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THE EFFECT OF MARKETING MIX PROGRAMS ON CONSUMER BUYING DECISION: IN THE CASE OF REPI SOAP AND DETERGENT S.C

By Meron Adnew

A Thesis submitted to the school of Graduate studies of the Addis Ababa University, School of Commerce for the partial fulfillment of the requirement of the degree of Master of Marketing Management

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Declaration

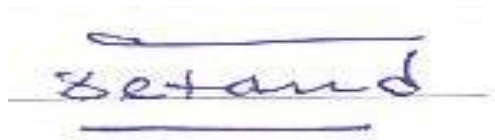
I, Meron Adnew, announce that this paper is my original work on the title —The effect of marketing mix programs on consumer buying decisions: in the case of Repi Soap and Detergent S.C.¶ for the partial fulfillment of the requirements for the Masters of Arts in Marketing Management degree at Addis Ababa University, School of Commerce. Both origins of the materials used in the study have been properly credited. I also confirm that the paper has not been applied to any other institution in order to obtain a degree.

Declared by: Meron Adnew

Signature_____

Date: February 2024

Cofirmed by: Dr. Getie Andualem (Associate Professor)

A handwritten signature in blue ink, appearing to read "Getie Andualem", is written on a white background with a light blue horizontal line above and below it.

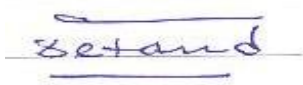

Signature_____

Date: February 2024

Certification

This is to certify that Meron Adnew performed under my guidance on the research project titled —The effect of marketing mix programs on consumer buying decisions: in the case of Repi Soap and Detergent S.C.‖ This thesis is original and can be submitted in partial fulfillment of the qualifications for the award of the Masters of Art in Marketing Management degree.

Approved by the Board of Examiners

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Chair of Department or Graduate Program Coordinator **Acknowledgement**

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Finally, my deepest thanks go to the Repi Soap and Detergent S.C. product consumers, in particular the respondents who took part in the questionnaire and who gave their valuable time to accomplish the survey successfully.

Abstract

The broader perspective of consumers includes not only the study of why and what customers buy but also how marketers influence consumers and how consumers utilize their products and services. Out of these many dimensions, the marketing mix is an important factor.

Conventionally, the marketing mix is referred to as the 4P's. The study used a quantitative approach to achieve the study's goals, and the associations presented within the framework were

tested using descriptive and explanatory research methodologies. Descriptive and explanatory research design and convenience/purposive sampling technique was applied on the research. The first-hand data were collected from 361 employees of the Repi Soap and Detergent S.C. by using a Likert scale-type questionnaire as an instrument for the collection of the employees' perceptions towards the variables, and then the collected data were analyzed using descriptive statistics, correlational analysis, and multiple regression analysis. The most important finding of the study indicated that the marketing mix programs, i.e., price, promotion, place/accessibility, and product quality, have significantly affected the consumer buying decisions of Repi Soap and Detergent S.C. However, the organization should improve its marketing mix programs so as to enhance the buying decisions of its consumers even further. Specifically, Repi Soap and Detergent S.C. charge a competitive and affordable price, use different electronic and printed promotional media so as to positively influence consumers buying decisions towards its products, and the company should also work on making its products easily available using different distribution systems and create unique and attractive packaging designs so that it enables the consumers buying decisions to purchase Repi Soap and Detergent S.C. products. Additionally, the company should take into account all aspects of the marketing mix while producing its products.

Key words: Marketing mix, 4P's, Consumer buying decision

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Acronyms/Abbreviations

4P's	price, promotion, place and product
N/A	Not Available
S.C.	Share Company

SPSS	Statistical Package for Social Science
SME	Small and Medium Enterprise
TVET	Technical and vocational education training
TV	Television
VIF	Variance inflation factor

CHAPTER ONE

1. INTRODUCTION

In this chapter, background of the study, the background of the organization, the reason why the research is conducted, the objective of the study, the significance of the study, the scope of the study, the limitations of the study, the organization of the paper, and the definition of terms are addressed.

1.1 Background of the study

Companies are more concerned with individual consumer behavior. It assists companies in obtaining knowledge about how consumers think, feel, and select their products. Every single person is a consumer. Individuals or groups select, acquire, utilize, or dispose of a product; service, concept, or experience to meet wants and desires (Michael R. Solomon, 2019). The broader perspective of consumers includes not only the study of why and what customers buy but also how marketers influence consumers and how consumers utilize their products and services.

The study of people, groups, or organizations and the methods they use to choose, obtain, use, and discard goods, experiences, ideas, or services to satisfy needs, as well as the effects these methods have on customers and society is referred to as consumer behavior, according to Hawkins and Mothersbaugh (2010). Organizations must have considerable knowledge about customer behavior in order to make successful marketing decisions. Every marketing strategy and method is founded on an explicit or tacit assumption about consumer behavior. Decisions based on clear assumptions supported by good theory and research is more likely to succeed than those based merely on hunches or intuition. Knowledge of consumer behavior may provide a significant competitive advantage since it minimizes the likelihood of making poor judgments and causing market failures. As a result, consumer study is the cornerstone of marketing strategy, and customer reaction to the whole product determines the plan's success or failure, which influences the organization's profitability (Hawkins and Mothersbaugh, 2010).

Soap and detergent consumers use intrinsic and extrinsic cues when making soap and detergent product purchases, and these cues are normally used as an indicator of quality. Intrinsic cues refer to characteristics of a soap and detergent that relate to the soap and detergent itself, such as odor and quality. Consumers commonly rely on extrinsic cues such as price or manufacturer as indicators of

quality, but they will also consider label, packaging, brand, and shelf position when making soap and detergent purchases. According to Atkin and Johnson (2010), most extrinsic cues are under the control of the manufacturer and can be changed without actually changing the product. Extensive studies have shown that while making purchases, customers will employ extrinsic signals. According to Lockshin (2000), brand name frequently works as a substitute for quality, and customers will also look at brand name to assign perceived risks. However, Gluckman (1990) stresses that consumers will place the same value on generic varieties as they do on brands since they do not clearly understand the concept of soap and detergent branding. It has also been seen that, in the absence of soap and detergent knowledge, purchasers will use price as a cue for quality.

This research seeks to determine the effect of marketing mix on consumers purchase decisions from the perspective of Repe soap and detergent S.C. products, Addis Ababa, Ethiopia. As soap and detergent consumption grows in importance in Ethiopia, especially in the capital city, Addis Ababa, the knowledge of consumers is pivotal. The main focus of this study is to find out if there is any positive and significant relationship between the four marketing mix elements—product quality, price, promotion, and place/accessibility—and soap and detergent consumers purchase decisions from the perspective of Repe soap and detergent S.C.

1.3 Statement of the problem

Marketing mix decisions must be made for influencing an offering mix of products, services, and prices and utilizing a communications mix of advertising, sales promotion, events, experiences, public relations and personal selling to address target customers. According to French (2003), price is an important aspect that influences individual decisions. Interestingly, some writers claim that buyers who want to maximize predicted quality are prepared to spend the most on the most expensive items (Kerin, Jain, & Howard, 1992). That is, consumers are interested in the ratio between price and quality when making purchase decisions. According to Figuiere and Moustier (2009), most Vietnamese supermarket customers regard high costs as a sign of product quality.

According to the central place theory (Craig, Ghosh, & McLafferty, 1984), retail businesses in central locations may draw customers from considerable distances. In addition to location, research in India (Jabir et al., 2010) found that consumers choose supermarkets with extended operating hours, adequate parking, product availability, and accessibility. Promotion is a marketing activity used by

shops to increase traffic and sales by conveying current products to targeted consumers (Dunne et al., 2010). Promotion, in particular, can improve sales by switching purchases from other retailers and increasing consumption by existing customers.

