



ANALYZING FACTORS AFFECTING NEW PRODUCT ACCEPTANCE IN THE CASE OF
MINUTE MAID REFRESH PRODUCT DIFFUSION PROCESS IN SOUTH WEST REGION
OF ETHIOPIA HOSSANA TOWN.

Masters of Marketing Management

By

Halleluya Tesfaye

ID No. GSE/7621/13

Advisor: Dr. Tewodros.M

Addis Ababa University

Addis Ababa, Ethiopia


July, 2023

ADDIS ABABA UNIVERSITY
DEPARTMENT OF MARKETING MANAGEMENT
STATEMENT OF DECLARATION

I the undersigned hereby declare that this thesis entitled “Research on Analyzing Factors Affecting New Product Acceptance in the Case of Minute Maid Refresh Product Diffusion Process in South West Region of Ethiopia Hossana Town.” Submitted to Addis Ababa University; School of Graduate Studies is my original work and has not been presented to any university or other institution for award of degree of any other purpose. All sources of materials used for the thesis have been dully acknowledged.

Declared by:

Name: Halleluya Tesfaye

Signature: 


Date: July, 2023

ADDIS ABABA UNIVERSITY
DEPARTMENT OF MARKETING MANAGEMENT
POST GRADUATE PROGRAM
STATEMENT OF CERTIFICATION

I the undersigned confirm that this thesis under the title “Research on Analyzing Factors Affecting New Product Acceptance in the Case of Minute Maid Refresh Product Diffusion Process in South West Region of Ethiopia Hossana Town.” submitted by Halleluya Tesfaye written under my supervision as university advisor, and to the best of my knowledge it is original and fulfill the requirements of the University for submission.

Advisor: - Dr. Tewodros Mesfin

Signature:-




13/7/23
Dr. Tewodros
Thesis Advisor

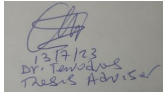
ADDIS ABABA UNIVERSITY
DEPARTMENT OF MARKETING MANAGEMENT
POST GRADUATE PROGRAM
DECLARATION

This is to certify that the thesis prepared by Halleluya Tesfaye entitled: “Research on Analyzing Factors Affecting New Product Acceptance in the Case of Minute Maid Refresh Product Diffusion Process in South West Region of Ethiopia Hossana Town” and submitted in partial fulfillment of the requirement of degree of Master complies with the regulation of the university and meets the accepted standards with respect to originality and quality.

Approved by:

Internal examiner: _____ Signature _____ Date _____

External examiner: Mohammed A. (Ass. Professor) Signature  Date 13/07/23

Advisor: Dr.Tewodros.M Signature.  Date 13/7/23

Chair of Department or Graduate Program Coordinator

Acknowledgment

It is the grace, mercy, charity, forgiveness, help and kindness of the almighty GOD that enabled me thrive and achieve this success and strength and to go through all the difficult time. While there are several people who have helped me in one way or another to achieve the completion of this thesis, it would have not been possible without the guidance, support and expertise of my thesis advisor Tewodros Mesfin (Phd). So, I would like to begin by thanking Dr. Tewodros for his constructive comments and outstanding help with this thesis, for his support by providing freedom to me to pursue this study, to work on my own initiative and for making me to use the potential that I have with confidence on my ability.

Abstract

This study investigated factors affecting new product acceptance in relation to the recently introduced Coca Cola product called Minute Maid. The study was conducted by analyzing product compatibility, product attribute, price, and promotion as determinants of new product adoption. Data was collected from 181 product outlets located in Hossana town, South West Region. Regression analysis using Pearson's Product Moment Correlation was conducted to determine the direction and magnitude of correlation between the dependent and independent variables. The inferential statistics conducted revealed that there was a strong association between the independent variables of compatibility, product attribute, price, and promotion on the one hand, and the dependent variable of new product acceptance on the other hand. The correlation was statistically significant and showed the direction and magnitude of relationship between the variables.

Key words: - product attribute, price of product, promotion, compatibility

Table of Contents	Page
Acknowledgment	i
<i>Abstract</i>	ii
Contents	iii
List of Tables	vi
List of Figures	vii
Abbreviations and Acronyms	viii
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the study	1
1.2. Statement of Problem	2
1.3. Research Question	3
1.4. Objective of the Study	3
1.4.1. General Objective	3
1.4.2. Specific Objective	3
1.5. Research Hypothesis	3
1.6. Significance of the Study	4
1.7. Scope of the Study	4
1.7.1. Geographical scope	4
1.7.2. Content scope	4
1.8. Limitations of the study	4
1.9. Organization of the Study	5
1.10. Operational Definition of Terms	5
CHAPTER TWO	6
LITERATURE REVIEW	6
2.1. Introductions	6
2.2. Related theoretical review	6
2.2.1. Price effect on the acceptance of new product	6
2.2.2. The effect of product attribute on the acceptance of new product	9
2.2.3. The effect of compatibility on the acceptance of new product	11

2.2.4. The effect of promotion on the acceptance of new product	13
2.2.5. New product acceptance	16
2.3 Related Empirical Review.....	17
2.4. Conceptual framework of the study	18
CHAPTER THREE	19
RESEARCH METHODOLOGY.....	19
3.1. Introduction	19
3.2. Research design.....	20
3.3. Research approach.....	20
3.4. Sources of Data	20
3.5. Population of the study.....	21
3.6. Sampling techniques	21
3.7. Sample size.....	21
3.8. Instrument development	22
3.8.1. Instrument Validity	22
3.8.2. Instrument Reliability	23
3.9. Data processing and analyzing.....	23
3.9.1. Data processing.....	23
3.9.2. Data Analyzing	23
3.9.2.1. Descriptive Analysis.....	24
3.9.2.2. Inferential Analysis.....	24
3.10. Ethical Consideration	25
CHAPTER FOUR.....	26
DATA ANALYSIS, PRESENTATION AND INTERPRETATION	26
4.1. Introduction	26
4.2. Demographics characteristics of respondents	26
4.3. Reliability of the research instrument	28
4.4. Descriptive statistics of the study.....	29
4.4.1. Descriptive statistics of compatibility	29
4.4.2. Descriptive statistics of price of product	31
4.4.3. Descriptive statistics of product attribute	32

4.4.4. Descriptive statistics of promotion of product	35
4.4.5. Descriptive statistics of new product Acceptance	37
4.5. Result of inferential statistics of the study	39
4.5.1. Correlation of independent and dependent variables	39
4.5.2. Pearson's product moment correlation coefficient.....	39
4.6 Regression analysis	41
4.6.1 Basic assumption of regression analysis	41
4.6.1.1 Linearity test	41
4.6.1.2. Normality test.....	42
4.6.1.3. Multicollinearity test.....	43
4.6.1.4. Hetroskedasticity test	44
4.6.1.5. Autocorrelation test.....	46
CHAPTER FIVE	50
SUMMARY OF MAJOR FINDING, CONCLUSIONS, AND RECOMMENDATIONS	50
5.1 Introduction	50
5.2 Summary of major findings	50
5.3 Conclusion.....	53
5.4 Recommendations	54
5.4.1 Recommendations for Improvement	54
5.4.2 Recommendations for Further Studies	54
REFERENCE.....	55
APPENDICES	61

List of Tables

Table 1: Gender of the respondent.....	26
Table 2 : Age of the respondent.....	27
Table 3: Monthly Wages (in birr) of the respondent	27
Table 4: Family size of the respondent	28
Table 5:Reliability Statistics of the study	28
Table 6: Compatibility rating.....	29
Table 7: Price of Product Rating.....	31
Table 8: Product Attribute Rating.....	32
Table 9: Promotion of Product Rating.....	35
Table 10: New product acceptance rating.....	37
Table 11: Correlation Coefficient for Interpretation.....	Error! Bookmark not defined.
Table 12: Correlations of dependent and independent variables	40
Table 13: multi collinearity test	43
Table 14: autocorrelation output.....	46
Table 15: Regression Model Summary.....	47

List of Figures

Figure 1: Conceptual framework of the study	19
Figure 2: PP Plot Test for linearity	42
Figure 3: Normality test	42
Figure 4: Q-Q Plot of compatibility	44
Figure 5: Q-Q Plot of product attribute.....	44
Figure 6: Q-Q Plot of Promotion of product.....	45
Figure 7Q-Q Plot of price of product.....	45
Figure 8: Q-Q Plot of new product acceptance.....	46

Abbreviations and Acronyms

Ethiopian Calendar	E.C
New product development	NPD
East African Bottling S.C.	EABSC
Statistical Program for Social Science	SPSS
Information systems	IS
Television	TV
Nigerian Breweries	NB
Programmable Logic Controllers	PLC
Analysis for variance	ANOVA ^a

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Minute maid is one of the several products of Coca Cola Company, and was introduced to the market in June 2022. Minute maid product has five flavours and they are available in 500ml and 200ml size. The product was a new market initiative launched in accordance to the mission of the Company. The mission of Coca Cola Company is to boost sales, increase profits, and enhance stockholder value through customer satisfaction, effective distribution channel, and the creation of new markets. Coca Cola was introduced to Ethiopia in 1959 when the first product was manufactured in the plant by the Bottling company established in Addis Ababa. This Main company is responsible company for managing , storing and handling of products and delivers its products to his authorized distributors (Official Coca Cola Distributor) East Africa Bottling Share Company Coca-Cola companies produces different kinds of soft drink like Coca-Cola, Sprite, Fanta Orange, Fanta, pineapple, Tonic and Mineral Water. Now minute maid product also manufactured in east Africa bottling company which is target study in this research (Tadesse, 2013).

New product development (NPD) is the process of bringing a new product to the certain marketplace. All the activities related to development of the new product including idea generation, screening, testing and getting customer approval happen in NPD life cycle. In every industry, NPD process has significant value because it greatly influences the whole value chain and decisions on fundamental aspects such as quality, cost and time. The process aims to provide customer satisfaction whilst minimizing returns. New Product development has become one of the most critical yet risky activities manufacturing companies perform (Kamran and Kim, 2009).

This study is based on the coca cola new product in Ethiopia called minute maid product. Minute maid product was launched relatively recently, and was a new product to the Ethiopia market. The aim of the study is about how this recently introduced launched product can successfully enter, gain more customers and retain those customers in south west part of Ethiopia, especially Hosaana town. Traditionally, people in the south west part of Ethiopia are known for their natural fruit products, and culturally they use fresh products and they are also known by quality

and low price juice products. Retaining the customers is other big problem. The customers may not like the product, the others factors like family members, friends and relatives, other brands advertisements, the price and the quality of the product. Can push away the customers use the other product (Kotler et al., 2017).

1.2. Statement of Problem

Selling a product, especially new products, are affected by many factors - both internally and externally to the selling organization and may be those factors can be both controllable and uncontrollable (Pauwels et al., 2004). According to Harvard Business School professor Clayton Christensen, over 30,000 new products introduced every fiscal year, and more than 95% fail. No one's immune. Coca-Cola, Google, and Samsung all, at some point in their illustrious careers, launched products that monumentally flopped. For some, it was due to poor market research: There simply wasn't a need for the product. For others, it was attempting to venture too far out of their area of expertise (Tadesse, 2013).

As from above examples this study based on the coca cola new product in Ethiopia called minute maid product. The aim of the study is about how this recently introduced launched product can be successfully enter, gain more customers and retain those customers in south west part of Ethiopia, but the facts show that the southwest part of Ethiopia known by their fruit products, and culturally they use fresh products and they are also known by quality and low price juice products.

The new developed product passes through many stage before the customers use that product.in real world the companies which are a famous like Coca-Cola can easily promote the product and consumed by the customers, but the question is 'will the customers use the product long time?' may be the product does not fulfil the want of the customer want the price will not fit.so before companies' launch product they need to investigate what the customer needs and is the price suitable for the customers. According to Philip Kotler marketing 3.0 the new path of customers towards the product, after the product launched the next question is the way to promote and advertise, get customer attention, answer the question raised from the customer and make customer decide to use the product, and then made these customer buy the product again and promote to others (Kotler et al., 2017). According to Vernon (2005), diffusion of new product

innovation is affected by four factors. From these four the social system factor is vital for this study. The society system includes two parts these are social structure (the values, norms, and roles) and communication structure how messages flow within the social system (Francisco et al., 2011).

This research aims to address and suggest a ways to make how the new product (minute maid) to can gain customers' and market acceptance using the variables product attribute, price of the product, promotion and compatibility relative to others in the market and how the society accepts this new product. In addition the research was given direction how to address the issues raised by the customers after they use this product in south west part Ethiopia in Hosanna Town.

1.3. Research Question

1. To what extent Promotion of product affect new product acceptance (Salamoura and Angelis, 2008)?
2. How does Product attribute affect new product acceptance?
3. To what extent price of the product affect new product acceptance?
4. How does compatibility affect new product acceptance?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of this study was to Analyze factors Affecting New Product Acceptance in the Case of Minute Maid Refresh Product Diffusion Process in South West Region of Ethiopia Hosanna Town.

1.4.2. Specific Objective

- ❖ To assess the relationship between promotion and new product acceptance.
- ❖ To analyse the impact of product attribute on new product acceptance.
- ❖ To examine the influence of price on the acceptance of minute maid refresh.
- ❖ To assess the effect of compatibility on new product acceptance.

1.5. Research Hypothesis

Alternative Hypothesis H1: promotion has significant effect of the diffusion of the minute maid product on south west region.

Alternative Hypothesis H2: product attribute has significant effect of the diffusion of the minute maid product on south west region.

Alternative Hypothesis H3: price of the product has significant effect of the diffusion of the minute maid product on south west region.

Alternative Hypothesis H4: compatibility of the product has significant effect of the diffusion of the minute maid product on south west region.

1.6. Significance of the Study

There is gap in research in relation to factors affecting new product acceptance, especially with regard to the launch of Coca Cola Products. New product diffusion has been affected by many factors and those factors lead to the failure. The study shortlisted the main factors and was study how to minimize the effect of these factors and how to outpace the effects. As a result this study was helped the minute maid product to identify their gap in their new product development process and make corrections in them and help the company discover new ways to develop their product.

1.7. Scope of the Study

This study assessed that factors affecting new product acceptance of the minute maid product diffusion (Lin & Chang, 2012) process in south west region in Hosanna Town.

1.7.1. Geographical scope

This study was assessed that factors affecting new product acceptance of the minute maid product diffusion (Lin & Chang, 2012) process in Hosanna Town in south western region of Ethiopia.

1.7.2. Content scope

There are two variables that were analyzed in this research which are dependent variable which is new product acceptance (dependent variable) and four independent variables which are promotion, product attribute, price of product and compatibility.

1.8. Limitations of the study

It was time consuming since the sample size is too much and there may be respondent reluctance since there is no obligatory rule from the government side to fill the questionnaire.

1.9. Organization of the Study

The research consists of five chapters. Chapter one deals with background of study, statement of the problem, research questions, objective of the research, significance of the study, scope of the study, limitation of the study, and definitions of terms. Chapter two contains related literature review. Chapter three contains research methodology, research approach, research design, source of data; data collection methods, data collection procedure, method of analysis, ethical consideration. Chapter four contains data analysis, presentation and interpretation. Chapter five contains summary of major findings, conclusion and recommendation.

1.10. Operational Definition of Terms

Analyzing: examine (something) methodically and in detail, typically in order to explain and interpret it. We need to analyze our results more clearly.

Factors: influence that contributes to a result.

Affecting: impressive, moving, pathetic, poignant, and touching.

