተማሪ ነኝ። የዚህ ጥናት አላማ የገበያ አስተዳደር ስትራቴጂ ተለምዶ በደንበኞች የመግዛት ውሳኔ ላይ ያለውን ተፅዕኖ ለመለካት እንዲቻል የተዘጋጀ መጠይቅ ነው። የምርምር ጥራቱ የሚመነጨው እርሰዎ በሚሰጡት ሀሳብ ላይ ጥገኛ ሆኖ ስለሆነ ከዚህ በታች የተዘረዘሩትን ጥያቄዎች በእውቀትዎ እንዲመልሱ ድጋፍዎን በትኩረት እጠይቃለሁ። በተጨማሪም ይህ መጠይቅ ለሁለተኛ ዲግሪ ማሟያ ጥናት በመሆኑ የሚሰጡት መረጃ በሙሉ በሚስጥር የሚያዝ እና ለዚህ ጥናት አላማ ብቻ የሚውል በመሆኑ ስምዎንም ሆነ ማንነትዎን በመጠይቁ ላይ መግለፅ አይጠቅብዎትም። ለትብብርዎ እና በሰአቱ ምላሽ በመስጠትዎ ከፍተኛ አድናቆት አለኝ።

ለበለጠ መረጃ +251-910-66-16-78

ወይም (Faizafao2113@gmail.com)

ፋኢዛ አህመድ ብለው ሊያገኙኝ ይችላሉ።

ክፍል አንድ:-ጠቅላላ መረጃ

መመሪያ አንድ:-እባክዎ ከዚህ በታች ለተዘረዘሩት ጥያቄዎች የእርስዎን ምላሽ በሚገለፀው ሳጥን ውስጥ "√" ምልክት በማድረግ ይመልሱ።

- 1. ያታ 1. ወንድ 2. ሴት
- 2. እድሜ 1. 18-30 2. 31-45 3. 46-60 4. ከ60 በላይ

3. ሥራ:

- 1. ተማሪ 4. ጡረታ የወጣ
- 2. ሠራተኛ 5. ሥራ አጥነት እና ሥራ ፈላጊ
- 3. የግል ሰራተኛ 6. ቤት ጠባቂ ወይም የቤት ሰራተኛ

ክፍል ሁለት:-ከኮከ-ኮላ ኢትዮጵያ የለስላሳ መጠጥ ምርቶች ጋር የተዛመዱ መጠይቆች **መመሪያ ሁለት:-**እባክዎ ከዚህ በታች ለተዘረዘሩት ጥያቄዎች የእርስዎን አቋም የሚገልፀውን ብቻ የ"√" ምልክት በማድረግ ይመልሱ።

1. የትኛውን አይነት ምርት በይበልጥ ይመርጣሉ (የሚጠቀሙትን ሁሉንም ምልክት ያድርጉ)?

- 1. ኮከ-ኮላ 3. ስፕራይት
- 2. ፋንታ 4. ሌላ -----

2. እርስዎ ከላይ የጠቀሱትን ምርት ለመጠቀም ምክንያትዎ ምንድን ነው (ምክንያትዎን ሁሉንም ይምረጡ)?

- 1. ጣፋጭ ስለሆነ 3. ደስታን ይሰጣል
- 2. ምርጫዬ ስለሆነ 4. ሌላ -----

3. የኮከ-ኮላ ኢትዮጵያ ለስላሳ የመጠጥ ምርቶችን ለመግዛት በጣም የሚያነሳሳዎት ነገር ምንድን ነው?

- 1. የምርቱ ጥራት 2. ዋጋ 3. ማስተዋወቂያ 4. ቦታ

ክፍል ሦስት:-የምርት፣የዋጋ፣የምርት ስርጭት እና የማስታወቂያ ግንዛቤን የተመለከቱ ጥያቄዎች **መመሪያ ሦስት:-** እባክዎ በጥንቃቄ ያንብቡና ከዚህ በታች በሰንጠረዥ ለቀረቡት ጥያቄዎች ምን ያህል እንደሚስማሙ ወይም እንደማይስማሙ ለመግለፅ ከተሰጡት አምስት አማራጮች ውስጥ የእርስዎን አቋም የሚገልፀው ቁጥር ላይ የ"√" ምልክት ያድርጉ።