As depicted in the empirical literature above, different researchers have examined the effect of each of the marketing mix elements separately on consumers purchase decisions; most of them didn't show the aggregate effect of the marketing mix on consumers buying decisions. This research would fill the empirical gap by showing the aggregate effect of the marketing mix programs/4p's on consumers buying decisions. This is necessary because the degree of influence of the marketing mix is quite different when it is considered in aggregate and separately, as each of the marketing mix factors has a relationship with each other. Moreover, inconsistencies in findings have also been observed in previous research. For instance, some authors; Harahap and Amanah (2020) and Komaladewi and Indika (2017) claim that price is an important factor that shapes consumers' choice of a particular product, whereas others view price as relating to product quality and argue that it has a negative relationship with buying decisions as a low price indicates poor quality.

Contextually, the study attempts to provide information on whether these marketing mix elements influence consumer purchasing decisions as well as investigate important marketing mix elements and their degree of influence on consumer purchasing decisions in the Ethiopian soap and detergent industry, specifically Repi soap and detergent products. This study is conducted to fill these gaps. More crucially, according to my assessment no study has been conducted in Ethiopia on the influence of marketing mix aspects on customer purchasing decisions for soap and detergents area. This study aims to empirically identify four major marketing mix factors and investigate their impact on customer purchasing decisions in the context of Repi soap and detergent S.C. products.

1.4 Basic Research Question

The research tries to answer the following research questions:

1. To what extent does price influence consumers' buying decisions?
2. To what extent does promotion influence consumers' buying decisions?
3. How does place affect consumers' buying decisions?
4. To what extent does product influence consumers' buying decisions?

1.5 Objectives of the Study

1.5.1 General Objective of the study

The main objective of this study is to explore the effect of marketing mix elements on consumer buying decisions.

1.5.2 Specific objectives of the study

The specific objectives for identifying the effect of marketing mix programs on consumer purchase decision of Repi Soap and Detergent S.C. products stated here under;

- To examine the effect of price on consumers buying decision.
- To determine the effect of promotion on consumers buying decision.
- To examine the influence of place on consumers buying decision.
- To determine the effect of product on consumers buying decision.

1.6 Significance of the study

The Research would provide Repi Soap and Detergent S.C. with new and updated information because review of the literature shows the previous researches done globally on marketing mix elements was scattered, which included limited information about the effect of these marketing mix elements on soap and detergents consumer buying decision and there is no research done on this issue in Ethiopian context. In the past, research has been made on narrowed and common factors that affect consumers buying decision, but in this research the researcher determine how marketing mix elements affect soap and detergent consumers buying decision and tells what are the most important marketing mix elements that prompts and attract the buyers to decide for buying the product at the point of purchase. Therefore, this research would help marketers to consider findings in this research and implement in their plan in creating and selecting the appropriate design elements and attributes for their product quality, pricing, distribution and promotion and allow companies to be different from each other and to have more priorities among competitors. Furthermore, this research can serve as stepping stone for other researchers who will explore similar areas in the future.

1.7 Scope of the study

In this research paper data collected about how marketing mix elements influence on consumer buying decision in perspective of Repi Soap and Detergent S.C. products in detail from the customers of Repi Soap and Detergent S.C. in three sub cities of Addis Ababa city. This research would try to

fill the gap by encompassing all the possible and generally accepted marketing mix elements which includes the factors of price, promotion, product quality and accessibility. Finally, a comprehensive report generated, which determines that how change in marketing mix elements change consumer buying pattern and their preference, so that the results could be made useful. The research used descriptive and explanatory research design. The primary data collected using a combination of convenience and purposive sampling techniques.

1.8 Definition of terms and concepts

Product: According to Kotler & Armstrong (2005), a product is defined as something that can be offered in a market to satisfy consumer needs or wants. Generally speaking, "products" also include services, occasions, people, places, businesses, ideas, or a combination of these.

Price: According to Kotler et al., (2005), price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service.

Promotion: According to Baruna Hadi Brata et al., (2017), promotion is defined as a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence, persuade, and/or alert the target market to the company and its products so that they are willing to accept, purchase, and be loyal to the products offered by the company concerned.

Place: According to Kotler et al., (2005), place is the final element in the marketing mix is product distribution, and it is the critical point at which a brand's reputation may be developed or destroyed. Your products are finally available in retail locations or online, and customers have easy, direct access to them. It makes no difference how much wonderful information you put out about your product if it fails to attract people once it hits the stores. To guarantee that items reach customers swiftly and efficiently, distribution requires trustworthy, efficient relationships.

Consumer: According to Solomon et al., (2006) consumer is anybody who searches for, purchases, uses, evaluates, and throws away things and services that they believe will meet their requirements.

Buying decision: According to Solomon et al., (2006) buying decision is the process through which customers make decisions about market transactions before, during, and after purchasing an item or

service. In the context of several choices, it may be viewed as a subset of cost-benefit analysis. Making decisions is a psychological construct. This means that, even when a choice cannot be seen, we may conclude that one has been made based on observed behavior. As a result, we infer that a psychological decision-making event took place. It is merely a structure that implies a willingness to act.

1.9 Organization of the paper

This paper organized into five chapters. The first chapter include introduction which includes background of the study, statement of the problem, objective of the study, basic research questions, significance of the study and scope and limitation of the study. The second chapter deals with review of literature from different sources. The third chapter involves methodologies that will apply in the study, ethical consideration. The fourth chapter presents data analysis and interpretation. The fifth chapter is dedicated to conclusions and recommendations.

CHAPTER TWO

2. RELATED LITERATURE REVIEW

Introduction

The literature on marketing mix elements and buyer decision ideas is examined in this chapter. These chapters cover the major conceptual issues, theoretical, empirical, and theoretical literature on this topic.

2.1. Theoretical Review

2.1.1 Marketing Mix

The set of marketing instruments the company uses to pursue its marketing goals is known as the marketing mix. It is divided into the following four major categories: product, price, place, and promotion. Marketing mix decisions must be made for influencing an offering mix of products, services, and prices and utilizing a communications mix of advertising, sales promotion, events, experiences, public relations, direct marketing, and personal selling to reach the trade channels and target customers (Keller & Kotler, 2006).

2.1.1.1 Price

The price is the amount of money one must pay to gain the right to use the product. A product can be bought with possession rights or, for numerous products, with limited operation rights. Economists often believe that lower pricing will induce more sales than high prices for the same product. Still, price sometimes indicates quality.

A product with an excessively low price could be thought to be of low quality. The possession of expensive objects reveals something about the individual as well. It shows that the owner can afford the expensive stuff, if nothing else. For some customers, this function is appealing. The symbolic significance of pricing for the product and the target market must therefore be fully understood before a price is chosen. It is important to remember that a product's price does not correspond to its cost to the consumer. The consumer cost is everything that the user forgoes in exchange for the advantages of possessing or utilizing the goods. The non-priced costs of owning or managing a product are one way that businesses try to give customers value. If successful, the total cost to the customer decreases while the revenue to the marketer stays the same or even increases (Hawkins et al., 2001).

2.1.1.2 Promotion

Promotion means activities that communicate the merits of the product and persuade target customers to buy it (Armstrong & Kotler, 2003). It encompasses all signals the company sends about itself and its products through advertising, sales, public relations, and other means (Hawkins et al., 2001). Marketing communications activities are integrated to deliver a consistent message and achieve strategic positioning. To be able to plan a marketing communication, it is important to analyze the possible interaction a consumer may have with a brand and its products or services. Advertising is a means of marketing communication that publicizes the attributes of a brand to customers. A brand

has a high probability of being strong when advertising, promotion, and packaging support a constant positioning strategy over time (Aaker, 1991).

2.1.1.3 Place/Accessibility

Place entails business operations that make the product accessible to the intended market (Armstrong & Kotler, 2003). Customers will rarely go to great lengths to get a specific brand. Evidently, wise channel selections call for thorough familiarity with the product-shopping habits of target consumers (Hawkins et al., 2001). Availability means having access to a product or brand in a store at the time of purchase. The convenience of a product or brand has a great influence on the customer's buying behavior. In today's busy society, a customer does not have the time to move from one shop to the next when purchasing low-engagement products. The customer will either choose a new brand or switch shops.