New product: a product that is new to the company introducing it even though it may have been made in same form by others.

Acceptance: the process or fact of being received as adequate, valid, or suitable

Minute maid: fruit flavor orange juice called Minute Maid.

Refresh: give new strength or energy to; reinvigorate

Product: minute maid product.

Diffusion: Adoption of minute maid widely to the society

Process: Way of adoption of minute maid

South western region: officially the South West Ethiopia Peoples' Region is a regional state in southwestern Ethiopia

Ethiopia: The Federal Democratic Republic of Ethiopia is located in the north-eastern part of Africa commonly known as the Horn of Africa

Hosanna: a town and separate woreda in southern Ethiopia, and the administrative center of the Hadiya Zone

Town: a built-up area with a name, defined boundaries, and local government, that is larger than a village and generally smaller than a city in this study Hosanna

CHAPTER TWO

LITERATURE REVIEW

2.1. Introductions

In this chapter theoretical review, empirical review, and conceptual framework about product attribute, compatibility, price of product and promotion have been stated.

2.2. Related theoretical review

2.2.1. Price effect on the acceptance of new product

The minute maid products must be suitably priced in order for the user or clients to accept them. A customer's financial capacity is gauged by how much a minute maid product costs. Customers are happy with Minute Maid Refresh's price. The price of the Minute Maid refresh product is more than that of similar products from other companies. Customers still buy Minute Maid products because they are aware of the prices before the products are released into the market and because the prices are predetermined.

Seven criteria were identified as having an impact on the new product's quality in the cluster analysis study, which was based on an earlier survey and began with the first variable price. These components include cross-functional collaboration, market analysis; pre-launch medical programs, price strategies, early access initiatives, resource allocation, and supply chain management strategies. All aspects of the launch strategy, including timing and logistics, must be in place for the skimming pricing to be successful (Calantone, 2007).

The price is the sum of money that customers pay in exchange for a good or service. Businesses must find clients who are willing to pay higher prices for products or services (Lien, 2015). Price and price fairness have a relationship despite having different definitions. Pricing fairness is

characterized as the user's evaluation of whether the seller's pricing and the price of a competing party are reasonable and distinctive—or not—in comparison to the user's own expectations (Konuk, 2018).

On the other side, when a price deviates from social norms, it is judged unfair. On occasion, the correctness of the product, the variation in the quality, and the accessibility of the product to all members of society are used to determine pricing fairness (Setiawan et al., 2016).

More importantly, a fair consumer reaction can increase a buyer's likelihood of making a purchase. According to a study by Setiawan et al., (2016) consumers prioritize price fairness while making purchases. The study's findings show a favourable correlation between pricing fairness and customers' propensity to buy. When a customer refers to a pricing as fair, they usually indicate that it ought to be less expensive. They also consider how the price stacks up against competitors.

According to Khun's (2017) regression study, correlation analysis, and cluster analysis on Success factors and best-practice methods of the product launch, the product, management of the launch, and the product are the three primary success factors. How successful a new product is depends on a variety of factors, including pricing, market coverage width, and market coverage intensity. The result shows that pricing has a smaller influence than other factors.

With its cost leadership strategy, the company aims to become the lowest-cost producer in its sector. A corporation can make returns thanks to lower expenses even after its competitors have exhausted their profits through competition, offering protection from competition from other enterprises. Cost executives strive to lower costs and boost productivity throughout the organization's supply chain. This study set out to determine whether these effects held true for companies using cost leadership methods. The study's findings according to Semere (2020) indicate that the cost leadership strategy has an effect on East African Bottling S.C.'s (EABSC) market share and sustainability.

Price was a major deterrent for those in Puducherry who wanted to buy Minute Maid Pulpy Oranges more frequently. The data demonstrates that the marketing of the product places a greater emphasis on fresh juice than on other elements like pulp. To encourage more people to

purchase the product, the target market should also be distinctly defined as being worried about their health (Ganesh L., 2013).

After weighing the best among the competing brands, the consumer is ready to purchase. It's crucial to understand that sometimes having a purchase intention does not result in really making a purchase. Here, according to Yordanos (2020), the organization's aid in the customer's activity toward his purchase goal is essential.

A number of factors can have an impact on a product's sales. The time of the product release was considered to be one of the most important elements for securing the initial market share. It is believed that keeping a market share once attained requires strategies that govern economic factors, market trends, and product quality. The article frequently provides a variety of these "pricing strategies" and "timing strategies" for bringing the products to market more quickly. (Biren, 1997).

Budget-conscious consumers are increasingly likely to welcome discounts, specials, and bulk purchases. NPLAN and PHLP (2011) evaluate pricing in the main soft drink industry segments in this section.

One of the criteria or benchmarks used by consumers to select and evaluate future purchases or uses of a good or service is price. Consumers frequently do this while comparing the costs of various goods. For instance, cheaper prices than the competition. Pricing correctly will encourage customers to buy a product or service from the company (Diansyah and Rinda, 2022).

One of the more fundamental yet important choices a business must make is how much to charge customers for goods and services. This decision is only made possible by pricing. Marketing has historically relied heavily on pricing. In order to encourage the production of customer value, organize price decisions, and make a profit, Mario and Christian (2017) argue that a strong pricing strategy is now more important than ever.

The method a business uses to determine how much to charge for its goods and services is known as its pricing strategy. The commonality of pricing strategies is that, in the end, the total income from the price set multiplied by the number of units sold must pay for the business's expenses and provide room for a healthy profit margin that ensures an acceptable return on investment. Cost-based pricing, competition-based pricing, and value-based pricing are the three

categories into which strategic approaches are generally divided. The best way to achieve this differs based on the state of the market and industry, the available competitive advantage, and occasionally, governmental limitations (Tanya and Derek, 2014).

2.2.2. The effect of product attribute on the acceptance of new product

Products from Minute Maid Refresh must be of a high quality in order to be accepted by the market from the customer perspective. The Minute Maid product's colour should appeal to its target market. I like the tastes and overall flavour of Minute Maid goods. Minute Maid is, in my opinion, the main fruit found in packaged fruit juice. Customers are happy with the proper amount of Minute Maid product concentration. The Minute Maid product's packaging has drawn attention. The Minute Maid products are top-notch and full of beneficial minerals. Minute Maid products contain only natural and pure fruits. Customers should be satisfied with Minute Maid's product quality. The product from Minute Maid was assessed for its level of quality, dependability, and added flavor and usefulness that can draw in customers. Customers want to be informed of Minute Maid products' quality prior to their release on the market.

Quality is more about consumer's perception of general quality of a particular product or service (Cheng-Ping, 2017). This is more in relation to the purpose of the product or service as compared to other alternative offered by the market. According to Saleem et al (2015) perceived quality is usually formulated on scope of product specification (reliability, performance and brand). Quality is a useful when it comes to creating competitive advantage. Product quality is regarded as a key factor when evaluating purchase intention.

Asshidin et al, (2016) state that quality is seen as a continuous cycle of improvement and it continues to cause an increase in product performance and consequently meeting the consumer's needs. Therefore this is why it is important for marketers to study and know consumer's thoughts and perception towards a product's quality. Perceived quality is said to have positive influence on consumer's purchase intention. Thus the higher the perceived quality product possesses the more consumers are willing to purchase that product as opposed to lower quality products perceived (Yan et al, 2019).

Academics and practitioners have devoted much attention to quality; the term quality has been so overused that it is difficult to determine its meaning. However, at project level, most authors

accept classification framework of product quality, which defines it as being based either on extrinsic cues (external quality) or on intrinsic cues (internal quality). External quality is based on customers' perception regarding extrinsic cues like brand, price, country of origin, or warranty. Internal quality cannot be changed without altering the nature of the product itself and is further distinguished as being either objective or subjective. Objective product quality evaluates whether the product performs as it is supposed to, incorporates features customers do not expect, or has a low probability of failing (Francisco, et al. 2011).

Product quality is a potential strategic weapon to beat competitors, the company with the best product quality that will grow rapidly and in the long run the company will be more successful than other companies. The higher degree of product compatibility with standard quality specifications than have been established the higher quality of the product concerned .The relationship of product quality to consumers purchase decision is that quality can be expressed as the expectations and perceptions of consumer's as good as actual performance Mareta Ginting and Hendri Sembiring (2017).

Related to current technological advancements and increase in supply of identical goods and services customers' needs and requirements have been changed and upgraded. Customers have started to look for a suitable product in suitable place, at suitable time with high quality and fair price. For companies to stay in the market and compete it is important to meet the above requirements Feleke, Hanna (2022).

Study examined the effect of product innovation and product quality on brand image in addition to testing the mediating effect of brand trust between them. The results indicated that product innovation has significant relationship with brand image. This result was support by certain previous studies (which reported a significant relationship between product innovation and brand image. This means that product innovation plays an important role in enabling firms to develop strong brand image. The result was supported by who demonstrated that innovation creates a sense of trust among customers toward the manufacturing brand in delivering its products and services as expected Jalal Hanaysha et al (2014).

Product quality has an important role in choosing the final consumer. Meeting consumer needs will be the most important concerns of the institutions to satisfy their customers and a good product builds trust between the company and the final consumer Omar Mohammed (2020).

Product quality is a factor to support purchasing decisions. Atmosphere of competition and the increasing demand by consumers led many companies seeking to realize his desire to produce a quality product quality that can compete in the market. A company should be able to perform a variety of efforts and strategy to master the market position, and strive to improve and develop the quality or the quality of the product. Society offered a combination of products and prices vary. Manufacturers of competing to offer competitive prices, consumers are free to choose according to the needs and purchasing power. One absolute thing customers want is to buy goods with the best quality at the lowest price Jakarta et al (2017).

According to the research, the findings suggest that when Albanian consumer's choice for food products, is dimensioned in five components which each of them influencing consumer brand choice for food products. All the variables which were taken in the research are important and are dimensioned in five components. Based on the variables which are included in each component we have named the first component product information, second component packing attraction, third component product promotion, fourth component location based on price, fifth component brand image. The five components give us a dimensions map in which the consumer project the choice of a brand based on product's attributes. If the variables are all very different from each other, this index will be low (Eldian and Hasim, 2015).

The study found that it is not all the brand product attributes of Malt drink have influence on consumer purchase decision. In the context of this study, brand name, attractive packaging and celebrity endorsement have significant effect on consumer purchase decision. This implies that all the brand attributes of Malt drink should not be given equal important consideration during product development (Angela, Christian and Aja, 2019).

2.2.3. The effect of compatibility on the acceptance of new product

Customers who use the product may be compatible with the culture and value of Minute Maid products. For the best level of consumer satisfaction, Minute Maid refresh product needs to be sweeter. Due to its thickness, customers like minute maid refresh. Customers have the same product as Minute Maid Juice, and the flavour matches what they are accustomed to.

The cross-cultural features of product diffusion and adoption patterns have been the focus of substantial research by Miraz et al. (2014). Another area of their research is universal usability, which includes cross-cultural usability. They correctly identified the socioeconomic and cultural constraints preventing the adoption and spread of the product and offered potential remedies. Given the target population's cultural and religious traditions, special thought should be given to the colour, layout, design, and language used. Since many products include an interface, they should take the results into account to aid in the product's international adoption. It is important to keep in mind that sometimes the language used to describe a product, its design, and its colour can have an impact that outweighs the technical functionality of the object itself.

In the literature on information systems (IS), it has been noted that one of the key characteristics of a new technology or application that determines its acceptability by users is perceived compatibility with preexisting values and habits. However, this factor has received little attention in the literature on the Internet and e-commerce. In this regard, various researches have looked at e-commerce determinants that are conceptually connected to perceived compatibility (Ángel, 2013).

The innovative product and service's suitability for current consumer backgrounds, behaviors, and lifestyle patterns have an impact on how widely it is used by customers. A product or service's compatibility is determined by how well it adheres to needs, value systems and norms, lifestyles, culture, etc. The speed of diffusion increases with the level of compatibility, while it decreases with compatibility. If consumers are not required to alter their values, norms, lifestyles, cultures, or regular routines, a product will spread more swiftly (Gagandeep and Gopal, 2014).

Due to its immediate impact on purchase intention and other criteria, compatibility may take the lead in the evaluation of innovations. According to research, compatibility has a significant and direct beneficial impact on purchase intentions. If a consumer perceives an innovation to be compatible, they are likely to learn about it and seek out information about it. On the other side, the compatibility of the old/existing products influences the adoption rate; the less willing consumers are to adopt new items, the greater their resistance (Kamran and Kim, 2009).

Relative advantage, compatibility, intricacy, trialability, and observability are some of the innovation's perceived features. Through this evaluation, consumers develop a perspective on the innovation that can be either positive or negative and leads to a specific intention to embrace it. The next decision stage is the time when a consumer will truly decide whether to accept or reject the innovation. The implementation stage has started when a consumer buys and uses the innovation. After the invention has been evaluated, the confirmation phase begins, during which the consumer chooses whether to adopt and use the innovation over time or reject it afterwards (Florian, 2018).

For the companies making the product available on the market, the packaging system's first role in this compatibility is to protect the formula of the product or the food contained: the packaging must not contaminate or transfer compounds liable to alter or modify the content. Thus, compatibility includes the fact that "the packaging must protect the content until the end of its life cycle" and "must not have an unacceptable impact on the packaged product" under normal and foreseeable conditions of storage and use of the packaging/content pairing. This compatibility is often expressed as an "adequacy between the packaging and its content" as defined in the regulation, inertia principle, (DelemBallege, 2017).

2.2.4. The effect of promotion on the acceptance of new product

Companies should have heard radio and television advertisements concerning Minute Maid Refresh Juice for consumers if they wanted to attract a huge number of clients. Customers ought to have noticed the advertisement for Minute Maid Refresh Juice. Customers ought to have been given samples by a company representative and seen public relations techniques as legitimate.

Promotion is a significant factor for all players in the soft drink industry. Due to the large number of products available, each product or brand must have the means to reach the customer and drive sales. Methods of promotion vary by company size and primary target market, but some of the most frequently used methods of promotion in the soft drink industry are television and print ads, the Internet, sponsorships, discounts/in-store promotional activities and product placement (NPLAN and PHLP, 2011).

Announcement through TV ads was the preferred means by which customers of the Coca Cola Company wanted to be communicated. Night time advertisement was preferred over day time

advertisement. Customers also believe content of advertisement was not regularly updated and does not address all segments of the market (Tadesse, 2013).

NB PLC study has evaluated the objectives of sales promotion as well as different strategies employed by Nigerian Breweries PLC to secure its growing customer base. In order to achieve this, the researcher has analyzed the promotional activities of Nigerian breweries with the aim of establishing its impact on sales and customer loyalty. This was achievable through the distribution of questionnaire as well as interviews with member staffs of the company. The research summaries that sales promotion has positive significant influence on product awareness. This explains that an increase in sales promotion resulted in corresponding increase in NB PLC sales level during promotion periods as emphasized by staffs and respondents (Ibojo, 2014).

Today corporations or business organizations spend an extensive amount of the budget on sales promotion activities. The main idea behind offering such promotion activities is to make the goods more appealing and valuable to the customers. The organization intends to alter consumers' buying behavior and persuasive towards the purchase of the product or service which they are offering (Ahsan and Khair, 2021).

Promotion is a communication tool from companies to consumers to promote and convince consumers to be interested in buying a product or service that is offered. Promotion is an important factor in the marketing mix and is often referred to as a continuous process to provide information about the products or services offered by the company and persuade and influence consumers to make purchases of products and services. Thus, it can be concluded that promotion aims to increase sales that are profitable for the company (Diansyah and Rinda, 2022).