የምላሽ ልኬት	1	2	3	4	5
	በፍፁም አልስማማም	አልስማማም	ገለልተኛነኝ	እስማማለሁ	በጣም እስማማለሁ

ተ.ቁ	የምርት ግንዛቤ ጥያቄ	1	2	3	4	5
1	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ ከተወዳዳሪዎቹ ከፍተኛ ጥራት ያላቸውን ምርቶች ያቀርባል።					
2	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ የተለያዩ ምርቶችን ያቀርባል (ማለትም ኮከ-ኮላ፤ ፋንታ እና ስፕራይት) ።					
3	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርት ከተወዳዳሪዎቹ የተሻለ ጣዕም አለው።					
4	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶች ደስታን ይሰጡኛል።					
5	የኮከ-ኮላ ኢትዮጵያ ለስላሳ የመጠጥ ምርቶችን ለመግዛት የጠርሙሱ ወይም የጣሳዎቹ ቅርፅ ይማርከኛል።					
6	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርት የሚታወቅ የምርት ስም አለው።					
የዋጋ ግንዛቤ ጥያቄ						
1	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶች ዋጋዎች ተመጣጣኝ ናቸው።					
2	ከጥራቱ አንፃር የሞሃ ለስላሳ መጠጥ ምርት ዋጋ ተገቢ ነው።					
3	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርት ከተፎካካሪዎቹ ጋር ሲወዳደር ተመጣጣኝ ዋጋ አለው።					
4	ካገኘኋቸው ጥቅሞች ጋር ሲነፃፀር የሞሃ ለስላሳ መጠጥ ምርት ዋጋ ተገቢ ነው።					
5	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርት ዋጋ ከመጠኑ ጋር ሲወዳደር ጥሩ ነው።					
የማስታወቂያ ግንዛቤ ጥያቄ						
1	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ ማስተዋወቂያ ማራኪ ነው።					
2	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ እንደ ኤሌክትሮኒክስ እና እንደ ህትመት (ቴሌቪዥን፣ሬዲዮ፣ቢልቦርድ፣በራሪ ወረቀቶች፣የንግድ ካርዶች፣ወዘተ ያሉ) የተለያዩ የማስታወቂያ ሚዲያዎችን ይጠቀማል።					

3	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ በበጎ አድራጎት መዋጮ መሳተፊ የምርት ስሙን ያሻሽልለታል።					
4	የነፃ ስጦታዎች መኖር ኮከ-ኮላ ኢትዮጵያ ለስላሳ የመጠጥ ምርቶችን ለመግዛት በመወሰኔ ላይ ተጽዕኖ ያሳድራል					
5	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ የማስተዋወቂያ መልዕክቶች ለመረዳት ቀላል ናቸው።					
6	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ የማስተዋወቂያ በአጸምሮ ውስጥ ጥሩ ምስል ይፈጥራል።					
7	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ ሰራተኞች ለእኔ ትክክለኛ ምርቶችን ለመምረጥ በጣም ይረዳሉ።					
የምርት ስርጭት ተደራሽነት ግንዛቤ ጥያቄ						
1	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶች በገበያው ውስጥ በቀላሉ የሚገኙ ናቸው።					
2	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶች በመኖሪያዬ ዋና መንገድ ላይ ይገኛሉ።					
3	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ ውጤታማ የስርጭት ስርዓት አለው።					
4	ኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ኩባንያ በመኖሪያዬ አካባቢ ብዙ ቅርንጫፎች አሉት።					