2.1.1.5 Product quality

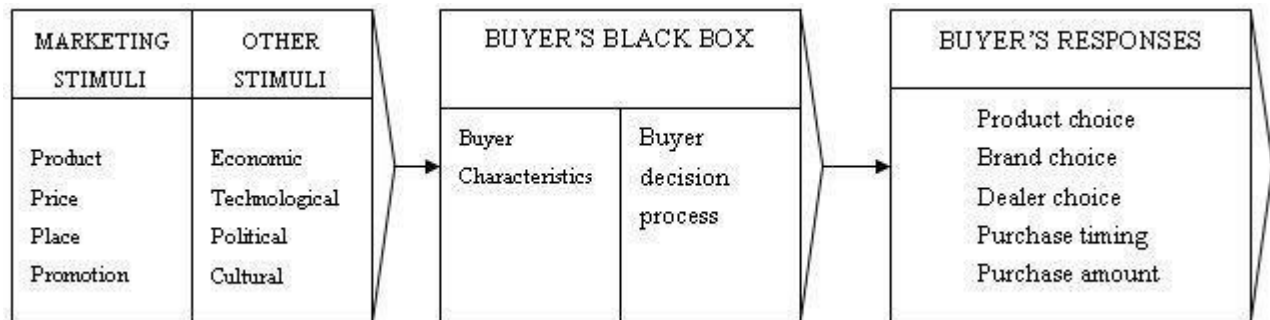
Quality is defined as the evaluation of the excellence and superiority of the product (Zeithaml, 1988). In the previous studies, some researchers argued that quality cannot be defined and that quality is objective and can be measured. In a different way, others believed quality could not be measured. The objective of quality and the perception of quality are the two categories that result from combining these two techniques (Anselmsson, ULF, & Persson, 2007). The appraisal of the product based on its physical attributes is the goal of quality. According to (Collins et al., 2003), consumers assess quality in relation to extrinsic and internal signals, whereas perception of quality takes into account subjective notation, which is the consumer's appraisal of the product and judgment based on particular features. Intrinsic cues are the perception of quality through physical characteristics of the product (color, size, flavor, or aroma), while extrinsic cues are attributes that have some relation to the product (package, price, advertising, and peer pressure). Extrinsic cues are more familiar to customers, so based on these cues; it is easier for them to evaluate the products.

2.1.2 Consumer Buying Behavior

Consumer purchasing behavior is the practice of individuals, households, and final consumers who purchase products and services for their own use. According to Armstrong & Kotler (2003), the consumer market consists of all the combinations of final consumers. These consumers, from all over the world, have a wide range in terms of age, income, educational level, gender, and tastes. In addition, they purchase an incredible variety of goods and services.

2.1.2.1 Model of Consumer buying Behavior

Consumers make many buying decisions every day. The consumer purchasing decision answers questions about what consumers buy, where they buy, how much they buy, when they buy, and why they buy (Armstrong & Kotler, 2003). Past decisions, time-related events, such as aging, and external events, such as an illness or job change, lead to lifestyle changes that pose additional consumption problems and result in new purchases (Neal, Quester, & Hawkins, 2002). Figure 2.1 Model of Buyer Behavior



Source: Armstrong and Kotler (2003)

Figure 2.1 demonstrates how marketing and other stimuli trigger particular reactions in the consumer's "black box." The four Ps of marketing are the following: product, pricing, place, and promotion. These inputs go into the buyer's "black box," where they are transformed into a set of observable buyer responses, including the product, brand, dealer, timing, and amount of the purchase. The consumer's black box, which comprises two components, is where responses to stimuli are transformed into actions. First, the characteristics of the buyer affect how they interpret and respond to the stimulus. Second, the buying process itself has an impact on how people behave (Armstrong & Kotler, 2003).

2.1.2.2 Consumer Decision Making

However, the critical phase in consumer decision-making is the integration process, in which knowledge is merged to assess and choose between two or more alternative behaviors. This integration process yields a decision, which is represented cognitively as a behavioral intention. A behavior intention is a plan (or a decision plan) to engage in a specific activity. Consumer choicemaking involves all components of effect and cognition, including memory-activated knowledge, meanings, and beliefs, as well as the attention and comprehension processes required in processing new information in the environment (Peter & Olson, 1999).

2.1.2.3 Buyer Decision Process

Before seeking external sources of knowledge on a certain consumption-related need, the consumer constantly examines his or her recollections (the cerebral field). Former experience is seen as an internal source of the consumer's implicit need to make a decision. Numerous client opinions are told by a blend of former experience, marketing, and commercial information (Schiffman & Kanuk, 2004).

Figure 2.2 shows that the buyer decision process consists of five stages; need recognition, information search, evaluation of alternatives purchase decision, and post-purchase behavior. The buying process starts before the purchase decision and continues up to post-purchase behavior. Marketers must focus on the entire buying process of consumers rather than just the one-time purchase decision of consumers. The figure implies that consumers pass through every five stages with every purchase. Nonetheless, in more routine purchases, consumers frequently skip or reverse some of these stages (Armstrong & Kotler, 2003).

Figure 2.2 Buyer Decision Process



Source: Armstrong and Kotler (2003)

1. Need recognition

The buying process starts with conditions or requirements recognition. The buyer recognizes a problem or need. The need or demand can be touched off by internal stimulants from one of the person's routine requirements. For illustration, hunger, thirst, and coitus raise to a position high enough to come a drive. A need can also be touched off by external stimulants (Armstrong & Kotler, 2003). It's the task of marketing directors to determine the requirements and wants of a particular product that can and does satisfy the unsatisfied requirements and wants of consumers for, which a new product could be developed. In order to do so, marketing directors should understand what types of requirements consumers may have. Abraham Maslow developed a wellknown bracket of requirements numerous times gone, including physical, safety, belonging, regard, and tone-fruition requirements (Peter & Donnelly, 2001).

2. Information search

An interested consumer may or may not search for further information. However, the consumer is likely to buy it also, if the consumer's drive is strong and a satisfying product is near hand. However, the consumer may store the need in memory or take over an information hunt related to the need (Armstrong & Kotler, 2003), If not. Information handed by marketers is always favorable to the product and/ or brand. Consumers are especially likely to note the negative information and to avoid products or brands that admit negative evaluations (Shiffman & Kanuk, 2004).

3. Evaluation of alternatives

Evaluate or appraise competing options using salient ideas about important effects, and then integrate this information to make a decision (Peter & Olson, 1999). The marketer must be aware of alternate evaluations. That is how customers digest information to make brand decisions. Unfortunately, customers do not utilize a single, clear assessment method for all purchases. Rather, numerous assessment systems are in operation. Through some evaluation techniques, the customer comes at sentiments regarding several brands. The process through which customers evaluate purchasing options varies depending on the particular consumer and the unique buying circumstance (Armstrong & Kotler, 2003).

4. Purchase decision

Still, the actual purchase is a common result of search and evaluation, If no other factors intermediate after the consumer has decided on the brand that's intended for purchase. A purchase involves numerous opinions, which include product type, brand, model, dealer selection, and system of payment, among other factors. In addition, rather than cops, the consumer may decide to modify, defer, or avoid a purchase grounded on an asset to buy or perceived threat. The perceived threat literature emphasizes that consumers generally try to reduce the threat in their decision- timber. This can be done by either reducing the possible negative consequences or by reducing the query (Peter & Donnelly, 2001).

5. Post purchase behavior

The marketer's job does not end when the product is bought, as consumers will engage in postpurchase behavior of interest to the marketer. Sellers should make product claims that faithfully represent the product's performance levels to boost consumer satisfaction. Consumers feel cognitive dissonance with every purchase (Armstrong & Kotler, 2003). Some consumers may not experience

post-purchase dissonance if they have thoroughly researched and compared products before making a purchase, or if they have a high level of brand loyalty.

2.2 Empirical Reviews

In different parts of the world, some researchers have conducted related studies; however, in Ethiopia, a limited number of studies have been conducted regarding the effects of marketing mix elements on consumer purchasing decisions. To formulate the problem scientifically and to point out the significance of this study, it is important to present a brief review of studies undertaken in this area. Though the review elaborates on a large number of studies, only a few that has direct and indirect bearing on the current study have been summarized.