Price promotions are important marketing activities for retailers and they can easily influence customers' buying decisions such as encouraging them to switch their brand, change the number of products they purchase etc. Also, today's customers have a quite expansive knowledge and understanding of the markets and they usually realize that all price related activities are for the brand's benefit, not for customers. They feel happy when they see their regular brand has promotion, but this feeling is not enough to develop strong customer's brand loyalty. In the marketing literature, the relationship between price promotions and customers is not well understood. Several theoretical papers have analyzed the relationship between price promotions

and brand loyalty, buying decisions and customers' opinions of and/or feelings towards a brand. All the issues which are mentioned in this paper are important marketing topics. There are still many researchers who continue to examine the variables underlying price promotion and its different effects across different factors (Lars, 2011).

Sales promotions are effective demand boosters that do not incur the risks associated with new products. Sales promotions are relatively easy to implement, and tend to have immediate and substantial effects on sales volumes. Consequently, it is not surprising that the relative share of promotions in firms' marketing budgets continues to increase. On the other hand, sales promotions rarely have persistent effects on sales, which tend to return to pre-promotion levels after a few weeks or months. Consequently, their effectiveness in stimulating long-run growth and profitability for the promoting brand is in doubt (Pauwels et al., 2004).

Promotion is one important factor in attracting consumers to buy a product. The more intense promotion is done then the consumer will be more familiar with the product and will increase the decision to buy the product (Jakarta et al., 2017).

The product quality is a factor to support purchasing decisions. Atmosphere of competition and the increasing demand by consumers led many companies seeking to realize his desire to produce a quality product quality that can compete in the market. A company should be able to perform a variety of efforts and strategy to master the market position, and strive to improve and develop the quality or the quality of the product. Society offered a combination of products and prices vary. Manufacturers of competing to offer competitive prices, consumers are free to choose according to the needs and purchasing power. One absolute thing customers want is to buy goods with the best quality at the lowest price (Jakarta et al., 2017).

Sales promotion is one of the essential parts of a promotional mix, and promotion is one of the main components of "marketing mix". Sales promotion is core component in market arena, contains motivational tools, generally for a short period of time, designed to stimulate faster or excessive purchase of certain products or services by consumers or the trade. This leads to consumer's impulse decision to buy that product or service. Sales promotion is classified as one of the marketing tools that are used in appealing the consideration of the customer. Retail promotions are used by retailers in modern trade to increase sales to consumers such as displays

and momentary price reductions Mukaram Ali Khan, Amna Tanveer and Syed SohaibZubair (2019).

Promotion carried out by the company means that the company communicates with its target market, with the aim of making buyers interested and willing to buy the products offered. This promotion is very important for smooth sales, because without promotion consumers do not know the product Nurjaya et al (2021).

2.2.5. New product acceptance

Customers who buy Minute Maid juice may rest assured that they are spending their money on the right kind of high-quality product when it comes to new product acceptance. The cost of Minute Maid products is acknowledged by the general public. Without prejudice, consumers accept Minute Maid products. Products made by Minute Maid must be of the highest quality. Customers must be satisfied with Minute Maid products for them to favor Minute Maid Refresh. Minute Maid goods perform better than those from competing brands. Due to the promotion, the company distributes Minute Maid Refresh.

As new products are the back bone of many businesses, companies must continue to introduce new products and improve current ones. New products can be successfully launched when company's customers, competitors, markets are clearly understood and superior value to customers is ensured. New product planning and development must be devised carefully for true success after introduction (Minilk, 2018).

New product is defined as a product for the company which needs a new marketing, and in which the substantial changes are conveyed but excludes any changes that may require simple advertisement. To make new product development effective, there should be coordination between the manufacturing, engineering, research and development marketing, finance and purchasing departments. Marketing department first has to make an assessment about new product, and then a cross- functional team created for the new product has to come into the scene for development of new product. There are several types of classifications for 'new product'. One of these categorized new products into four groups Gurbuz (2018).

2.3 Related Empirical Review

A Review on past literature by J.Sharma shows that many new product development projects fail and lead to the introduction of products that do not meet customer requirements and in some other projects the process of new product development is conducted very unsystematically and resources are wasted because of a lack of communication between the different functions involved. Organizations need a set of practical step-by-step tools and methods which ensure a better understanding of customers' needs and requirements, as well as procedures and processes to enhance communication by focusing on the voice of the customer, not only in creation of ideas but in the evolution of a whole new product development process (Sharma and Rawani, 2009).

Definition of innovation in terms of consumer's behavior: Consumer's innovation is considered as a personality trait and is defined as the amount a consumer accepts and buys new products and services. Consumer's innovation is an intrinsic personality trait which is created based on various factors such as social and economic factors including income and social progress, or personality aspects such as cognitive desire and rationalization. Modernism describes the response to new things, and the difference between these responses is arranged such that it includes very positive attitude to very negative attitude. Seeking for new and emerging things by the consumer is rooted in the individuals' being innovative. Innovative consumers tend to gain information about new and different products Erfan Absari and Hojjat Joudaki (2018).

Customer satisfaction is determined by the quality and price of the products desired by the customer. Product quality and price as the foundation to build up consumer satisfaction. Product quality is a critical determinant of consumer satisfaction. "Price can be used as a resource to increase both profit and customer satisfaction". Other factors that affect customer satisfaction are customer value, "customer value delivery can satisfy customer demand, make the customer satisfied". "Better customer value as Compared to what the competitors will deliver a make customers feel satisfied and in turn will drive him to be loyal". Based on several expert opinions above, it can be seen that product quality, price, and customer value can affect customer satisfaction Ismail Razak et al (2016).

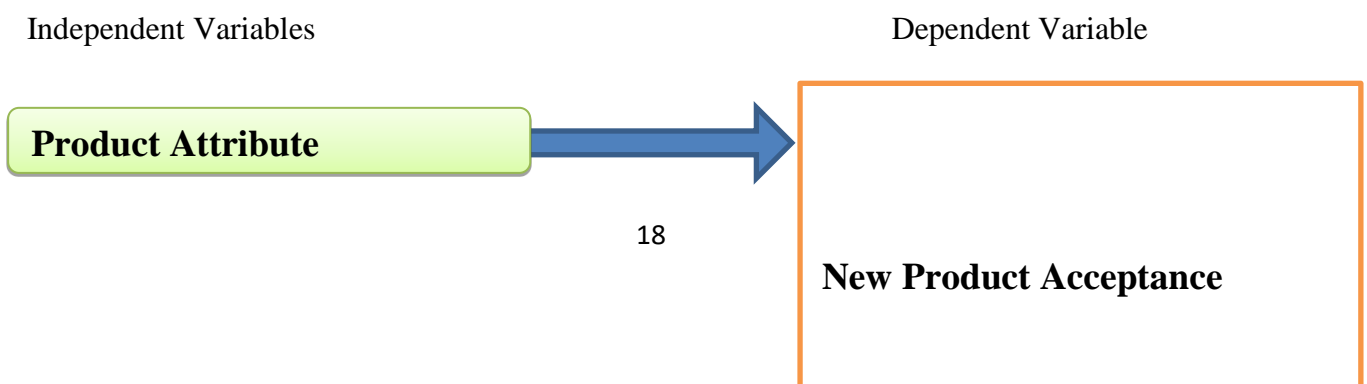
A continuous communication and ensuring that customers get to know of the products being offered would imply a higher product adoption as they are well informed. From the findings it is concluded that technology has a positive impact on product adoption and lastly, the study concluded that there is a diminishing product uptake among consumers resulting from product complexity as observed by the inverse relationship that exists between product complexity and product adoption Danstan Marube and Gladys Rotich (2015).

To improve on Customer Satisfaction, the following has been highlighted by the customers as the area of importance, namely a product design that differentiates from that of others in terms of Serviceability, Perceived Quality, Durability and Aesthetics. Companies should seek to build products based on the concepts of value innovation in order to create value for the customers by improving on the aspects of the product quality that have been identified by the customers' representatives. This may require research and development for the products that a superior to that of competitors offering that meet the needs of the customers and on the future needs of the market. The improvements in Product Quality may also require investments in the organization's human resources to address the above concerns highlighted by the customer's representatives. It is therefore recommended for companies to review its talent management program from the stages of attraction, training, development and retention of their employees. Ways to engage and motivate their employees must also be reviewed taking into consideration best practices in the industry Ling Chen (2018).

2.4. Conceptual framework of the study

Based on the above discussion, it can be concluded that price, product Attribute, Promotion and compatibility are related to new product acceptance of minute maid fruit juice products which lead to the formation of framework for the present study as depicted in Figure 2.1.in this study the independent variables are product attribute, the price of the product, promotion and compatibility. And the dependent variable is New Product Acceptance.

Based on the literatures reviewed here is the conceptual framework.



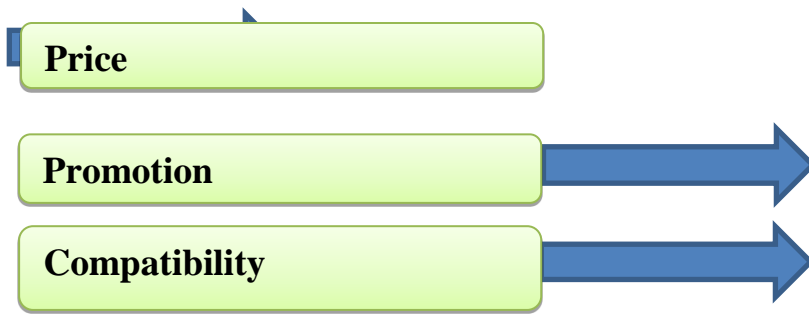


Figure 1: Conceptual framework of the study

Source: Jakarta et al (2017), Miraz et al. (2014) and Tadesse (2013).

Aims to persuade potential customers to purchase a product or service and also aids in the market's expansion and the creation of new market niches. To inform potential customers about new items, several tactics are used, including advertising. According to Angel (2013) and Jakarta et al (2017), a new product gets adopted by a salesperson when it is suitable with how they work and the environment in which they operate,. A positive and direct relationship exists between compatibility and the rate of innovation adoption. Pricing will undoubtedly be crucial if a product is currently in high demand on the market because a price increase may deter buyers from purchasing it. In the same way, if prices are reduced in such market circumstances, then customers' purchases will rise sharply.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The methodological scope of this study is that factors affecting new product acceptance in the case of minute maid refresh, a product by Coca Cola Company, in South Western region, Hosanna town are investigated. The study is a cross sectional study conducted on a sample of the total population selected from the study area. This section gives a general description of the study's research methodology, which falls under the category of quantitative methodologies approaches. The research design, questionnaire development, collection of data, sampling

method, data processing and analysis, and instrument creation are the main topics covered in this chapter's discussion of methods and activities. The section also includes a consideration of ethical issues.

3.2. Research design

A research design is a plan to achieve goals of the research and is expected to address all the associated questions of the research. It outlines the techniques and steps to be taken to gather and analyze the necessary data. It guarantees that the study was applicable to the issue at hand and that used for new product acceptance. The research design for this research was explanatory this is because it is appropriate and fit with future research findings. The research was analysed four variables price, promotion, and product attribute and compatibility effect on market acceptance. As a result descriptive research is focused with finding how frequently an event occurs or the relationship between variables (concerned with determining the cause-and-effect relationships). The primary goal of descriptive research is to describe the current situation as it stands. Factors affecting new product acceptance in the case of minute maid refresh product diffusion process is then discussed and critically evaluated in this paper with this kind of research design.

3.3. Research approach

Three fundamental approaches to research exist: mixed, qualitative, and quantitative. Although the qualitative research approach relies on describing an event using words, the quantitative research strategy uses statistics and data that are typically presented in figures. Since each strategy has advantages and disadvantages and differs in how empirical data is gathered and processed, a research approach was selected based on the research questions in that situation.

A research approach should be chosen mostly based on the level of concentration on either contemporary or historical events as well as the types of questions posed. Quantitative research methodology was used to conduct this study.

3.4. Sources of Data

Primary as well as secondary sources of information were used in the study to gather data.

I. Primary Sources: - The study's finest instrument for achieving its goal is a well-designed questionnaire. This was filled by customers of minute maid product in Hosanna Town merchants which have shop.

II. Secondary Sources: - As necessary, secondary data from documents, journal articles, books, office guidelines and policy briefs were used to supplement the material. In order to make the study successful, a range of books, published and unpublished government reports, grey literature, websites, and newsletters were examined.

3.5. Population of the study

The target population of population outlined in the survey objectives about which information is to be sought was 330 merchants in Hosanna town which are permanent customers to minute maid product of East Africa Bottling Company.

3.6. Sampling techniques

Because simple random sampling is a sort of probability sampling in which the researcher randomly selects a subset of respondents from a population, it was selected 181 merchants from the study area. A population's members all have an equal chance of being selected. Simple random sampling is a technique used to choose a small sample size from a larger population and use it to learn more about the bigger group and draw generalizations from it.

With a simple random sample, every member of the broader population has an equal chance of being chosen. Researcher was created simple random samples by acquiring an exhaustive list of the population and then randomly choosing a particular number of people to make up the sample. As a result, the researcher was obliged to apply basic simple random sampling procedures.

3.7. Sample size

It is common knowledge that the sample size refers to the number of research participants choosn from the target community to create a sample that meets the criteria for representativeness of the target population. The sample size is calculated using Yamane's (1967) formula as follows:

$$n=N/(1+Ne^2)$$

Where n= 181(responses required)

N= 330 (size of population)

e²= sampling error limit

N=permanent Customers of minute maid product (330)

$$e = 0.05$$

1= the probability of the event occurring

$$n = N / (1 + Ne^2)$$

$$= 330 / (1 + 330(0.05)^2)$$

$$= 181$$

3.8. Instrument development

Closed ended questionnaire were developed by English and Amharic language to get appropriate response. To encourage respondents to participate in a meaningful way, the survey's design was limited to a minimum. With careful consideration given to the framing and wording of the questions, the questions were kept as brief as feasible. In every survey where the responder is required to fill out the questionnaire, the purpose for its design and layout is crucial. The study's literature served as a model for the creation of the questionnaire. Questions with a five-point Likert scale were used in the questionnaire. Likert scales are the sort of scales used to measure the objects on the instrument.

3.8.1. Instrument Validity

A test's validity refers to how closely it measures the variables it claims to and is defined as how well the study results represent the true findings in non-participants (Patino & Ferreira, 2018). It is the extent to which findings from data analysis accurately reflect the phenomenon being researched. The willingness and ability of research participants to supply the desired information is a critical factor in determining the validity of the questionnaire results.

Before implementing the final step, a pilot study was undertaken to polish the technique and test tool, such as a questionnaire. To make the data collection instruments objective, relevant, appropriate for the situation, and reliable, questionnaires were tested on prospective respondents. Respondent-identified problems were fixed, and questionnaires were improved. Also, an advisor has been given adequate detection to guarantee the legitimacy of the devices. The updated questionnaires were printed, duplicated, and distributed.

The instruments that were chosen can aid in illuminating elements that affect new product acceptance. It can discuss in detail how these variables affect new product acceptance in minute

maid company in Hosanna Town. Also, an inferential statistical model was utilized to examine the relationship between the variables to reach a reliable result.

3.8.2. Instrument Reliability

Instrument consistency is gauged by an instrument's reliability. The consistency that the instruments or technique exhibits is a measure of the instruments' reliability. The correlation coefficient, which assesses the degree of relationship between variables, is frequently used to describe the reliability of standardized tests. These coefficients range from -1.00 to +1.00, with the lower value indicating perfect negative reliability and the higher one indicating perfect positive reliability.