ክፍል አራት:-የተጠቃሚ የመግዛት ባህሪ ግንዛቤ የተመለከቱ ጥያቄዎች

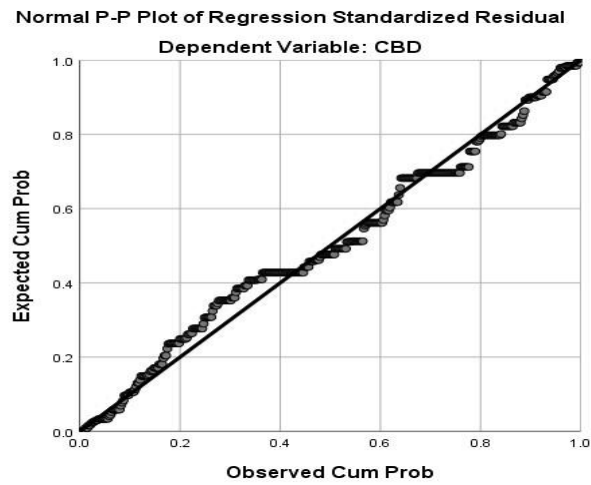
ተ.ቁ	የተጠቃሚዎች የመግዛት ውሳኔ ጋር የተዛመደ ጥያቄ	1	2	3	4	5
1	ከኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶችን ለመግዛት ስላደረግሁት ውሳኔ ጥሩ ስሜት ይሰማኛል።					
2	የኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶችን ለሌሎች ሰዎች እንዲገዙ በአዎንታዊነት እመክራለሁ።					
3	ከኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶች በተደጋጋሚ እገዛለሁ።					
4	ለወደፊቱ ከኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ ምርቶች እንደገና ለመግዛት አስቤያለሁ።					
5	በአጠቃላይ፣ ከኮከ-ኮላ ኢትዮጵያ ለስላሳ መጠጥ በመግዛቴ ረክቻለሁ።					

በድጋሚ በጣም አመሰግናለሁ።

Appendix- III

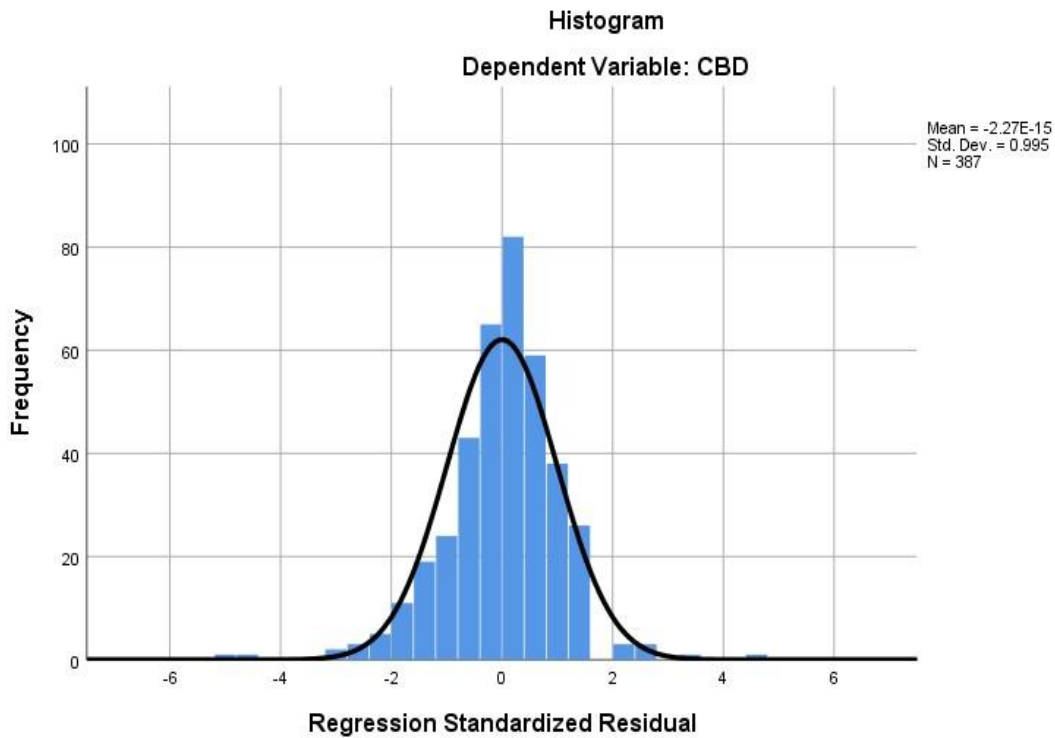
Normal Point Plots of Standardized Residuals

Figure 4.1



Frequency distribution standardized Residual.

Figure 4.2



Homoscedasticity Test

Figure 4.3