2.2.1 The effect of Price on customers' buying decision

According to Faith and Edwin (2014), pricing is an essential component in the consumer's purchasing decision, especially for regularly purchased items, and it impacts the consumer's choice of which store, product, and brand to patronize.

Albari (2018) investigated "the influence of price on consumer purchase decisions" in Indonesia. The researcher uses inferential statistics to analyze the data. The results show that price has a positive influence on consumers' purchasing decisions to buy well-known products. The author concludes that to encourage consumers to purchase more, manufacturers must set appropriate pricing policies.

Another research project, titled "Determinants of Consumer Purchase Decisions" in Indonesia, was undertaken by Harahap and Amanah (2020), to analyze the effect of location and price on consumer purchasing decisions at the Pajak USU (Pajus), Indonesia. The study uses a quantitative research approach, an explanatory research design, and multiple regressions for data analysis. The findings of the study show that, partially, location does not affect consumer purchase decisions, while the price has a positive and significant effect on consumer purchase decisions.

Komaladewi and Indika (2017) also indicated that most respondents consider price an important factor influencing their purchase decisions. According to Lichtenstein et al., (2013), price is central to consumer purchase decisions due to its presence in all purchasing situations. Others challenge this, arguing that consumers who primarily wish to get quality products are ready to pay high prices

(Dodds, 2012). Jegethesan (2012) suggested that price is considered one of the most important issues whenever making a buying decision.

2.2.2 The effect of Promotion on customers' buying decision

According to Dunne et al., (2010), promotion is a marketing activity that retailers use to bring traffic into stores and generate sales by communicating current offerings to targeted consumers. Voravudhi et al., (2016) also studied the influence of promotion on the purchase of whey protein by consumers in Bangkok Metropolitan. The finding shows that promotion was significantly influential in the decision to purchase whey protein products.

According to Syafrida (2018), research was conducted titled the impact of Promotion and Prices on Consumer Purchase Decisions at Football Cafe was conducted at the Football Cafe Lubukpakam, which is a culinary company in the field of food and beverages. The study uses multiple linear regression techniques for data analysis. According to the study's findings, the campaign had a good and substantial impact on customer purchasing decisions at Football Cafe Lubukpakam.

2.2.3 The effect of Place on customers' buying decision

Harahap et al., (2017) studied "the Effect of Place and Products on Consumer Buying Decisions in the Small and Medium Enterprise Market" in Indonesia. In assessing the data, the researchers used both descriptive and inferential statistics. The study's findings suggested that geographical factors had a favorable impact on customer purchasing decisions. They conclude that location is a significant aspect for customers who come to an SME market to buy items, and it may serve as a model for the SME market to consider this component to keep people engaged. The central place hypothesis also proposes that retail businesses in central locations attract customers who travel large distances (Craig et al., 1994).

2.2.4 The effect of product on customers' buying decision

There are a lot of research studies were conducted by different researchers in different countries between product and consumer buying decisions and observed different results between the two variables.

Sunardi et al., (2016) analyze the effect of product quality on the purchasing decision of Growing Up Milk. The result of attributes of "product" did significantly affect purchasing decisions for GUM

products. The consumer's assessment of a product based on quality is an essential characteristic in purchasing processes, and consumers are conscious of the quality differences of all products (Nugroho & Wihandoyo, 2009).

The study of Brata1 et al. (2017) aims to examine and analyze the effect of product quality, price, promotion, and location on consumer purchase decisions in nitchi products at PT Jaya Swarasa Agungin Central Jakarta. The study was conducted based on the data gathered from a sample of 115 Nitchi product users in Jakarta and analyzed using inferential statistics. The findings show that products have a positive and significant influence on consumer purchase decisions of Nitchi products in Central Jakarta. This demonstrates that when product quality improves, consumer purchase decisions improve.

Resnick et al. (2014) also conducted research on "the influence of marketing stimuli on consumer purchase decisions in Malaysia's cosmetic industry". The results reveal that product quality has a positive and significant influence on consumer purchase decisions in Malaysia. This demonstrates that when product quality improves, consumer purchase decisions improve.

2.3 International Best Practices

The soap and detergent industry plays a pivotal role in meeting consumer needs for cleanliness and hygiene worldwide. Effective marketing strategies, particularly the 4Ps framework (Product, Price, Place, Promotion), significantly influence consumer buying decisions in this industry. This literature review aims to analyze international best practices and scholarly research on the impact of the 4Ps on consumer behavior within the soap and detergent market.

Product: Product attributes such as quality, packaging, and brand reputation are crucial determinants of consumer choice in the soap and detergent industry (Kotler & Keller, 2016). International best practices emphasize product differentiation through innovation and sustainability (Reinartz & Ulaga,

2008). For instance, studies have shown that eco-friendly formulations and biodegradable packaging positively influence consumer perceptions and purchase intentions (Kumar & George, 2007).

Price: Pricing strategies play a vital role in shaping consumer perceptions of value and affordability. International best practices suggest a balance between competitive pricing and value-added features to maximize consumer appeal (Lamb, Hair, & McDaniel, 2018). Research indicates that price promotions and discounts can stimulate short-term sales but may compromise long-term brand equity if overused (Lal & Bell, 2003).

Place: Distribution channels and accessibility are critical considerations in the soap and detergent industry. Best practices highlight the importance of omnichannel distribution to reach diverse consumer segments effectively (Shaw & Ivens, 2005). Studies demonstrate that convenient availability and strategic placement in retail outlets significantly impact consumer purchase decisions (Rosenbloom, 2017).

Promotion: Promotional activities, including advertising, sales promotions, and public relations, play a pivotal role in influencing consumer perceptions and purchase behavior (Belch & Belch, 2020). International best practices emphasize the use of integrated marketing communication (IMC) strategies to create consistent brand messaging across multiple channels (Kitchen & Schultz, 2001). Research suggests that emotionally resonant advertising campaigns and social media engagement can enhance brand loyalty and consumer engagement (Hennig-Thurau et al., 2006).

The literature reviewed underscores the significant impact of the 4Ps framework on consumer buying decisions in the soap and detergent industry. International best practices emphasize the need for product differentiation, competitive pricing, Omni channel distribution, and integrated promotional strategies to effectively engage consumers and drive sales. Future research should continue to explore emerging trends and innovative marketing approaches in this dynamic industry.

2.4 Conceptual Framework and Research Hypothesis

2.4.1 Conceptual Framework

Scholars Mainly identify marketing mix as controllable parameters that enterprises use to impact the consumer buying process Brassington & Pettitt(2005); Kotler,(2010). The conventional frame

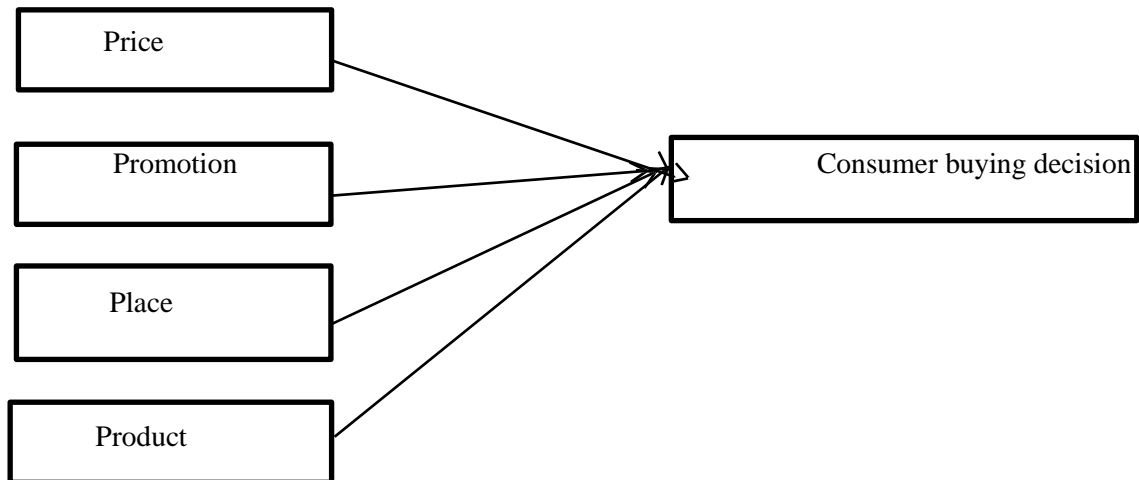
of marketing blend comprises the 4Ps of product, price, place, and promotion Waterschoot & Van Den Bulte,(1992). As the marketing literature evolves the 4Ps blend has been acclimated to colorful disciplines, including retail marketing; Constantine’s (2006). In the environment of food merchandising, a growing volume of studies reveals that conventional marketing mixes rudiments similar to product ‘s quality and package, price, store position, and promotional tools shape consumer buying Knight, Jackson, Bain, & Eldemire- Shearer, 2003; Nevin & Suzan Seren, 2010; Spinks & Bose, 2002). Similar rudiments impact guests perceived value and copping opinions toward food products (Chaudhuri & Ligas, 2009). Despite expansive exploration sweats, there's a deficit of knowledge relating to potables, especially soap and detergent product buying gets in arising requests, like Ethiopia.