A 5-point Likert scale consisting of options that include strongly agree, agree, neutral, disagree, and strongly disagree were used in this study to rate each statement (Joshi et al., 2015). Considering this, internal consistency reliability tests were gathered the required information from respondents.

3.9. Data processing and analyzing

3.9.1. Data processing

This study was used a manual and electronic system for data processing. The acquired data was edited, coded, categorized, and tabulated as part of the data processing phase. Data cleaning up and data reduction are the two stages of data processing. The obtained raw data was edited throughout the data cleaning process to look for abnormalities, mistakes, and omissions in the responses as well as to ensure that the questions were answered correctly and consistently. The next step is to assign numerical or other symbols to the responses to group them into a finite number of categories or classes. After that, procedures for classifying or grouping a sizable amount of raw data into categories or groups based on shared traits were used. Data with similar characteristics will be grouped together, which was allowed for the division of the entered data into various groups. The raw data finally was summarized and presented in the form of tabulation for additional analysis.

3.9.2. Data Analyzing

By employing descriptive and inferential (statistical) analysis, the processed data are further transformed to look for patterns and relationships between and/or among data sets. The data

gathered from primary sources were examined using SPSS version 26 (Statistical Program for Social Science). Particularly, inferential statistics (correlation and regression) and descriptive statistics (including mean and standard deviation) were calculated by using this instrument.

3.9.2.1. Descriptive Analysis

Data was tabulated, and descriptive analysis was used to summarize data using measures of central tendency (mean and standard deviation). Descriptive statistics was applied to compare the various factors.

3.9.2.2. Inferential Analysis

Through study of the data, inferential statistics enables one to determine the link between two or more variables and how various independent variables may contribute to the variance in a dependent variable (Allua and Thompson, 2009). The study has used the following inferential statistical techniques.

Pearson Correlation analysis: - The links between (promotion, product attribute, price of product, and compatibility) and new product acceptance were examined in this study using Pearson's correlation coefficient.

Multiple Regression Analysis: - analyzing factors (promotion, product attribute, price of product and compatibility) and new product acceptance were examined using multiple regression analysis.

Regression functions: - The dependent and independent variables served as the foundation for the equation of multiple regressions were used in this study. Regression equations are primarily used to improve the researcher's ability to describe, comprehend, predict, and regulate the stated variables.

$$Y = \beta_1 + \beta_2 X_1 + \beta_3 X_2 + \beta_4 X_3 + \beta_5 X_4$$

Where Y is the dependent variable- new product acceptance

Promotion =X₁, product attribute =X₂, price of product =X₃, compatibility =X₄,

β_1 ,intercept term, is the average value of Y and gives the mean or average effect on Y of all the variables excluded from the equation when the stated independent variables are set equal to zero

(Hanson, 2010). β_1 , β_2 and β_3 are called the coefficient of the respective independent variables measuring the change in the mean value of Y, per unit change in their respective independent variables (Hanson, 2010).

3.10. Ethical Considerations

Addis Ababa University School of Commerce had provided ethical approval and. To sampled merchants their formal written consent has shown from the researcher. Before giving out the questionnaire, respondents were asked if they were willing to participate in the study on a voluntary basis. Also, the volunteers are given the guarantee that the study was only used their responses for that reason. First, an effort had made to explain to the respondents the goals and significance of the study. The study did not use names or other identifying information. All participant-related information was kept private for the researcher. To protect their confidentiality, privacy, and identity, code numbers were used instead of names (anonymity).

*** N.B. The total time needed to complete all the above listed activities of the study is 4 Months starting from the day of commencement of the work

CHAPTER FOUR
DATA ANALYSIS, PRESENTATION AND INTERPRETATION

4.1. Introduction

The data from the SPSS output are presented, analyzed, and interpreted in this chapter, with a focus on the overall instrument reliability, the results of measures of central tendency and dispersion, and the results of correlation and regression.

4.2. Demographics characteristics of respondents

From Minute maid Coca Cola Company a total of 181 surveys were issued. As a result, 177 questionnaires could be used for the study, yielding a response rate of 97.79%. The following table provides examples of the respondents' demographic characteristics.

Table 1: Gender of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	118	66.70	66.70	66.70

	Female	59	33.30	33.30	100.0
	Total	177	100.0	100.0	

Source: Own Survey (2023) and from SPSS output

Table 1 shows that 66.7% of the respondents were male and 33.3% were female. This shows that majority of the respondents were male. From this study the researcher conclude that Male has high decision for accepting new product than female.

Table 2 : Age of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	51	28.80	28.80	28.80
	26-35	101	57.10	57.10	85.90
	36-44	25	14.10	14.10	100.0
	Total	177	100.0	100.0	

Source: Own Survey (2023) and from SPSS output

The respondent's age distribution is seen in Table 2.57.1% of the respondents were between the ages of 26 and 35; 28.8% were between the ages of 18 and 24; and 14.1% were between the ages of 36 and 44. According to the study, the majority of respondents were between the ages of 26 and 35, adults who were ready to manage businesses in the market. Customers between the ages of 26 and 35 are dependable and trust Minute Maid to accept new products.

Table 3: Monthly Wages (in birr) of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5000	30	16.9	16.9	16.9
	5001-7000	73	41.2	41.2	58.2
	7001-9000	32	18.1	18.1	76.3
	9001- 11000	8	4.5	4.5	80.8
	11001- 13000	26	14.7	14.7	95.5

	above 13000	8	4.5	4.5	100.0
	Total	177	100.0	100.0	

Own Survey (2023) and from SPSS output

The respondents' monthly wages (in birr) were reported based on table 3 above. 41.2% of respondents have monthly salaries between 5001 and 7000 birr, 18.1% have monthly salaries between 7001 and 9,000 birr, 16.9% have monthly salaries under 5,000 birr, 14.7% have monthly salaries between 11001 and 3,000 birr, and 4.5% have monthly salaries between 9001 and 13,000 birr. As a result, the majority of responders earn low monthly salaries.

Table 4: Family size of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	65	36.70	36.70	36.70
	less than 5 Family	96	54.20	54.20	91.0
	5-10 Family	16	9.0	9.0	100.0
	Total	177	100.0	100.0	

Own Survey (2023) and from SPSS output

According to Table 4, 54.2% of respondents have families with less than five members, 36.7% are single, and 9% have families with five to ten members. According to this perspective, the majority of the minute maid company's clients have small families, which lead to a low daily use of minute maid products.

4.3. Reliability of the research instrument

Table 5: Reliability Statistics of the study

Cronbach's Alpha	N of Items
0.938	40

Own Survey (2023) and from SPSS output

Table 5 shows that a reliability test was done to make sure the study's instrument was valid. For the analysis's independent and dependent variables, there were a combined 40 items. Cronbach's alpha for the entire instrument is 0.938, which is higher than allowed.

4.4. Descriptive statistics of the study

4.4.1. Descriptive statistics of compatibility

Table 6: Compatibility rating

	Mean	Standard Deviation
My culture and the value of Minute Maid products cannot be in contradiction.	2.08	.750
Minute maid refresh is sweeter	2.27	.887
I prefer minute maid refresh because it thick.	2.14	.713
I have the same product as minute maid juice.	2.45	1.033
Is the taste compatible with the taste I am used to	2.52	.972
I choose and use the Minute Maid Refresh product because it has good taste.	2.14	.858

Own Survey (2023) and from SPSS output

Table 6 above demonstrates that customer culture and the value of Minute Maid products cannot be in conflict, with a mean of 2.08 and a standard deviation of 0.75. Minute maid refresh is sweeter, with a mean of 2.27 and a standard deviation of 0.887. Customers favor minute maid refresh because of its thickness, with the mean response of 2.14 and the standard deviation of 0.713. Customers had the same product as Minute Maid Juice, with a mean of 2.45 and a standard deviation of 1.033. The taste was similar to what they were used to with a mean of 2.52 and a standard deviation of 0.972. The reason customers choose and use the Minute Maid Refresh product is that it has nice taste, with a mean of 2.14 and a standard deviation of .858.

The researcher comes to the conclusion that the culture of the majority of customers and the worth of Minute Maid products cannot be at odds. The vast majority of consumers agreed that Minute Maid refresh is not sweeter. Due to its thickness, the majority of customers did not prefer minute maid refresh. The majority of customers do not purchase minute maid juice. The flavor is not what the customers are accustomed to. Because the Minute Maid Refresh product had a bad flavor, customers did not select and use it.

In contrast to this study, Miraz et al. (2014) have conducted extensive research on the cross-cultural characteristics of product diffusion and adoption trends. Universal usability, which also encompasses cross-cultural usability, is another topic of their research. They presented viable solutions and accurately identified the socioeconomic and cultural barriers inhibiting the adoption and growth of the product. Particular consideration should be given to the color, layout, design, and language utilized in light of the target population's cultural and religious traditions. Since many products come with an interface, they want to consider the outcomes to promote global product acceptance. It's crucial to remember that occasionally an item's language of description, visual appeal, and color can have more of an impact than its actual technical merits.

As the compatibility of the novel product and service for present consumer backgrounds, habits, and lifestyle patterns has an effect on how extensively it is used by customers, other studies also contradict the findings of this study. How well a product or service complies with demands, value systems and conventions, lifestyles, culture, etc. determines its compatibility. As compatibility rises, diffusion speed falls as compatibility increases. A product will spread more quickly if consumers are not obliged to change their values, norms, lifestyles, cultures, or normal routines (Gagandeep and Gopal, 2014).

Contrarily, another study revealed that compatibility may take the lead in the evaluation of innovations due to its direct impact on purchase intention and other criteria. Compatibility has a strong and positive direct effect on buying intentions, according to study. A consumer is more likely to become aware of and look for information about an innovation if they believe it to be compatible. The compatibility of the old/existing products, on the other hand, affects the

adoption rate; according to Kamran and Kim (2009), the less interested customers are to acquire new products, the greater their resistance is.

Contrary to other studies, the packaging system's primary function in ensuring compatibility is to safeguard the product or food contained within: the packaging must not transfer or contaminate substances that could change or modify the content. Compatibility is therefore defined as "the packaging must protect the content until the end of its life cycle" and "must not have an unacceptable impact on the packaged product" under typical and predictable storage and use conditions. According to the law's definition of "adequacy between the packaging and its content" (also known as the "inertia principle") by DelemBallege (2017). This compatibility is frequently articulated as such.

4.4.2. Descriptive statistics of price of product

Table 7: Price of Product Rating

	Mean	Standard Deviation
The minute maid items are reasonably priced.	2.02	.674
The cost of a minute maid product is regarded as a measure of the customer's financial capabilities.	2.23	.829
I'm satisfied with how much Minute Maid Refresh costs.	2.07	.554
The cost of the Minute Maid refresh product is more than that of other brands that are comparable.	2.04	.710
I'll continue to purchase Minute Maid products.	2.02	.690
I am aware of the price of Minute Maid items before they are introduced to the market since their prices are predetermined.	2.02	.690

Own Survey (2023) and from SPSS output

Using table 7 above as a basis, the minute maid goods were reasonably priced; with a mean of 2.02 and a standard deviation of .674. The price of a minute maid product is a gauge of the customer's financial capacity; with a mean of 2.23 and a standard deviation of .829. Customers should pay what Minute Maid Refresh costs with a mean of 2.07 and a standard deviation of 0.557. Minute Maid refresh costs more than similar products from other brands with the mean of

2.04 and the standard deviation was 0.710. People still buy Minute Maid products, with a mean of 2.02 and a standard deviation of 0.69. Since Minute Maid's prices are predetermined, customers are aware of them before the products are released onto the market with a mean of 2.02 and a standard deviation of 0.69. The researcher therefore verified that the majority of respondents believed that the prices of minute maid goods were too high. Most buyers do not view a product's price as an indicator of their financial capacity, according to minute maid. The majority of customers were dissatisfied with Minute Maid Refresh's price. The price of the Minute Maid refresh product is not more expensive than similar products from other companies. The majority of customers stopped buying Minute Maid products. Since the prices of Minute Maid products are predetermined, the majority of consumers were unaware of them before they were released on the market.

4.4.3. Descriptive statistics of product attribute

Table 8: Product Attribute Rating

	Mean	Standard Deviation
Products from Minute Maid Refresh are of high quality.	2.03	.706
The color of the Minute Maid product appeals to me.	2.23	.829
The overall flavor and flavors of Minute Maid products have drawn me in.	2.07	.554
For me, the predominant fruit in packaged fruit juice is Minute Maid.	2.04	.710
I am pleased with the concentration of Minute Maid product that the right	2.02	.690
Packaging of Minute Maid product has attracted.	2.03	.706
The products from Minute Maid are excellent and rich in healthy minerals.	2.23	.829
Fruits that are pure and natural are included in Minute Maid products.	2.07	.554
I am happy with the product quality from Minute Maid.	2.04	.710
The minute maid product was evaluated for its degree of quality, reliability, and extra benefits of flavor and functionality that can attract my attention.	2.23	.838

Before Minute Maid products entered the market, I was aware of their quality.	2.01	.674
---	------	------

Source: Own Survey (2023) and from SPSS output

According to the results of Table 8 above, Minute Maid Refresh products are of good quality with the mean response of 2.03 and the standard deviation of .706. The Minute Maid product's color appeals to consumers; with a mean of 2.23 and a standard deviation of 0.829. The overall flavor and flavors of Minute Maid products had attracted customers; with a mean of 2.07 and a standard deviation of 0.554. Minute Maid is, in my opinion, the major fruit in packaged fruit juice with a mean of 2.04 and a standard deviation of 0.710. Customers were happy with the concentration of Minute Maid products that the right, with a mean of 2.02 and a standard deviation of 0.69. The packaging of Minute Maid products with a mean of 2.03 and a standard deviation of 0.706. Minute Maid products were outstanding and abundant in beneficial minerals; with a mean of 2.23 and a standard deviation of 0.829. Minute Maid products include only pure and natural fruits; with a mean of 2.07 and a standard deviation of 0.557.

Minute Maid's customers were satisfied with the quality of its products, with a mean of 2.204 and a standard deviation of 0.71. The minute maid product's assessment of its level of quality, dependability, and added benefits of flavor and functionality that can catch customers' attention; instead, with a mean of 2.23 and a standard deviation of 0.838. Consumers were aware of Minute Maid goods' quality prior to their introduction to the market; with a mean of 2.01 and a standard deviation of 0.674.

As a result, the researcher came to the conclusion that the majority of customers were dissatisfied with Minute Maid's product quality. The minute maid product's level of quality, dependability, and added flavor and functionality benefits that can draw customers in were not assessed. Customers were unaware of Minute Maid products' high quality prior to their introduction to the market. Customers were dissatisfied with Minute Maid's product quality. The goods produced by Minute Maid Refresh are of low quality. The majority of buyers were turned off by the Minute Maid product's color. Most customers have not been drawn to Minute Maid products by their flavor or overall flavor. For the majority of consumers, Minute Maid is not the

main fruit in packaged fruit juice. The majority of customers were not delighted with the Minute Maid product concentration that was appropriate. The majority of customers have not been drawn in by the Minute Maid product's packaging. The Minute Maid goods are not particularly good and full of beneficial minerals. Pure and natural fruits are not present in Minute Maid products. The majority of respondents weren't satisfied with Minute Maid's product quality.

Asshidin et al. (2016) claim that quality is perceived as a continuous cycle of improvement and that it continues to create a rise in product performance and, as a result, the fulfillment of consumer needs, which is in contrast to this study. Therefore, it is crucial for marketers to research and understand what consumers think and perceive about a product's quality. Consumer buying intentions are believed to benefit from perceived quality. Therefore, customers are more likely to buy a product with a higher perceived quality than one with a lower perceived quality (Yan et al., 2019).

In contrast to this study, product quality is a potential competitive advantage. The business with the best product quality will expand quickly and, in the long run, outperform other businesses. The more closely a product complies with specified quality standards, the better its level of compatibility and, consequently, its quality. According to Maretta and Hendri (2017), the relationship between product quality and consumer purchasing decisions is that quality can be expressed as the customer's expectations and perceptions as well as actual performance.

As opposed to this study the research's conclusions imply that when Albanian consumers' preferences for food goods are dimensioned into five factors, each of them influences consumers' brand preferences for food products. All of the variables included in the study are significant and are dimensioned into five categories. We have designated the first component, product information, the second component, package attractiveness, the third component, product marketing, the fourth component, location based on price, and the fifth component, brand image, depending on the factors that are included in each component. The five elements provide us with a dimensions map that shows how consumers base their brand selection on the characteristics of a product. This index will be low if the variables are all significantly dissimilar from one another (Eldian and Hasim, 2015).

4.4.4. Descriptive statistics of promotion of product

Table 9: Promotion of Product Rating

	Mean	Standard Deviation
I have seen Television and Radio Advertisement about minute maid refresh Juice.	2.02	.674
I have seen poster about minute maid refresh juice	2.03	.678
I have used sampling by the company representative	2.25	.843
I have seen public relation technic.	2.10	.619

Source: Own Survey (2023) and from SPSS output

Customers have seen television and radio advertisements for Minute Maid Refresh Juice and according to Table 9 above, with a mean of 2.02 and a standard deviation of 0.674. Customers have seen poster about minute maid refresh juice, with a mean of 2.03 and a standard deviation of 0.678. Customers have been sampled by a company representative; with a mean of 2.25 and a standard deviation of 0.843. Public relations techniques should be used with a mean of 2.10 and a standard deviation of 0.619.

The series of actions intended to increase sales is known as sales promotion. The corporation can compete with its rivals by investing time and money in promotion. Promotion's objective is to raise client pleasure and loyalty, which acts as a safeguard against cost-cutting strategies like

price reductions. In essence, it is a marketing tactic that encourages customer purchases through discounts, deals, or other rewards. It can be used to bring in new clients, build loyalty, and boost sales of already-existing goods and/or services. Discounts, freebies, rebates, contests, and other forms of sales promotion are frequently used to increase sales.

Businesses can build strong brands by establishing themselves in the marketplace through advertising and promotional activities. Through their marketing efforts, unknown businesses can establish a name for them and develop a favorable reputation. However, as the majority of respondents to this study acknowledged, Minute Maid Company did not implement its promotion strategy efficiently.

Because of this investigation, the majority of consumers have not heard or seen any radio or television advertisements for minute maid refresh juice. The majority of customers have not noticed the poster for Minute Maid's refresh juice. The majority of buyers have not utilized firm representative sampling or observed public relations techniques.

Promotion is a crucial factor for all participants in the soft drink business, in contrast to this study. Each product or brand needs to have a way to get in front of customers and generate sales because there are so many things on the market. The most popular techniques of promotion in the soft drink business include television and print commercials, the Internet, sponsorships, discounts/in-store promotional events, and product placement (NPLAN and PHLP, 2011). Promotional tactics are dependent on the size of the firm and the major target demographic.

Contrary to this study's findings, the firm's customers prefer to interact via television, indicating that the company should concentrate its television advertising. Additionally, the customers' preference for the evening helps the company attract more viewers while spending less money by limiting its attention to that hour. Customers are becoming accustomed to the ads as a result of the company's failure to update the content of its advertising and the fact that it does not speak to all of its target market, (Tadesse, 2013), which causes the ads to lose their meaning and adaptability among the target market.

In contrast to this study, businesses and corporations today spend a significant portion of their money on initiatives that increase sales. The primary goal of offering such promotional events is to increase the goods' value and appeal to consumers. The company wants to influence consumers' purchasing habits and persuade them to acquire the goods or services they are giving (Ahsan and Khair, 2021).

In contrast to this study, promotion is a method of communication used by businesses to reach out to customers in an effort to increase interest in a product or service. Promotion, a key component of the marketing mix, is sometimes described as a continual process that aims to inform consumers about the company's goods and services while also influencing and persuading them to make purchases. In light of this, it can be said that promotion seeks to boost profitable sales for the company (Diansyah and Rinda, 2022).

Sales promotions, in contrast to this study, are efficient demand-boosters that don't involve the risks involved with new items. Sales promotions are generally simple to conduct and have a direct, positive impact on sales volumes. As a result, it is not unexpected that promotions continue to account for a larger percentage of marketing spending for businesses. Sales promotions, on the other hand, rarely have long-lasting effects on sales, which usually go back to normal after a few weeks or months. As a result, Pauwels et al. (2004) questioned their efficacy in encouraging long-term growth and profitability for the promoting brand.

4.4.5. Descriptive statistics of new product Acceptance

Table 10: New product acceptance rating

	Mean	Standard Deviation
I guarantee that my money is on the proper kind of high-quality product when I purchase Minute Maid juice.	2.01	.678
The price of Minute Maid products is recognized by society as a whole	2.23	.822
I accept Minute Maid products without bias	2.07	.544
For me, Minute Maid products are the highest-quality products	2.42	.957
I am happy with Minute Maid products	2.56	.970

I prefer minute maid refresh because my customer likes it	2.15	.853
Products from Minute Maid outperform those from other brands	2.03	1.685
I distribute minute maid refresh because of the promotion	1.93	.447

Source: Own Survey (2023) and from SPSS output

As seen in Table 10 above, customers guarantee that their money is spent on the right kind of high-quality product when they purchase Minute Maid juice with a mean of 2.01 and a standard deviation of 0.678; society as a whole recognizes the price of Minute Maid products with a mean of 2.23 and a standard deviation of 0.822.

Consumers should accept Minute Maid products without bias, with a mean of 2.07 and a standard deviation of 0.544. Minute Maid products were the highest-quality items, with a mean of 2.42 and a standard deviation of 0.957. Customers were delighted with Minute Maid goods with a mean of 2.56 and a standard deviation of 0.97.

Customers prefer minute maid refresh because they like it; with a mean of 2.15 and a standard deviation of 0.853; Minute Maid products perform better than those from other companies, with a mean of 2.03 and a standard deviation of 1.685 customers distribute minute maid refresh because of the promotion.

The researcher draws the conclusion that the majority of customers did not ensure that their money was spent on the right kind of high-quality goods when they bought Minute Maid juice. The cost of Minute Maid goods is not acknowledged by society at large. The majority of customers did not accept Minute Maid items impartially. The goods from Minute Maid are not the best, in my opinion. The majority of consumers were dissatisfied with Minute Maid products. Most customers did not enjoy minute maid refresh, thus they did not prefer it. The majority of customers said that Minute Maid products did not perform better than those from other brands. Due to the promotion, the majority of customers did not distribute minute maid refresh.

4.5. Result of inferential statistics of the study

4.5.1. Correlation of independent and dependent variables

The outcomes of inferential statistics are presented in this section. Regression analysis and Pearson's Product Moment Correlation Coefficient were carried out to evaluate the study's goals (Humphreys et al, 2019). These statistical methods enable judgments to be established about the sample and choices to be made about the study hypothesis.

4.5.2. Pearson's product moment correlation coefficient

The Pearson's Product Moment Correlation Coefficient (Humphreys et al., 2019) was used in this study to determine whether there is a significant relationship between compatibility, price of product, product attribute, and promotion of product with new product acceptance. The range of a correlation coefficient is from -1 to +1. A number of +1 represents a perfect positive correlation, while numerous values of -1 show a perfect negative correlation. If the value is 0, then there is no association. The correlation coefficient results can be understood as follows, according Duncan and Dennis (2004:38–41).

The findings of the Pearson's Product Moment Correlation (Humphreys et al., 2019) on the relationship between the independent variables and the dependent variable are displayed in the section as follows.

The following table, Table 12, shows the link between the independent variable (new product acceptance) and the other variables (compatibility, price of product, product attribute, and promotion of product).

As seen in table 12 below, there was a positive association between compatibility and new product acceptance, with a value of 0.799 for the correlation coefficient. This finding demonstrates the substantial correlation between compatibility and new product acceptance. There was a positive association between price of product and new product acceptance, with a value of 0.647 for the correlation coefficient. This finding demonstrates substantial connection between the price of product and new product acceptance. There was a positive association between product attribute and new product acceptance, with a value of 0.716 for the correlation coefficient. This finding demonstrates the Substantial connection between product attribute and new product acceptance. There was a positive association between promotion of product and

new product acceptance, with a value of 0.759 for the correlation coefficient. This finding demonstrates that substantial connection between promotion of product and new product acceptance.

Table 11: Correlations of dependent and independent variables

		Compatibility	Price of product	Product attribute	Promotion of product	New product acceptance
Compatibility	Pearson Correlation	1	.651**	.709**	.705**	.799**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	177	177	177	177	177
Price of product	Pearson Correlation	.651**	1	.985**	.970**	.647**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	177	177	177	177	177
Product attribute	Pearson Correlation	.709**	.985**	1	.987**	.716**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	177	177	177	177	177
Promotion of product	Pearson Correlation	.705**	.970**	.987**	1	.759**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	177	177	177	177	177
New product acceptance	Pearson Correlation	.799**	.647**	.716**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	177	177	177	177	177

** . Correlation is significant at the 0.05 level (2-tailed).

Source: Own Survey (2023) and from SPSS output

Based on the above table 12 , new product acceptance and compatibility were found to have significant substantial relationship ($r = 0.799$, $P < 0.05$), price of product and new product acceptance had significant substantial relationship ($r = 0.647^{**}$, $P < 0.05$), product attribute and new product acceptance had significant substantial relationship ($r = 0.716^{**}$, $P < 0.05$), and promotion of product and new product acceptance had a significant substantial relationship ($r = 0.759^{**}$, $P < 0.05$) all of which have positive statistical relationships. This suggests that, at a 5% level of significance, it was found that the compatibility, price of product, product attribute and promotion of product all significantly influence new product acceptance. As the p-value from the Pearson correlation coefficient is less than 0.05, all null hypotheses are therefore disproved, and the alternative hypothesis is accepted.

4.6 Regression analysis

4.6.1 Basic assumption of regression analysis

4.6.1.1 Linearity test

The degree to which the change in the dependent variable is correlated with the change in the independent variables is referred to as linearity (Andrade, 2021). Normal plots of the regression using SPSS software had been utilized to check if the relationship between the dependent variable and the independent variables compatibility, price of product, product attribute and promotion of product and new product acceptance are linear (Andrade, 2021).

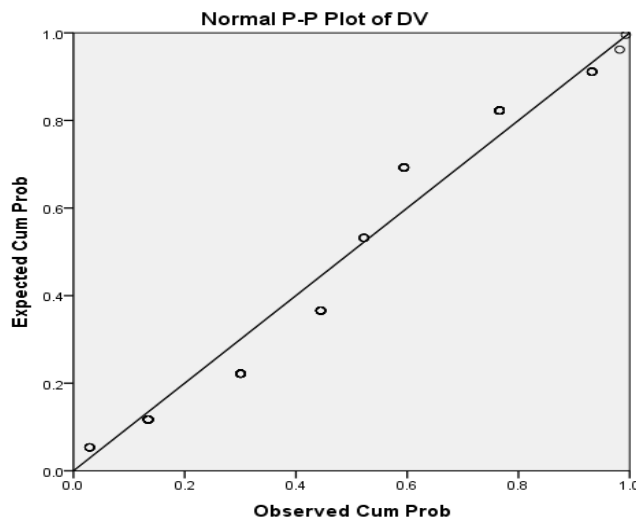


Figure 2: PP Plot Test for linearity

Source: Own Survey (2023) and from SPSS output

Looking at figure 2's residuals scatter plot from left to right, there aren't any obvious differences in the distribution of the residuals. This finding shows that the linearity of the relationship we are attempting to forecast. To estimate the impact of each independent variable on the dependent variable new product acceptance, the researcher uses multiple regression models, which were appropriate.

4.6.1.2. Normality test

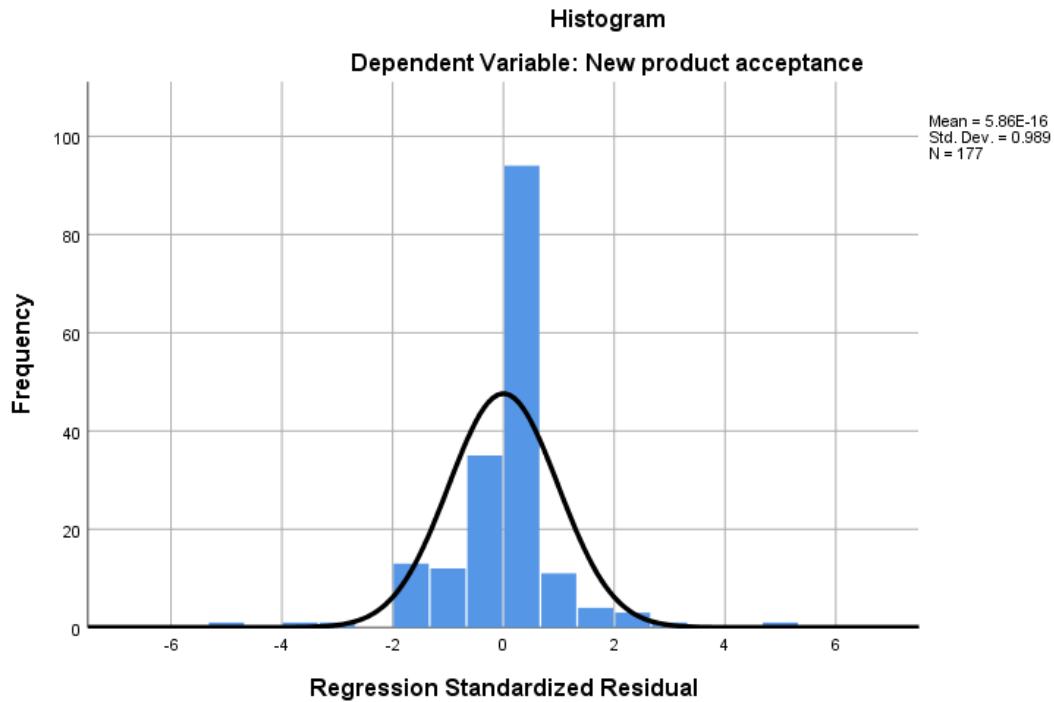


Figure 3: Normality test

Source: Own Survey (2023) and from SPSS output

The data distribution for the dependent variable is shown to be normal in Figure 3. The graph is roughly bell-shaped and symmetrical around the mean, as the histogram demonstrates. As a result, the normal distribution leads to additional regression analysis.