This research provides a detailed information resource covering all the key data points on marketing mix factors influencing consumers’ purchasing decisions in the consumption of Repi soap and detergent S.C. products. The factors are categorized into social, cultural, psychological, economic, and marketing mix factors. The researcher has focused only on marketing mix factors and identified four variables namely product, price, promotion, and place/accessibility from the literature review on titles related to the scope of the subject under study.

The factors that are believed to affect consumers’ purchasing decisions in soap and detergent consumption are primarily developed from a variety of sources. Based on the above facts the researcher has developed dependent and independent variables hence, consumer buying decisions will be considered as a dependent variable and the factors like product, price, promotion, and place/accessibility will be the independent variables.

Figure 2.3 Conceptual Framework





Source: Brata et al., (2017).

2.4.2 Research Hypothesis

In this study, in order to examine the effect of marketing mix elements on consumer buying decisions of Repi Soap and Detergent S.C. consumers, the following hypothesis tested using appropriate statistical tools:

1. H1: Price has a positive and significant impact on consumer buying decisions.

According to economic theory, price elasticity of demand suggests that as prices decrease, quantity demanded increases (Varian, 2014). Thus, lower prices are expected to lead to higher consumer buying decisions due to perceived affordability and value.

Research by Smith et al. (2019) found that price reductions resulted in a significant increase in consumer purchasing behavior in the detergent industry, supporting the notion that lower prices positively influence buying decisions.

2. H2: Promotion is positively related to consumer buying decisions.

The elaboration likelihood model (Petty & Cacioppo, 1986) suggests that persuasive promotional messages can influence consumer attitudes and behavior, leading to increased buying decisions.

In a study by Brown and Jones (2018), it was found that promotional campaigns utilizing emotional appeals led to a significant increase in consumer purchasing behavior, indicating a positive relationship between promotions and buying decisions.

3. **H3: Place has a positive and significant effect on consumers' buying decisions.**

The availability heuristic suggests that consumers are more likely to choose products that are readily available and accessible (Tversky & Kahneman, 1974). Thus, convenient placement in retail outlets is expected to positively influence buying decisions.

Research conducted by Johnson et al. (2020) demonstrated that products placed prominently on store shelves experienced higher sales volumes, supporting the notion that strategic placement positively impacts consumer buying behavior.

4. **H4: Product quality and attributes positively affect consumer buying decisions.**

According to the theory of reasoned action (Fishbein & Ajzen, 1975), consumer attitudes toward a product are influenced by its perceived quality and attributes, leading to favorable buying decisions.

A study by Chen et al. (2017) found that products with superior quality and desirable attributes commanded higher purchase intentions among consumers, indicating a positive relationship between product characteristics and buying decisions.

CHAPTER THREE

METHODOLOGY

INTRODUCTION

In this section, the researcher highlighted the following: description of the study field; research approach; design of the research; population; and hence sampling techniques; data sources and data collection tools; methods of data analysis; variable measuring; validity and reliability; and ethical considerations.

3.1 Background of the Company

Repi Soap and Detergent S.C. was a government-owned public firm founded in 1975 under the name Bianil Ethiopia S.C. with a capital of 400,000 Birr. Later, on February 23, 2006, the firm's asset and capital restructuring was completed, and it was formed as a partnership with shares to simplify the privatization process as part of the country's economic transformation package. Repi soap and detergent S.C. is found in Ethiopia's capital city, located south-west of Addis Ababa on the Jimma major road. Labor, industrial and office buildings, various overseas and local raw materials, and so on are the company's key inputs. Using these inputs, the company manufactures Rol, detergent powder, detergent bar soap, and liquid detergent in various formulations for general household cleaning as well as industrial applications such as bottling industries and water extraction drilling. The products' main buyers are agents, retailers, and end users.

The overall corporate goal is to meet the expectations of the company's owners, governmental agencies, workers, consumers, and the country at large. The company's main vision is to be one of the most well-known detergent manufacturing enterprises in the country and throughout the world by offering high-quality goods and services. The firm's objective is to make standard powder, bar, and liquid detergent utilizing present-day technologies, ensuring maximum customer pleasure, generating income for the company, and achieving its vision. Under the supervision of the Board of Directors, Repi Soap and Detergent S.C. is organized with a general manager, a vice general manager, three departments, and two services, namely: finance and administration, production and technical, marketing, audit service, and quality control service.

Repi Soap and Detergent S.C.'s ultimate objective is:

- The primary goal is to maximize profit through streamlined operations.

- Another objective is to enhance the wealth and economic prosperity of the owners.
- Ensuring the company's sustainability while prioritizing the long-term interests of the owners is crucial.
- Maintaining adequate working capital invested in current assets is a key focus.
- Investing a sufficient amount of capital in fixed assets necessary for operations is also a priority.

3.2 Research Approach

The approach to research is a step-by-step plan and procedure that includes general assumptions as well as precise methods of data gathering, analysis, and interpretation. It is, therefore, based on the nature of the research problem being addressed (Croswell, 2010). There are three approaches to research: qualitative, quantitative, and combined. The goal of quantitative research is to create and test mathematical models, ideas, and hypotheses about natural events (Abiy, 2009). In this study, the research design employed a quantitative research approach because it involves close ended questions on the questionnaire. Data would be quantified and statistical methods used in data analysis to seek evidence about the characteristics or a relationship between variables.

3.3 Research Design

Choosing the appropriate research design of the study enables the researcher to design and implement the study in a way that permits the researcher to attain the desired goals, thus increasing the possibility of obtaining information related to the important situation (Burns & Grove, 2001). To achieve the aforementioned goals, this study utilized both descriptive and explanatory designs. To determine the relationship between marketing mix elements and consumer purchase decisions, the researcher employed a cross-sectional survey method. The independent and dependent variables measured at the same time in the cross-sectional survey using the predefined questionnaire. Following data collection, the effect of independent variables on the dependent variable determined using Pearson's coefficient of correlation and regression analysis techniques.

3.4 Population and Sampling

3.4.1 Population

According to Saunders et al., (2007), population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The target population for this study consists of all the consumers of Repi Soap and Detergent S.C. in Addis Ababa city.

Table 3.1: Target Population of the Study

S2.Nº	Sub Cities	Population
1	Addis Ketema	271,644
2	Akaki Kality	195,273
3	Arada	225,999
4	Bole	328,900
5	Gullele	284,865
6	Kirkos	235,441
7	Kolefe Keranio	546,219
8	Lideta	214,769
9	Nifas Silk-Lafto	335,740
10	Yeka	337,575
11	Lemi Kura	N/A
	Total	2,976,425

Source: <https://addismayor.gov.et/city/>

3.4.2 Sampling Method

Samples that are too small may lead to inaccurate results, According to Saunders et al., (2007); researchers normally work to a 95% level of certainty. According to Cochran (1977), for populations that are large enough to yield a representative sample for proportions that are valid, where n is the sample size and Z is the area of normal curve that cuts off an area " α " at the tails, the tails are $(1 - \alpha)$ " at the tails, the tails are $(1 - \alpha)$ " at the tails, the tails are $(1 - \alpha)$ equals the desired confidence level, i.e., 95%. " ϵ " denotes the desired level of precision, and " p " is the estimated probability of an attribute that is present in the population. " q " is $1-p$. The value for Z is found in the statistical tables. The resulting sample in this study has been determined as follows:

$$n = Z^2 * p * q / \epsilon^2 = 1.96^2$$
$$* 0.50 * 0.50 / 0.025^2 =$$
$$0.9604 / 0.0025$$

=384.16

According to the above calculation, a sample size of 384 was selected from the defined target population of the study. Three sub-cities are selected as the target population using systematic random sampling.