4.6.1.3. Multicollinearity test

Table 11: Multi Collinearity test

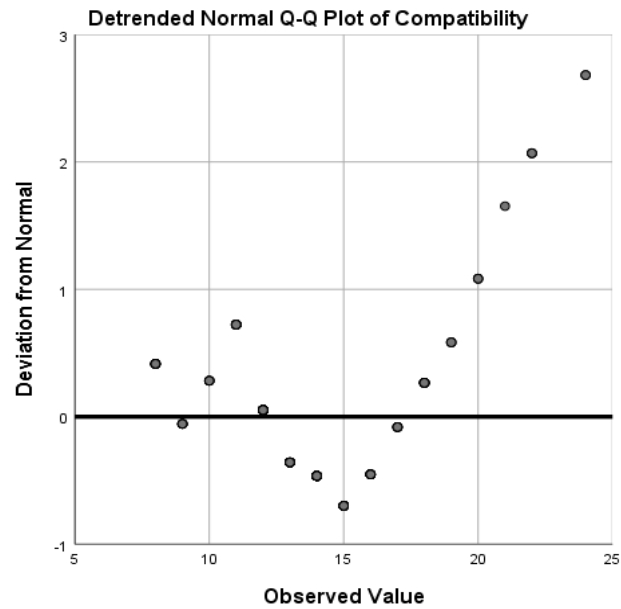
Modell		Unstandard. Coeffic.		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Stand. Err.	Beta			Tolerance	VIF
1	(Constant)	3.773	.575		6.560	.000		
	Compatibility	.561	.062	.466	9.102	.000	.424	1.1
	Price of product	.151	.127	.052	8.080	.000	.026	2.01
	Promotion of product	.209	.193	.438	1.395	.000	.025	2.17
	Product attribute	.192	.352	1.883	8.948	.000	.011	2.89

a. Dependent Variable: New product acceptance

Source: Own Survey (2023) and from SPSS output

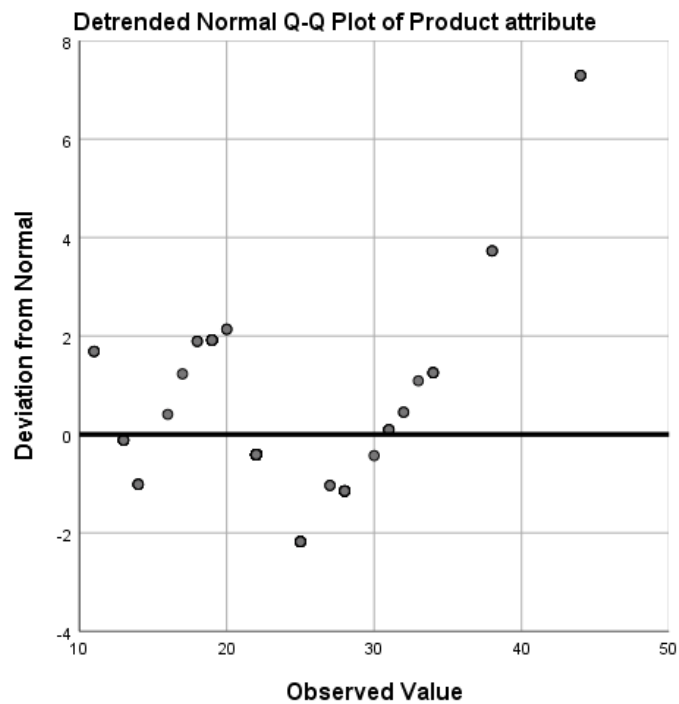
Because the value of the VIF is between one and five, which is acceptable for further regression analysis, the above table 13 shows that there is no multicollinearity or instability of the regression coefficients of VIF.

4.6.1.4. Heteroskedasticity test



Source: Own Survey (2023) and from SPSS output

Figure 4: Q-Q Plot of compatibility



Source: Own Survey (2023) and from SPSS output

Figure 5: Q-Q Plot of product attribute

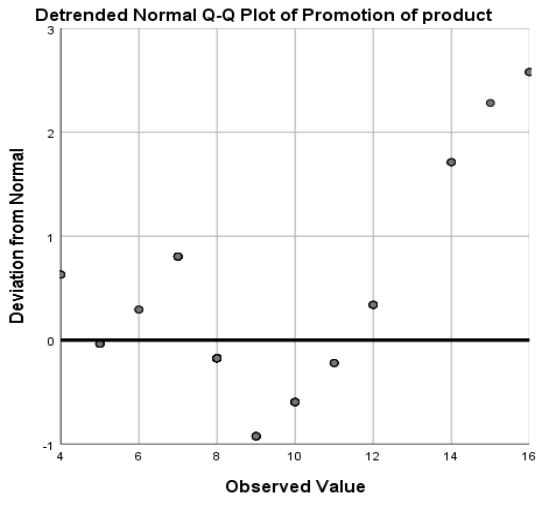
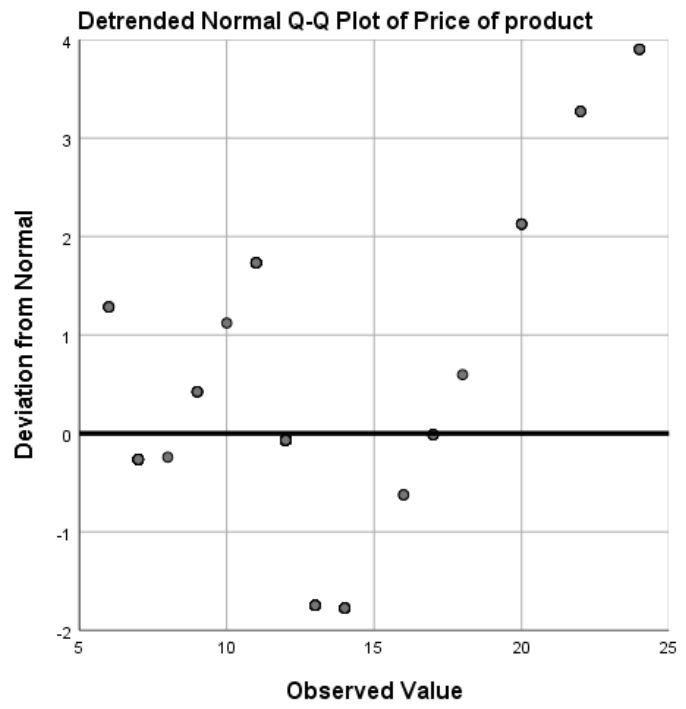
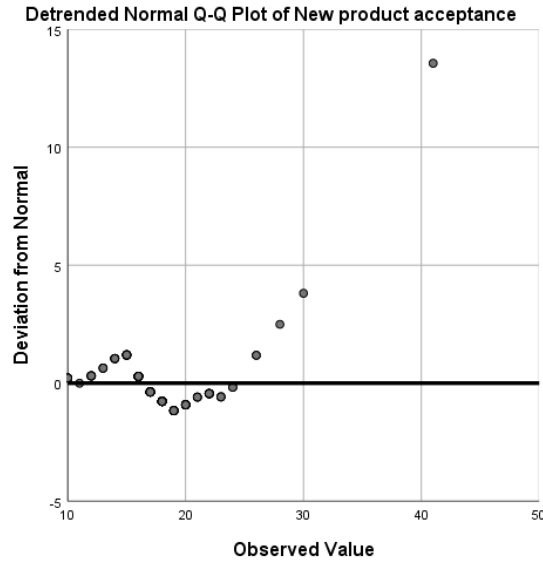


Figure 6: Q-Q Plot of Promotion of product



Source: Own Survey (2023) and from SPSS output

Figure 7: Q-Q Plot of price of product



Source: Own Survey (2023) and from SPSS output

Figure 8: Q-Q Plot of new product acceptance

The aforementioned figures demonstrate that there is no Heteroskedasticity of either the independent or dependent variable, and that the variance of the residuals is not constant over the projected value. Furthermore, the data distribution lacks any distinctive structure and is instead strewn with outliers, which necessitates further multiple linear regression analysis.

4.6.1.5. Autocorrelation test

Table 12: autocorrelation output

Model	R	R ²	Adjust. R ²	Stand. Err. of the Estimat.	Durbin-Watson
1	.899 ^a	.808	.804	1.65005	2

a. Predictors: (Constant), Product attribute, Compatibility, Price of product, Promotion of product

b. Dependent Variable: New product acceptance

Source: Own Survey (2023) and from SPSS output

The Durbin-Watson Statistics demonstrates autocorrelation in a regression model's output based on the data in Table 14 above. A value of two in the Durbin-Watson Statistics, which has a range from 0 to 4, indicates that there is no autocorrelation, which opens the door to more multiple linear regressions. Positive autocorrelation is shown by values below two, whereas negative autocorrelation is indicated by values over two. As a result, the independent and dependent

variables' Durbin-Watson values of two shows that there is no autocorrelation, which opens the door to additional multiple linear regressions.

Table 13: Regression Model Summary

Model	R	R ²	Adjust. R ²	Std. Err. of the Estim.
1	.899 ^a	.808	.804	1.65005

a. Predictors: (Constant), Promotion of product, Compatibility, Price of product, Product attribute

ANOVA^a

Model		Sum of Squar.	Df	Mean Square	F	Sig.
1	Regression	1976.220	4	494.055	181.460	.000 ^b
	Residual	468.300	172	2.723		
	Total	2444.520	176			

a. Dependent Variable: New product acceptance

b. Predictors: (Constant), Promotion of product, Compatibility, Price of product, Product attribute

Coefficients^a

Model		Unstandard. Coeffici.		Standardized	T	Sig.
		B	Stand. Err.	Coeff.		
1	(Constant)	3.773	.575		6.560	.000
	Compatibility	.561	.062	.466	9.102	.000
	Price of product	.151	.127	.052	8.080	.000
	Product attribute	.209	.193	.438	1.395	.000
	Promotion of product	.192	.352	1.883	8.948	.000

a. Dependent Variable: New product acceptance

Source: Own Survey (2023) and from SPSS output

The quality of fit of the independent variables in predicting fluctuations in the dependent variables is measured by R-squared. The regression model's adjusted R-square values were 0.804, as shown clearly in table 15. This shows that in this study, the independent variables,

compatibility, and price of product, product attribute and promotion of product account for roughly 80.4 percent of the variation in the practice of new product acceptance. Other variables not included in the model account for the remaining 19.6 percent of the variation in new product acceptance offered in the study area. As a result, independent variables like compatibility, price of product, product attribute and promotion of product are effective explanatory variables for new product acceptance in the study area.

However, this does not imply that there is a strong association between all these characteristics independent variables and dependent variable. The findings of the study of multiple linear regression show that the influence of the dependent and independent variables varies. The null hypothesis may be categorically rejected because the p-value of the ANOVA result of the regression is 0.000, which is sufficiently low as indicated in the subsequent regression analysis, and the statistics that are used to quantify the overall test of significance of the model were presented.

As was already mentioned, the purpose of this study is to determine which independent variable contributes the most to the prediction of the dependent variable. Consequently, using a standardized Beta coefficient, it is possible to assess how strongly each independent predictor influences the dependent variable of the criterion. The average change in the dependent variable brought on by a unit change in the independent variable is explained by the regression coefficient. The more significant a determinant in predicting the dependent variable an independent variable has, the higher its value of Beta coefficient.

Basically, new product acceptance $(Y) = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$ Where, X_1 = compatibility, X_2 = price of product, X_3 = product attribute, X_4 = promotion of product

From the above table 15 finding we can develop the following regression model new product acceptance $(Y) = 3.7773 + 0.561X_1 + 0.151X_2 + 0.209X_3 + 0.192X_4 + 1.65005$

Here, compatibility = 0.561, indicating that 100% change in compatibility leads to 56.1% positive change in new product acceptance; price of product = 0.151, indicating that 100% change in price of product leads to 15.1% positive change in new product acceptance. Product attribute = 0.209, which suggests that a change of 100% in product attribute results in an improvement of 20.9% in new product acceptance. Promotion of product = 0.152, which suggests

that a change of 100% in Promotion of product results in an improvement of 15.2% in new product acceptance.

CHAPTER FIVE

SUMMARY OF MAJOR FINDING, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Introduction

The summary, conclusions, and suggestions for improvement and additional research are presented in this chapter to bring the study to a close.

5.2 Summary of major findings

This study sought to identify the elements that influence the acceptability of new products with a particular emphasis on Hosanna town. The study's precise objectives were determining how compatibility, pricing, product attribute, and promotion of the product affected new product acceptability.

To do this, the study employed an explanatory research methodology. The research design made it possible to measure the independent factors (compatibility, product pricing, product attribute, and product promotion) as well as the dependent variable (new product acceptance). The participants in the study were permanent merchants from Hosanna town, with a total population of 330. Based on current human resources information, the official list of permanent merchants from Hosanna town served as the sample frame for the study. It was obtained from the head of each organization. The study used primary data that was acquired by the self-administration of a standardized questionnaire, with the targeted respondents from the company being selected using simple randomization.

A total of 181 questionnaires from Minute Maid Coca-Cola Company were distributed. The study was therefore able to use 177 questionnaires, which resulted in a response rate of 97.79%. Males are more likely than females to accept new products. Customers between the ages of 26 and 35 are dependable and trust Minute Maid to accept new products. The majority of responders make low monthly salaries. The majority of Minute Maid's consumers are single people with tiny families, which results in a low daily consumption of Minute Maid products. The complete instrument's Cronbach's alpha is 0.938, which is greater than permitted. Regression analysis and Pearson's Product Moment Correlation Coefficient (Humphreys et al., 2019) were both employed to evaluate the study's goals.

The culture of the vast majority of customers and the worth of Minute Maid products cannot be at contradiction. The vast majority of consumers agreed that Minute Maid refresh is not sweeter. Due to its thickness, the majority of customers did not prefer minute maid refresh. The majority of customers do not purchase minute maid juice. The flavor is not what the customers are accustomed to. Because the Minute Maid Refresh product had a bad flavor, customers did not select and use it.

The majority of respondents claimed that the prices of the things for minute maids were too high. Most buyers do not view a product's price as an indicator of their financial capacity, according to minute maid. The majority of customers were dissatisfied with Minute Maid Refresh's price. The price of the Minute Maid refresh product is not more expensive than similar products from other companies. The majority of customers stopped buying Minute Maid products. Since Minute Maid's prices are predetermined, the majority of consumers were unaware of them before the products were presented to the market.

The majority of customers were not pleased with Minute Maid's product quality. The minute maid product's level of quality, dependability, and added flavor and functionality benefits that can draw customers in were not assessed. Customers were unaware of Minute Maid products' high quality prior to their introduction to the market. Customers were dissatisfied with Minute Maid's product quality. The goods produced by Minute Maid Refresh are of low quality. The majority of buyers were turned off by the Minute Maid product's color. Most customers have not been drawn to Minute Maid products by their flavor or overall flavor .For the majority of consumers, Minute Maid is not the main fruit in packaged fruit juice. The majority of customers were not delighted with the Minute Maid product concentration that was appropriate. The majority of customers have not been drawn in by the Minute Maid product's packaging. The Minute Maid goods are not particularly good and full of beneficial minerals. Pure and natural fruits are not present in Minute Maid products. The majority of respondents weren't satisfied with Minute Maid's product quality. Most Customers have not seen Television and Radio Advertisement about minute maid refresh Juice product. Most Customers have not seen poster

about minute maid refresh juice product. Most of Customers have not used sampling by the company representative and most of customers have not seen public relation technic.

Product attributes are the first factors that influence new product acceptance, with a mean of 23.0113 and a standard deviation of 3.09740; compatibility is the second factor, with a mean of 13.5989 and a standard deviation of 3.09740; price is the third factor, with a mean of 12.4068 and a standard deviation of 3.40680; and promotion is the fourth factor, with a mean of 12.4068 and a standard deviation of 3.40680. According to this investigation, compatibility, product price, product attribute, and product promotion are the main aspects that influence how well new products are received.