Table 3.2: Sample Size Determination

Sub Cities	Population	Sample
Akaki Kality	195,273	108
Gullele	284,865	157
Lideta	214,769	119
Total	694,907	384

Source: <https://addismayor.gov.et/city/> and own calculation.

Considering the large population of the study, convenience/purposive non-probability sampling techniques used to collect data in view of time and cost constraints, and the study demands respondents have knowledge of the subject under study. Convenience sampling has enabled the distribution and handling of the survey questionnaires to be effective and convenient to easily distribute to the customers located within the selected three sub-cities in Addis Ababa. The main reason to use convenience sampling is that, because the researcher believes that it is possible to obtain a representative sample by using sound judgment, the subject under study needs the respondents to have knowledge of the study area and to distribute the questionnaires by asking them whether they are customers of the company within the scope of the study area. In this case, the researcher distinguished customers from non-customers by questioning them before the distribution of the questionnaire. Thus, to do so, the purposive sampling technique is most appropriate. Moreover, it's easy for the researcher to judge the respondents' knowledge regarding the study area and distribute questionnaires accordingly. Generally, as the study is quantitative, it's convincing to use convenience sampling techniques, and as the subject under study needs the respondents to have knowledge of the study area, it requires the researcher's judgment so that convenience sampling utilized.

3.5 Data source and types

Based on the research objectives, both primary and secondary sources would be employed to collect the required data. Primary data, according to Kothari (2004), are those that are obtained for the first time and are unique. Secondary data, on the other hand, are those that have already been collected by someone else and that have already passed through the statistical process.

The primary sources of data for this research were collected from Repi soap and detergent S.C. product buyers in Addis Ababa City. As stated by Malhotra (2005), the examination of available secondary data is a prerequisite to the collection of primary data. Based on this, secondary data is obtained from the company under study and other relevant sources, and then the primary data is analyzed with the rationale of the secondary data. The primary data was collected from the field survey using closed-ended questionnaires to gauge the preferences of respondents. The questionnaires are rated on a 5-point Likert scale, with 1 for strongly disagreeing and 5 for strongly agreeing.

3.6 Validity and Reliability Test

3.6.1 Validity Test

A measurement device's validity determines whether or not it is measuring what it is designed to measure. The essential issue of measurement validity is whether or not measurements of ideas truly measure the notion. Material validity, concurrent validity, predictive validity, construct validity, and convergent validity are all approaches to producing validity. By examining the literature and adopting tools used in earlier research by Li et al., (2006).

3.6.2 Reliability Test

Nunnally (1978) defined dependability as a test, survey, observation, or other measuring instrument's consistency. As a result, Cronbach's alpha statistics were utilized to assess the reliability of the questionnaire. The degree of dependability of the instrument shows the correctness of the variables. Cronbach's alpha is an efficiency statistic linked with the variance accounted for in the underlying construct's true score, and it can only be calculated for variables with multiple calculation queries. A value of 0.5 is sufficient, but a value of 0.7 is more rational. As a result, the questionnaire's reliability was assessed using Cronbach's alpha statistics.

3.7 Method of Data Analysis

In addition, both descriptive and inferential statistical approaches are used to examine the data before the analysis of the quantitative information for its completeness and consistency. The data was processed with version 24 of SPSS. In the descriptive analysis phase, which uses statistical methods mainly to sum up the answers with frequencies, percentages, mean, and standard deviations, the inferential analysis part is also presented using correlation and multiple regression techniques to show the relationship and significance between dependent and independent variables.

Table 3.3 Comparison bases of mean score of five point likert scale instrument

Mean score	Description
< 3.39	Low
3.40-3.79	Moderate
>3.80	High

Source: Zaidatol & Bagheri (2009)

3.8 Model Specification and Description of Study Variables

The regression model used for the analysis is presented as follows;

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + \varepsilon$$

Where,

Y= buyers decision of Repi soap and detergent S.C. /dependent variable/

B₀= constant (value of Y when X₁, X₂, X₃ and X₄=0)

B₁, B₂, B₃ and B₄ are coefficients of the regression for Product, Price, promotion and place respectively. X₁= Price

X₂= Promotion

X₃= Place

X₄= Product ε

= the error

3.9 Ethical procedures

Respondents were informed about the goal and benefit of the study, as well as their complete ability to decline or accept participation, throughout the dissemination of the questionnaire. The

respondents were assured that their responses would be kept private and that their identities would not be revealed. Every individual who participated in the study had the right to privacy and dignity of treatment, and no one was harmed as a result of the research. The researcher keeps the information gathered strictly secret. All support, collaboration, and sources from which information had been recognized.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter presents the analysis and a discussion of the results on the effect of the marketing mix programs of Repi Soap and Detergent S.C. on their consumer buying decisions. To collect data, 384 questionnaires have been disseminated and 361 questionnaires, or 94%, were fully filled out and returned. The closed-ended questionnaires that were developed on a Likert scale were distributed to those consumers. Both descriptive and inferential analyses are presented. The quantitative results are presented and discussed using statistical tools such as percentages, means, Pearson correlation, and regression to draw a conclusion. To make things brief, the discussion results are supported with discussions and explanations for each section, as described below.

4.2 Demographic characteristics of respondents

In this section of the questionnaire, the demographic profile of the respondents under study is presented for analysis. The analysis tries to produce information based on gender, age, educational background, occupation, and factors that motivate their buying decision behavior. Frequencies of occurrences of specific variables are determined, from which the percentage is calculated. The frequency and percentage tables of demographic variables are presented below.

Table 4.1 Demographic profile of respondents

No.	Profile	Description	Frequency	Percent (%)
1	Gender of Respondents	Male	120	33.2
		Female	241	66.8
2	Age of Respondents	18 – 27 Years	66	18.3
		28 – 37 Years	129	35.7
		38 – 47 Years	110	30.5

		> 47 Years	56	15.5
3	Educational Background	Primary/Secondary	54	15
		TVET/Diploma	142	39.3
No.	Profile	Description	Frequency	Percent (%)
		Bachelor degree	128	35.5
		Masters and above	37	10.2
4	Occupation of Respondents	Student	11	3.0
		Employee	210	58.2
		Self Employed	134	37.1
		Retired	4	1.1
		Unemployed and looking for work	1	0.3
		Keeping house or being home maker	1	0.3
5	Which of the following Repi soap and detergent S.C products do you more consume?	Largo (liquid soap)	112	31.0
		Diva (bar soap)	158	43.8
		ROL (powder soap)	89	24.7
		Ajax (liquid soap)	2	0.6
6	What factor motivates you the most to buy Repi soap and detergent S.C products?	price	7	1.9
		promotion	150	41.6

	place/accessibility	99	27.4
	Product quality	105	29.1

Source: own survey data, 2024

As shown in Table 4.1. About 120(33.2%) of the respondents were male and the remaining 241(68.2%) of the respondents were female this implies there an imbalance in gender proportion intentionally due to consideration females have more knowledge on detergent products. Regarding the age distribution of the respondents as it is indicated in Table, the largest number of the respondents 129 (35.7 %) were in the age group of 28 to 37 years; the second largest group 110 (30.5) those aged above 38 to 47 years, 66 (18.3 %) indicated that they were in the age group of under 27 years, of the total respondents 56 (15.5 %) indicated that they were in the age group above 47 years. According to age distribution result 81.7% of them are included in the age group of 28 and above that expected to have enough experience on the detergent products usage.

From the sample taken, the majority (142, or 39.3%) of the respondents are TVET/diploma holders; the second majority (128, or 35.5%) of respondents are in the category of bachelor's degree; 54 (15.0%) of respondents are in the category of primary/secondary; and 37 (10.2%) are in the category of second-degree holders among the respondents. From this, we can infer that about 85% of the respondents have a minimum of TVET or diploma holders; therefore, respondents are expected to understand the survey instrument, and then proper data were collected.

As shown in the above table, out of the respondents, 210 (58.2%) are employees, 134 (37.1%) are self-employed, and 11 (3.0%) are students, respectively, according to their occupation. Based on the above table, the products that they consumed the most were: 158 (43.8%) of the respondents consumed diva (bar soap), 112 (31.0%) of the respondents consumed largo (liquid soap), 89 (24.7%) of the respondents consumed ROL (powder soap), and 2 (0.6%) of the respondents consumed Ajax (liquid soap), respectively.

As shown in the above table, out of the respondents, 7 (1.9%) of them motivated to by price, 150 (41.6%) of them motivated to by promotion, 99 (27.4%) of them motivated to by place/accessibility, and 105 (29.1%) of them motivated to by product quality when buying Repi soap and detergent S.C products. Therefore, the respondents agree that most of them motivated to

buy Repi soap and detergent S.C products due to promotion, place/accessibility, product quality and price respectively.

The demographic data presented above have also confirmed the possibility of drawing implications for a generalization from the sample characteristics to the target population. This implies that they are capable of intellectualizing and responding confidently to the questionnaire.

4.3 Descriptive analysis

The descriptive analysis is carried out in this part to analyze the effect of marketing mix programs on consumer buying decisions. The mean and standard deviation scores are used to compare the responses to each given statement in this study. This explains the descriptive statistics on the data analysis and procedures on the state of the various variables included in the effect of marketing mix programs on consumer buying decisions, which are classified as price, promotion, place/accessibility, and product quality.

The survey scale is as follows: 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree.

According to Zaidatol and Bagheri (2009), a mean score of 3.80 and above is regarded as high, 3.40–3.79 is considered moderate, and 3.39 and lower is considered low. As a result, the aforementioned technique considers the effect of marketing mix programs on consumer buying decisions within the research.

The Repi Soap and Detergent S.C. marketing mix programs are shown and reviewed for each parameter using tables with the mean and standard deviation.

4.3.1. Price

Table 4.2 displays the means and standard deviations of the responses on price of the Factory products.

Table 4.2 Descriptive statistics on price

Variables	Mean	Std. Deviation	Skewness	Kurtosis
The prices of Repi soap and detergent S.C products are affordable.	3.27	.726	-.340	-.827
Repi soap and detergent S.C product price with related to its quality is appropriate.	3.83	.479	-.592	.977
Variables	Mean	Std. Deviation	Skewness	Kurtosis
Repi soap and detergent S.C products has competitive price compared to its competitors	3.35	.753	-.525	-.808
Repi soap and detergent S.C products price is appropriate with the benefits I received.	3.74	.703	-.786	.721
Repi soap and detergent S.C products price with related to its quantity is good.	3.45	0.590	-.535	-.635
price	3.53	0.37		

Source: own survey data, 2024

As indicated in Table 4.2, based on the mean value, the variables for the price of the factory products vary from the highest (3.83), for the product price related to its quality, to the lowest (3.27) for The prices of Repi soap and detergent S.C. products are affordable. The highest respondents' agree that the price of Repi soap and detergent S.C. products related to their quality is appropriate, and Repi soap and detergent S.C. products' prices are affordable. However, they are neutral on Repi soap and detergent. S.C. products have a competitive price compared to their competitors. The skewness and kurtosis of the obtained results based on price variables are normally distributed, i.e., they lie between -2 and +2.

The distributive construct has a standard deviation of 0.37, which is low, and that shows a comparatively lower spread in the data and clustering of responses near the mean. Based on Zaidatol and Bagheri's (2009) mean score explanation, the mean score of 3.53 indicates that the price of the factory products is moderate. Therefore, the finding has shown that the factory has to make the price of its products affordable and competitive compared to its competitors. Because, consumers assumed they know that who are the main suppliers and their price, quality, etc. before purchase decision.

4.3.2. Promotion

Table 4.3 displays the means and standard deviations of the responses to the promotion mix of the Repi soap and detergent S.C. products. As shown in Table 4.3, the questions focused on the frequency of interaction with customers to set standards, measure and evaluate customer satisfaction, and determine future customer expectations; evaluating the importance of relationships with customers with Repi soap and detergent S.C.

Table 4.3 Descriptive statistics on promotion

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Repi soap and detergent S.C Promotion is attractive.	3.73	.677	-1.072	1.196
Repi soap and detergent S.C use different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc.).	2.79	.659	.260	-.751
Repi soap and detergent S.C promotional messages are easy to understand.	3.28	.684	-.415	-.840

Repi soap and detergent S.C promotion creates a good image in my mind.	3.27	.738	-.484	-.344
promotion	3.27	0.43		

Source: own survey data, 2024

As it is indicated in Table 4.3, based on the mean value, the variables for promotion mix-related questions of the factory vary from the highest 3.73 for Repi soap and detergent S.C. Promotion is attractive to the lowest (2.79) for Repi soap and detergent S.C. use different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc.). The highest respondents' agree that Repi soap and detergent S.C. promotion is attractive. However, they are neutral about practicing different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc.), promotional messages are easy to understand, and the promotion creates a good image in my mind. The skewness and kurtosis have shown the collected data based on the variables of the promotion mix is normally distributed, i.e., falls between -2 and +2.

The distributive construct has a standard deviation of 0.43 which is low and that shows that comparatively lower spread in the data and clustering of responses near the mean. Based on Zaidatol and Bagheri's (2009) mean score explanation, the mean score=3.27 indicates the promotion mix program of the factory is low. As a result of the findings, Repi soap and detergent S.C must enhance the application of different promotional media electronic and printed (such as TV, radio, billboards, flyers, business cards, etc., making the promotional messages easy to understand, and creates a good image in my mind of its customers.

4.3.3. Place

The place/accessibility, as seen in table 4.4, applies to the degree to which the availability of the products of the factory to its customers. Table 4.4 summarizes the responses to the concerns about the Factory's place marketing mix element.

Table 4.4 Descriptive statistics on place/accessibility

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Repi soap and detergent S.C products are easily accessible in the market.	3.01	.820	-.020	-1.512
Repi soap and detergent S.C products are found in the main road of my residence.	2.93	.762	.117	-1.269
Repi soap and detergent S.C has an effective distribution system.	2.90	.836	.184	-1.547
Variables	Mean	Std. Deviation	Skewness	Kurtosis
Repi soap and detergent S.C has many branches with in my residence.	2.86	.880	.176	-.593
Place	2.93	0.43		

Source: own survey data, 2024

As it is indicated in Table 4.4 based on the mean value, the variables for place/accessibility of Repi soap and detergent S.C products vary from 3.01, for the products are easily accessible in the market to the lowest (2.86) for Repi soap and detergent S.C has many branches with in my residence. The skewness and kurtosis have shown the collected data based on the variables of strategic supplier partnership are normally distributed i.e. it falls between -2 and +2.

The distributive construct has a standard deviation of 0.43 which is low and that shows that comparatively lower spread in the data and clustering of responses near the mean. Based on Zaidatol and Bagheri's (2009) mean score explanation, the mean score=2.93 indicates the place/accessibility of the factory products is low. Therefore, the findings have shown that Repi soap and Detergent S.C. has to improve the products easily accessible in the market create an effective distribution system, and open stores/branches within residence areas.

4.3.4. Product Quality

Table 4.5 displays the means and standard deviations of the responses on product quality of the Repi soap and detergent S.C. products. As shown in Table 4.3, the questions focused on the offering of high-quality products than competitors, offering a variety of products, and materials used for packaging.