There is a significant relationship between new product acceptance and compatibility ($r = 0.799$, $P < 0.05$), a significant relationship between new product acceptance and product price ($r = 0.647$, $P < 0.05$), a significant relationship between new product acceptance and product attribute ($r = 0.716$, $P < 0.05$), and a significant relationship between new product acceptance and product promotion ($r = 0.716$, $P < 0.05$). This means that, at a 5% level of significance, it was found that product compatibility, price, characteristic, and promotion all significantly affect new product acceptance. All null hypotheses are consequently refuted because the p-value for the Pearson correlation coefficient is less than 0.05, and the alternative hypothesis is accepted.

The researcher makes use of numerous regression models, which are acceptable, to calculate the influence of each independent variable on the dependent variable new product adoption.

Compatibility = 0.561, indicating that a 100% change in compatibility results in a 56.1% increase in the adoption of new products; Product Price = 0.151, indicating that a 100% change in Product Price results in a 15.1% increase in the acceptance of New Products. Product attribute = 0.269, which indicates that an increase of 26.9% in new product acceptance is produced by a change of 100% in the product attribute. Promotion of product = 3.152, which indicates that an increase of 31.9% in new product acceptance arises from a 100% change in promotion of the product.

5.3 Conclusion

The values of Minute Maid goods and the majority of customers' cultures cannot be in contradiction. Customers in general agreed that Minute Maid refresh is not sweeter. The majority of consumers did not like minute maid refresh because of its thickness. The majority of customers do not use a product similar to Minute Maid juice. The taste is different from what the clients are accustomed to. Due to its unpleasant taste, consumers did not select or utilize Minute Maid Refresh.

According to the majority of respondents, the prices of the things for minute maids are too high. The price of a minute maid product is rarely thought of as an indicator of most customers' financial capacity. Most customers weren't happy with Minute Maid Refresh's price. The price of the Minute Maid refresh product is not higher than that of other, unrelated brands. Most customers stopped buying Minute Maid items after that. Since the prices of Minute Maid products are predetermined, the majority of consumers were unaware of them before they were released on the market.

Most customers weren't satisfied with Minute Maid's product quality. The degree of quality, dependability, and added flavor and usefulness that might draw customers' attention were not assessed for the minute maid product. Customers were unaware of the quality of Minute Maid products prior to their introduction to the market. The quality of Minute Maid's products did not satisfy customers. There is poor quality in Minute Maid Refresh products. Most customers did not like the Minute Maid product's hue. The majority of customers have not been attracted by the overall flavor or flavors of Minute Maid goods. The majority of consumers do not consider Minute Maid to be the main fruit in packaged fruit juice. The majority of customers were not happy with the proper amount of Minute Maid product concentration. Most customers have not been drawn in by Minute Maid's packaging. Although Minute Maid goods include vital minerals, they are not particularly good. The Minute Maid line of products does not contain pure or natural fruits. Most of the responders were not pleased with Minute Maid's product quality.

The majority of customers have not heard or seen minute maid refresh Juice advertisements on radio or television. Most consumers have never seen a poster for Minute Maid's refresh juice.

Most clients have not used sampling provided by a company representative or observed public relations techniques.

5.4 Recommendations

5.4.1 Recommendations for Improvement

The study suggests that in order to advance organizational objectives, marketers of Hosanna Town's minute maid product should constantly be prepared to take calculated risks. The executives of the company are responsible for setting targets for the teams and verbally boosting the confidence of the marketers.

The company should consider cross-cultural features of product diffusion (Lin & Chang, 2012) and adoption patterns which have been the focus of substantial researchers. Another area of their research is universal usability, which includes cross-cultural usability. They presented viable solutions and accurately identified the socioeconomic and cultural barriers inhibiting the adoption and growth of the product.

In order to maintain sales of Minute Maid products, the company should use penetration pricing, which makes sense when they're setting a low price early on to quickly build a large customer base in a market with many similar products and customers who are sensitive to price. A significantly lower price can make them product stand out.

The study discovered that not all of the minute maid brand product qualities had an impact on customer purchase decisions. Brand recognition, appealing packaging, and celebrity endorsement all significantly influence customer purchasing decisions in the context of this study. This suggests that throughout product creation, all of the minute maid product's brand features should be given equal weight.

Retailers should consider price discounts as key marketing strategies since they can easily persuade customers to shift brands or increase the quantity of things they buy. Each product or brand needs to have a way to get in front of customers and generate sales because there are so many things on the market. The most popular techniques of promotion in the soft drink business include television and print commercials, the Internet, sponsorships, discounts/in-store promotional events, and product placement. Promotional strategies are dependent on the size of the firm and the major target demographic. Consequently, Minute Maid Radio and television commercials for minute maid refresh Juice for consumers should have been heard by companies.

5.4.2 Recommendations for Further Studies

This study sought to determine the effects of product compatibility, pricing, attribute, and promotion on the acceptance of new products in Hosanna Town, which just underwent structural organizational transformation. The majority of the study's conclusions are relevant to the

Hosanna town in southwest Ethiopia. In order to have a thorough understanding of the relationship between compatibility, price of product, product attribute, and promotion of product affects new product acceptance among other towns in southern part of Ethiopia, additional research on the relationship between compatibility, price of product, product attribute, and promotion of product affects new product acceptance needs to be done on Town with a larger customers.

REFERENCE

- Ahsan, A. and Khair, M. (2021) Impact of promotional tools on consumer buying behavior: a case of FMCG industry, *Journal of Marketing Strategies*, Volume 3, Issue 1
- Allua, S. and Thompson, C.B. (2009). Inferential statistics. *Air Medical Journal*, 28(4), pp.168-171.
- Angela, Christian and Aja (2019) Influence Of Product Attributes On Consumers Purchase Decisions On Malt Drink In Enugu State, Nigeria: *American International Journal of Business Management (AIJBM)*, Volume 2, Issue available on : www.aijbm.com

- Andrade C. (2021). A Student's Guide to the Classification and Operationalization of Variables in the Conceptualization and Design of a Clinical Study: Part 1. *Indian journal of psychological medicine*, 43(2), 177–179. <https://doi.org/10.1177/0253717621994334>
- Ángel, H. (2013) Influence of Users' Perceived Compatibility and Their Prior Experience on B2C e-Commerce Acceptance
- Arribas, V. and Alfaro, J.A. (2018), "3D technology in fashion: from concept to consumer", *Journal of Fashion Marketing and Management*, Vol. 22 No. 2, pp. 240-251
- Asshidn et al. (2016) Building Perceived Quality in the Influence of Personal Selling on Purchase Decision: Available on <https://www.researchgate.net/publication/369679177>
- Biren, P. (1997) Analysis of pricing strategies for new product introduction: Volume 5, pp. 132–141
- Calantone, R. J., & Di Benedetto, C. A. (2007). Clustering Product Launches by Price and Launch Strategy. *Journal of Business & Industrial Marketing*, 22, 4-19.
- Cheng-Ping (2017) The Relationship Between Service Quality, Customer Satisfaction and Brand Loyalty: <https://www.diva-portal.org/smash/get/diva2:1437946/FULLTEXT01.pdf>
- Clayton.k ,(2020) statics on new products introduced every fiscal year
- Danstan Marube and Gladys Rotich (2015) Factors Affecting the Adoption of New Products amongst Customers of Commercial Banks in Kenya, *Journal of Business and Management (IOSR-JBM)*, Volume 17, Issue 10.
- DelemBallege (2017) Packaging & Content Compatibility pdf
- Diansyah, Rindi Utami (2022) the Influence of Price and Promotion on Purchase Intention in Moderating Consumer Behavior: Budapest International Research and Critics Institute-Journal (BIRCI-Journal) Volume 5, No 2
- Eldian, B. and Hasim, D. (2015) how do product's attributes affect consumer behavior: an empirical evidence of the brand choice, *International Journal of Economics, Commerce and Management United Kingdom* Vol. III, Issue 8

- Erfan, A. and Hojjat, J. (2018) The impact of consumer's innovation on acceptance of new product.
- Everett, R. (1962) .Diffusion of Innovations, 1st ed. Glencoe, Illinois, USA: Free Press,
- Francisco-J., et al (2011) Product Quality and New Product Performance: The Role of Network Externalities and Switching Costs
- Feleke, H. (2022) the Effect of Supply Chain Integration on Operational Performance: An Empirical Evidence from Coca Cola Company, Bahirdar Plant.
- Fisher, Vernon F, (2005). "Rogers' diffusion theory in education: The implementation and sustained use of innovations introduced during staff development" . ETD collection for University of Nebraska - Lincoln. AAI3201767.
- Florian, M. (2018) Factors influencing consumers' adoption of and resistance to functional food product innovations
- Gagandeep, N. & Gopal (2014) A study of factors affecting diffusion of Innovation: International Journal of Business Management & Research (IJBMR), Vol. 4, Issue 1
- Ganesh L (2013) Consumer Perception and Acceptance of Minute Maid Pulpy Orange in Puducherry, IJMBS Vol. 3, Issue 2
- Gurbuz, E. (2018). Theory of New Product Development and Its Applications. In (Ed.), Marketing. Intech Open
- Hanson, T. (2010). Multiple regression. Department of Statistics, University of South Carolina.
- Humphreys, R. K., Puth, M. T., Neuhäuser, M., & Ruxton, G. D. (2019). Underestimation of Pearson's product moment correlation statistic. *Oecologia*, 189(1), 1–7. <https://doi.org/10.1007/s00442-018-4233-0>
- Ibojo (2014) Effect of Promotion on Product Awareness (A Case Study of A Reputable Organization in the Brewery Sub-Sector of the Manufacturing Industry) : International Journal of Education and Research Vol. 2 No. 9
- Ismail R. et al (2016) The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value, Journal of Marketing and Consumer Research Vol.30, ISSN 2422-8451.

- Jalal H. et al (2014) Direct and Indirect Effects of Product Innovation and Product Quality on Brand Image: Empirical Evidence from Automotive Industry International Journal of Scientific and Research Publications, Volume 4, Issue 11
- Jakarta et al (2017) The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central , Saudi Journal of Business and Management Studies, Vol-2, Iss-4B
- Joshi et al., (2015) Likert Scale: Explored and Explained, British Journal of Applied Science & Technology, 7(4): 396-403, 2015, Article no.BJAST.2015.157.
- Kennedy, O. et al(2016) The Role of Compatibility in Technology Adoption among Automobile Mechanics in Micro and Small Enterprises in Kenya: International Journal of Academic Research in Business and Social Sciences ,Vol. 6, No. 5 ISSN: 2222-6990
- Khan (2017) Correlation and Simple Linear Regression: Available on <https://milnepublishing.geneseo.edu/natural-resources-biometrics/>
- Konuk (2018) Behavioral reasoning perspectives on organic food purchase: Available on <https://doi.org/10.1016/j.appet.2020.104786>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). Marketing 4.0—Moving from Traditional to Digital. Hoboken, NJ: John Wiley and Sons
- KUHN, J. (2007). MarkteinH führung newer Product. 1st Edition. Mannheim: DUV Deutscher UniversitätsVerlag.
- Lars, W. (2011) price promotion, quality and brand loyalty
- Lin and Chang. (2012). Retailers' new product acceptance decisions: incorporating the buyer-supplier relationship perspective. Journal of Business & Industrial Marketing 27/2 (2012) 89–99 q Emerald Group Publishing Limited [ISSN 0885-8624] [DOI 10.1108/08858621211196967]
- Ling, C. (2018) the Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry, International Journal of Industrial Marketing Vol. 3, ISSN 2162-3066, No. 1 20

- Mahdi, M., Peter, E. and Maaruf A. (2014) "User Interface (UI) Design Issues for Multilingual Users: A Case Study," *International Journal of Universal Access in the Information Society (UAIS)*
- Mahdi M., Sajid, K., Moniruzzaman, B. and Peter, E. (2014) "Mobile Academy: A Ubiquitous Mobile Learning (eLearning) Platform," in *Proceedings of the International Conference on eBusiness, e Commerce, eManagement, eLearning and eGovernance (2014)*, University of Greenwich, London, UK, 30-31 July, ,pp. 89-95
- Mahdi, M. Peter, E. and Maaruf, A. (2014)"Aligning Digital Media Technologies with Non-Western Linguistic and Cultural Sensitivities," in *Glyndŵr University & Staffordshire University Joint Researcher Development Conference*, Wrexham, United Kingdom
- Maretta, G. and Hendri, S. (2017) *the Effect of Product Innovation, Product Quality and City Image on Purchase Decision of Uis Karo Woven Fabric*
- Mario, K. and Christian, K. (2017), *Pricing strategy: A review of 22 years of marketing research*, *Journal of Business Research*, 78, pp.101-110.
- Melvyn, H. (1991) *Personal computer software for use in marketing education. Part 2*, *Journal of Marketing Management*, 10.1080/0267257X.1991.9964148, 7, 2, (167-188), (1991).
- Minilk, M. (2018) *effect of marketing mixes on customer satisfaction in the cases of east africa bottling s.c*
- Miraz et al. (2014) *factors affecting consumers intention to use Blockchain-based services (bbs) in the hotel industry*: <https://www.researchgate.net/publication/343809582>
- Mukaram, K. , Amna, T. and Syed, S. (2019) *impact of sales promotion on consumer buying behavior: a case of modern trade, pakistan*, *Governance and Management Review (GMR)*, Vol.4, No. 1
- NPLAN and PHLP (2011) *Breaking Down the Chain: A Guide to the soft drink Industry*
- Nurjaya et al (2021) *The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises in Cianjur* ,*Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, Volume 4, No 1

- Omar, M. (2020) The importance of product quality as a way to attract consumers in the technology market, *Academic Journal of Research and Scientific Publishing* | Vol 2 | Issue 19
- Patino, C. M., & Ferreira, J. C. (2018). Internal and external validity: can you apply research study results to your patients?. *Jornal brasileiro de pneumologia : publicacao oficial da Sociedade Brasileira de Pneumologia e Tisiologia*, 44(3), 183. <https://doi.org/10.1590/S1806-37562018000000164>
- Pauwels, K. et al (2004), *New Products, Sales Promotions and Firm Value, With Application to the Automobile Industry Forthcoming*, *Journal of Marketing*
- Salamoura and Angelis (2015) Investigating the “new product acceptance function” in Greek enterprises. *Managing Service Quality* Vol. 18 No. 5, 2008 pp. 425-441.
- Saleem et al. (2015) Product Perceived Quality and Purchase Intention with Consumer Satisfaction: *Global Journal of Management and Business Research: E Marketing*, Volume 15, Issue 1
- Semere, M. (2020) The Effect of New Product Development Strategies on Sustainable Existence and Market Leadership: The Case of East Africa Bottling Sc.
- Setiawan et al. (2016) building trust through customer satisfaction in the airline industry in Indonesia: service quality and price fairness contribution pdf: Available on <https://www.researchgate.net/publication/338315076>
- Sharma, J.R., & Rawani, A.M. (2009). Quality function development: a new paradigm for involving customers in product development process. *International Journal of Quality and Innovation*, 1, 16.
- Tadesse, T. (2013) an assessment of advertising practice in East Africa Bottling Share Company
- Tanya, S. and Derek, C. (2014) pricing strategy pdf :
- Yan et al. (2019) How Does Consumers’ Local or Global Identity Influence Price–Perceived Quality Associations? The Role of Perceived Quality Variance: https://libres.uncg.edu/ir/uncg/f/Z_Yang_How_2019.pdf

Yordanos, D. (2020) the effect of media advertising on consumer buying behavior: the case of east africa bottling s.c. addis ababa

APPENDICES

APPENDIX I: COVER LETTER

Dear Respondent,

Request to participate in research

I would like to say thanks for accepting to complete this questionnaire. I am currently pursuing Marketing Management and as part of the degree requirement, I am required to conduct a research study that is relevant to my area of concentration. I am carrying out a study on the “Analysing factors affecting new product acceptance in the case of minute maid refresh product diffusion (Lin and Chang, 2012) process in south west region of Ethiopia Hosanna Town.” As you complete the questionnaire, please reflect on the last one to two years of being customers and complete all responses to the best of your knowledge. As you respond, please base your answers on what you know, or have observed .The information collected from this survey will be treated with utmost confidentiality and data analysis will be done in a way that maintains anonymity. You are therefore not required to provide your name on the questionnaire. Findings will only be used for academic purposes. The exercise will take about 15 minutes of your time.

In case of any questions, please feel free to write me an email: hallelujah.tesfayem@gmail.com or call/ SMS/Telegram/WhatsApp: 251-920314754.

Yours Sincerely,

Halleluya Tesfaye

APPENDIX II: QUESTIONNAIRE

(Please put a “√” in the bracket and the box next to the question that best describes you)

Section A: General Information

1. Gender

Male () Female ()

2. Age: 18-25 () 26-35 () 36-44 () 45-55 () 56 and above ()

3. Monthly Wages (in birr): Less than 5000 () 5001-7000 () 7001-9000 () 9001-11000 () 11001- 13000 () above 13000 ()

5. Family size: Single (), less than 5 Family (), 5-10 Family (), more than 10 Family ()

Section B: Structured Questions

Kindly use the key: 1-Strongly Disagree, 2-Disagree, 3-Neutral, 4-Agree, and 5-Strongly Agree to rate the following statements.

Compatibility	1	2	3	4	5
My culture and the value of Minute Maid products cannot be in contradiction.					
Minute maid refresh is sweeter					
I prefer minute maid refresh because it thick.					
I have the same product as minute maid juice.					

Is the taste compatible with the taste I am used to					
I choose and use the Minute Maid Refresh product because it has good taste.					
The Price of product	1	2	3	4	5
The minute maid items are reasonably priced.					
The cost of a minute maid product is regarded as a measure of the customer's financial capabilities.					
I'm satisfied with how much Minute Maid Refresh costs.					
The cost of the Minute Maid refresh product is more than that of other brands that are comparable.					
I'll continue to purchase Minute Maid products.					
I am aware of the price of Minute Maid items before they are introduced to the market since their prices are predetermined.					
Product attribute	1	2	3	4	5
Products from Minute Maid Refresh are of high quality.					
The color of the Minute Maid product appeals to me.					
The overall flavor and flavors of Minute Maid products have drawn me in.					
For me, the predominant fruit in packaged fruit juice is Minute Maid.					
I am pleased with the concentration of Minute Maid product that the right					
Packaging of Minute Maid product has attracted.					
The products from Minute Maid are excellent and rich in healthy minerals.					
Fruits that are pure and natural are included in Minute Maid products.					
I am happy with the product quality from Minute Maid.					
The minute maid product was evaluated for its degree of quality, reliability, and extra benefits of flavor and functionality that can attract my attention.					
Before Minute Maid products entered the market, I was aware of their					

quality.					
Promotion	1	2	3	4	5
I have seen Television and Radio Advertisement about minute maid refresh Juice.					
I have seen poster about minute maid refresh juice					
I have used sampling by the company representative					
I have seen public relation technic.					
New product acceptance	1	2	3	4	5
I guarantee that my money is on the proper kind of high-quality product when I purchase Minute Maid juice.					
The price of Minute Maid products is recognized by society as a whole,					
I accept Minute Maid products without bias.					
For me, Minute Maid products are the highest-quality products					
I am happy with Minute Maid products.					
I prefer minute maid refresh because my customer likes it					
Products from Minute Maid outperform those from other brands.					
I distribute minute maid refresh because of the promotion					

ውድ ምላሽ ሰጪ

በ ምር ምር ውስጥ ስለ ማተፍ ጥያቄ

በ ቅድሚያ ይህንን ማጠቃለያ ለመጠየቅ ስለተባበራችሁኝ አመሰግናለሁ። እኔ አሁን በ ምር ኬቲንግ ሜጅ ጅምር ለ ማተፍ ስራ ዲግሪ ፕሮግራም ማስፈረቱ አካል የሆነ ውን አግባብነት ያለው የ ምር ምር ጥናት ማድረግ አስፈላጊ ስለሆነ በደቡብ ኢትዮጵያ ሆሳዕና ከተማውስጥ Analyzing Factors Affecting New Product Acceptance in the Case of Minute Maid Refresh Product Diffusion Process in South West Region of Ethiopia Hossana Town. በ ምላሽ ጥናት ምር ምር ርዕስ የተዘጋጀ ሲሆን ከእኔ ጋር በደንበኝነት በመቆይ ምክንያት የተመረጡህን ዋል።

በመቀጠል እባክዎ ማጠቃለያን ሲሞሉ ሁሉንም ምላሽ ስለ ማጠቃለያ ያጠናቅቁ። እባክዎ ምላሽ ሲሰጡ ምላሻችዎ በመቆይ ውቅት ነገር ላይ የተመሰረተ ይሁኑ። ከዚህ የዳሰሰ ጥናት የተሰበሰበው ማጠቃለያ ምክንያቶች እና የ ምላሹ ማንነት በማይገለፅ ምላሹ ማስገናወጥ ስለሆነ እርስዎ በማጠቃለያ ላይ ስምዎንና አድራሻዎን እንዲያስቀምጡ ይገደዱ። የ ጥያቄዎች ምላሻ ለአካዳሚያዊ ዓላማ ይውላሉ ስለሆነ ምእኑ ዚህን ጥያቄዎች ለመጠየቅ 15 ደቂቃ ያህል ጊዜ ይወስዳሉ።

zላ ማንኛውም ጥያቄዎች እባክዎ ከታች ባለው ኢሜል ላይ በሚላክ ወይንም ስልክ በሚደውል አልያም ዋትስ አፕ ላይ በመጻፍ ማጠየቅ ይችላሉ።

ከአክብሮት ጋር

hallelujah.tesfayem@gmail.com. ወይም / SMS / WhatsApp: 251-9203 31757.

APPENDIX II: QUESTIONNAIRE

እባክዎት ለጥያቄዎቹ በቅንፋት ውስጥ ይህንን ምልክት ያስቀምጡ ()

ክፍል 1:

1. ያታ

ወንድ () ሴት ()

2. እድሜ: ከ 18-25 () ከ 26-35 () ከ 36-44 () ከ 46-55 () ከ 56 እና ከዛ በላይ ()

3. የወር ገቢ (በብር): ከ 5000 () ከ 5000-7000 () ከ 7000-9000 () ከ 9000- 11000 ()
ከ 11000- 13000 () ከ 13000 በላይ ()

4. የቤተሰብ ሁኔታ: ያላገባ (), ያገባ () ከ 5 ቤተሰብ በታች (), ከ 5-10 ቤተሰብ (), ከ 10 ቤተሰብ በላይ ()

ክፍል 2 የጥያቄዎቹ አሟልቶ ሁኔታ

እባክዎትን በጥንቃቄና ይሙኑት :

1-በጣም አልስማማም

2-አልስማማም

3-ገለልተኛ

4-እስማማለሁ እና

5-በጣም እስማማለሁ

ቀጣዮቹን ጥያቄዎች በዚህ ምልክት ይሙኑ

Compatibility	1	2	3	4	5
----------------------	----------	----------	----------	----------	----------

የኔ ባህል እና የሚሉት ሚዲያ ሪፍራክሽን ምርቶች አይቃረኑም					
ሚሉት ሚዲያ ሪፍራክሽን ጠፋጭነት ው					
ሚሉት ሚዲያ ሪፍራክሽን እና ሚዲያ ጠለብ ምክንያት የታወቀው ማረጋገጫ ስለሆነ					
እንደ ሚሉት ሚዲያ ሪፍራክሽን ምርቶች ሁሉ ለሌሎችም ምርቶች አሉኝ					
እንደ ሌሎች እንደ ሚዲያ ምርቶች ውጭ ሚዲያ ምርቶችም ይኖራቸዋል					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶችን ማረጋገጫ ለመስጠት ምክንያት የታወቀው ጠፋጭ ምርቶች ስለሆኑ					
The Price of product	1	2	3	4	5
የሚሉት ሚዲያ ሪፍራክሽን ምርቶችን ምክንያት የታወቀው ዋጋ ነው ያለው					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶችን ዋጋ የደንበኛውን አቅም ያገናኛል					
ምን ያህል በሚሉት ሚዲያ ሪፍራክሽን ምርቶች ዋጋ ረክቻለሁ					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶችን ዋጋ ከሌሎች ብራንዶች የበለጠ ተመጣጣኝ ናቸው					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶችን ማዘጋጀት እቅጣለሁ					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶች ገበያው ውስጥ ከሚገኙት በፊት ስለዋጋቸው ግንዛቤውን በረኝ ዋጋቸው እስከተወሰነ ድረስ					
Product attribute	1	2	3	4	5
የሚሉት ሚዲያ ሪፍራክሽን ምርቶችን በጣም ጥራታቸውን የጠበቁ ናቸው					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶች ከሌሎች ለእኔ ግልፅ ናቸው					
አጠቃላይ የሚሉት ሚዲያ ሪፍራክሽን ምርቶች ጠዕም ምትኬታቸው ደግሞ					
ለእኔ ከታላቅ የፍራፍሬ ምርቶች ውስጥ የበለጠ የሆነው ሚሉት ሚዲያ ሪፍራክሽን ነው					
በሚሉት ሚዲያ ሪፍራክሽን ምርቶች ይዘት ደስተኛ ነኝ					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶች ማሻገያ ሳቢ ናቸው					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶች በጥሩ ሁኔታ ለጠጠር ተስማሚ በሆኑ ሚዲያ ሪፍራክሽን የበለጠ ናቸው					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶች ጥራት ያለቸው እና የተፈጥሮ የሆኑ ፍራፍሬ የተከተቱባቸው ናቸው					
በሚሉት ሚዲያ ሪፍራክሽን ምርቶች ጥራት ደስተኛ ነኝ					
የሚሉት ሚዲያ ሪፍራክሽን ምርቶች በጥራት ደረጃው አስተማማኝነት እና					

በጣዕ መተጫሚ ጥቅሞች ቀልቤን ሊስበውችልዋል					
የሚኒት ሚዲ ሪፍሬሽ ምርቶች ገበያ ውስጥ ከመግባታቸው በፊት ስለ ምርቶቹ ጥራት ግንዛቤውን በረኝ					
Promotion	1	2	3	4	5
በቴሌቪዥን የሚታዩ እና በሬድዮ የሚላለፉ የሚኒት ሚዲ ሪፍሬሽ ምርቶችን መስታወቂያ አይቻለሁ ስምቻለሁ					

የሚኒት ሚዲ ሪፍሬሽ ምርቶችን የመግልጫ ፖስተሮችን አይቻለው					
በድርጅቱ ሰዎች በሚገገገው የቅምጃ ፕሮግራም ላይ ተሳትፎ አለሁ					
New product acceptance	1	2	3	4	5
የሚኒት ሚዲ ሪፍሬሽ ምርቶች ስገዛ ገንዘቤ ትክክለኛ ጥራት ባለው ምርት ላይ በመሞሉ እተማምናለሁ					
የሚኒት ሚዲ ሪፍሬሽ ምርቶች ዋጋ በሰፊው በህብረተሰቡ ዘንድ ይታወቃል					
ምንም አይነትም የሚኒት ሚዲ ሪፍሬሽ ምርቶችን እቀበላለሁ					
ለእኔ የሚኒት ሚዲ ሪፍሬሽ ምርቶች በጣም ጥራታቸውን የጠበቁ ናቸው					
በሚኒት ሚዲ ሪፍሬሽ ምርቶች ደስተኛ ነኝ					
የሚኒት ሚዲ ሪፍሬሽ ምርቶችን አስቀድመላሁ ምክንያቱም ደንበኞቼ ይወዱታል					
የሚኒት ሚዲ ሪፍሬሽ ምርቶችን አከፋፍላለሁ በመስታወቂያ ምክንያት					

ለአዲስ አበባ ዩኒቨርሲቲ

ጉዳይ፡ የጥናት መረጃ መሙላትን ይመለከታል

ከላይ በርዕሱ እንደተጠቀሰው ወ/ዘራት ሃሌሉያ ተስፋዬ ለተቋማችን በቁጥር181
በቀን 10/08/2015 ዓ.ም በተፃፈው መሰረት ይዘው ባቀረቡት ጥናት

"RESEARCH ON ANALYZING FACTORS AFFECTING NEW
PRODUCT ACCEPTANCE IN THE CASE OF MINUTE MAID
REFRESH PRODUCT DIFFUSION PROCESS IN SOUTH WEST
REGION OF ETHIOPIA HOSSANA TOWN" ላይ መረጃ ሰብስባ ዳታ
የሰራች መሆኗን እናሳውቃለን።

ከሰላምታ ጋር!

ውክልና የተሰጠው የኮካ ኮላ ማከፋፈያ (official coca cola
distributor)



APPENDIX III: Correlation and regression analyses

Correlation coefficient	Interpretation
(-1.00 to -0.8]	Strong
(-0.8 to -0.6]	Substantial Negative
(-0.6 to -0.4]	Medium
(-0.4 to -0.2]	Low
(-0.2 to 0.2)	Very Low
[0.2 to 0.4)	Low
[0.4 to 0.6)	Medium Positive
[0.6 to 0.8)	Substantial
[0.8 to 1.00)	Strong

Correlations of dependent and independent variables

		Compatibility	Price of product	Product attribute	Promotion of product	New product acceptance
Compatibility	Pearson Correlation	1	.651**	.709**	.705**	.799**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	177	177	177	177	177
Price of product	Pearson Correlation	.651**	1	.985**	.970**	.647**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	177	177	177	177	177
Product attribute	Pearson Correlation	.709**	.985**	1	.987**	.716**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	177	177	177	177	177

Promotion of product	Pearson Correlation	.705**	.970**	.987**	1	.759**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	177	177	177	177	177
New product acceptance	Pearson Correlation	.799**	.647**	.716**	.759**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	177	177	177	177	177
**. Correlation is significant at the 0.05 level (2-tailed).						

Source: Own Survey (2023) and from SPSS output

Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899 ^a	.808	.804	1.65005

a. Predictors: (Constant), Promotion of product, Compatibility, Price of product, Product attribute

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1976.220	4	494.055	181.460	.000 ^b
	Residual	468.300	172	2.723		
	Total	2444.520	176			

a. Dependent Variable: New product acceptance

b. Predictors: (Constant), Promotion of product, Compatibility, Price of product, Product attribute

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.773	.575		6.560	.000
	Compatibility	.561	.062	.466	9.102	.000
	Price of product	.151	.127	.052	8.080	.000
	Product attribute	.209	.193	.438	1.395	.000
	Promotion of product	.192	.352	1.883	8.948	.000

a. Dependent Variable: New product acceptance

Source: Own Survey (2023) and from SPSS output