Table 4.5 Descriptive statistics on Product Quality

Variables	Mean	Std. Deviation	Skewness	Kurtosis
Repi soap and detergent S.C offer high-Quality Products from its competitors.	3.87	.632	-.686	1.336
Repi soap and detergent S.C offers a variety of products (i.e. Largo, Diva, ROL, and Ajax).	3.73	.677	-1.072	1.196
Repi soap and detergent S.C products are a well-known brand.	3.33	.774	-.639	-1.052
You purchase Repi soap and detergent S.C products because of the Smoothness/flavor/acid balance.	3.55	.733	-.572	-.117
Materials used for packaging, affects you in purchasing Repi soap and detergent S.C products	3.31	.869	-.320	-1.071
Color of packaging matters you in purchasing of Repi soap and detergent S.C products	3.60	0.599	-.960	.247

Product	3.56	0.37		
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Source: own survey data, 2024

As indicated in Table 4.5, the product quality of the Repi soap and detergent S.C. mean value varies from the highest 3.87 for offering high-quality products from its competitors to the lowest (3.31) for materials used for packaging of its products. Repi soap and detergent S.C. offers highquality products from its competitors. However, they are neutral on the factory products of wellknown brands, and materials used for packaging affect purchase decisions.

The distributive construct has a standard deviation of 0.37 which is low and that shows that comparatively lower spread in the data and clustering of responses near the mean. Based on Zaidatol and Bagheri's (2009) mean score explanation, the mean score=3.56 indicates the Product Quality of the Repi soap and detergent S.C is moderate. Therefore, the finding has shown that Repi soap and detergent S.C. has continuous quality improvement programs but the factory should improve on materials used for packaging of its products.

4.3.5. Consumer buying Decision

Table 4.6 displays the means and standard deviations of the dependent variable.

Table4.6 Consumer buying Decision

Variables	Mean	Std. Deviation	Skewness	Kurtosis
I feel good about my decision to purchase products from Repi soap and detergent S.C.	3.71	.731	-.859	.601
I will positively recommend buying Repi soap and detergent S.C products to other people.	3.62	.665	-.078	-.164
I frequently purchase from Repi soap and detergent S.C products.	3.67	.487	-.957	-.552

I intent to purchase again from Repi soap and detergent S.C products in the future.	3.60	.599	-.960	.247
Overall, I am satisfied about my purchase from Repi soap and detergent S.C.	3.66	.576	-.765	.378
Consumer buying Decision	3.65	0.29		

Source: own survey data, 2024

As indicated in Table 4.6 based on the mean value, the variables for the Consumer buying decision of the Repi soap and detergent S.C vary from 3.71 to 3.60. The highest respondents agree on Repi soap and detergent S.C. on feeling good about the decision to purchase products, frequently purchasing products, and being satisfied with the purchase decision. The skewness and kurtosis have shown the collected data based on the variables of strategic supplier partnership are normally distributed i.e. it falls between -2 and +2.

The distributive construct has a standard deviation of 0.29 which is low and that shows that comparatively lower spread in the data and clustering of responses near the mean. Based on Zaidatol and Bagheri's (2009) mean score explanation, the mean score=3.65 indicates the consumer buying decision of the factory products is moderate. Therefore, the finding has shown that Repi soap and detergent S.C has to improve its consumer buying decision as indicated by the gap above. The prior empirical studies have revealed that to improve the consumer buying decision, it needs to improve the marketing mix programs.

4.4. Inferential Analysis 4.4.1. Correlation Analysis between Marketing mix program constructs and Consumer

Buying Decision

The link between marketing mix programs and consumer buying decisions was investigated in this section. Correlation is one of the most well-known data analytics because it can provide an interpretation that stands alone, as well as because it encompasses many other analyses and can be used to support hypotheses reached after more simple analyses have been performed. The linear

relationship between two variables is measured by correlations. The range of a correlation coefficient is -1 to 1. Closer values to the absolute value of 1 imply a strong relationship between the correlated variables, while values closer to 0 indicate a weak or non-existent linear relationship. The sign of a correlation defines the form of relationship between the variables being correlated. A positive correlation coefficient indicates that the factors have a positive linear relationship and vice versa.

Table 4.7 Correlation Analysis between Marketing mix program constructs and Consumer Buying Decision

Correlations						
		Price	Promotion	Place/Accessibility	Product Quality	Consumer buying decision
Consumer buying decision	Pearson Correlation	.553**	.507**	.416**	.572**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	361	361	361	361	361
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: own survey data, 2024

As shown in Table 4.7. The price, which has a correlating Pearson coefficient of 0.553 ($r=0.553$) and a value less than 0.01 has a favorable relationship to consumer buying decisions. This shows that the price has a major link with consumer buying decisions.

As seen in table 4.7 above. The promotion and consumer buying decisions are positively linked to the coefficient of Pearson ($r = 0.507$) and their meaning level is less than 0.01. This shows that promotion and consumer buying decisions are important relationships.

Table 4.7 shows the results of the Pearson correlation test that was performed. With a Pearson coefficient (0.416) and a significance level of less than 0.01, there is a positive link between place/ accessibility and consumer buying decisions. This suggests a link between the place/ accessibility and consumer buying decisions.

As seen in Table 4.7. There is also a positive correlation coefficient ($r=0.572$), which shows that product quality has a positive association with consumer buying decisions of less than 0.01. This means that product quality is closely related to consumer buying decisions.

4.4.2. ANOVA Table

Table 4.8 ANOVA Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.624	4	3.406	76.170	.000b
	Residual	15.918	356	.045		
	Total	29.542	360			

a. Dependent Variable: Consumer buying decision

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

Source: own survey data, 2024

The F test result is 76.17, which is significant at $p < 0.05$. As a result, we can assume that our regression model produces slightly improved marketing mix program predictions and that the regression model as a whole accurately forecasts consumer buying decisions.

4.4.3. Regression Analysis

The collected data from the customers of the Repi soap and detergent S.C. on marketing mix programs for the inferential analysis of the study. Multiple regression analysis is conducted to test the relationship among independent and dependent variables.

The predictors for marketing mix programs, such as price, promotion, place/accessibility, and product quality, were chosen based on the empirical reviews in the model. According to (Field,2009), there are two important questions to ask when analyzing a regression model based on the observation of a sample of data: (1) does the model fit the empirical observations well, or is it biased by a small number of outliers; and (2) can my model generalize to other samples? These problems are essential because they have an impact on the model that has been developed. Therefore, to answer these two basic questions the following multiple regression assumptions have been checked and the test results are as follows.

4.4.3.1. Multiple regression Assumptions

To get a reliable result of the analysis, all the assumptions of the multiple regression be fulfilled before making the regression analysis interpretation. Therefore, before going to answer the research questions the researcher has tested the following regression assumptions, and the assumption results are presented on the following topics of this research paper.

I. Sample size

The sample size is an important factor that should be considered while conducting the regression analysis. According to Field (2009), Green (1991) makes two rules of thumb for the minimum acceptable sample size, the first based on whether you want to test the overall fit of your regression model (i.e. test the R^2), and the second based on whether you want to test the individual predictors within the model (i.e. test p-values of the model). To test the model overall, then he recommends a minimum sample size of $50 + 8k$, where k is the number of predictors. So, with four predictors, you'd need a sample size of $50 + 8*4 = 82$. To test individual predictors then he also recommends a minimum sample size of $104 + k$, so again taking the example of 4 predictors you'd need a sample size of $104 + 4 = 108$ (Field, 2009). Therefore, since the sample for this survey is 384 that means it provides enough case for the survey to predict both the model overall or individual predictors in the model.

II. Reliability test

According to Nunnally (1978), reliability is the accuracy of a measure, survey, observation, or other measuring instrument. The instrument's degree of reliability reflects the accuracy of the variables. Cronbach's alpha is a metric of efficiency associated with the variance accounted for in the true score of the underlying construct, and it can only be calculated for variables with several calculation questions. A value of 0.5 is adequate, although a value of 0.7 is more rational. As a result, the questionnaire's reliability was assessed using Cronbach's alpha statistics.

Table 4.9 Reliability statistics

Construct	Variables	Number of items	Cronobach's alpha
Marketing mix programs	Price	5	.756
	Promotion	4	.756
	Place/Accessibility	4	.811
	Product Quality	6	.758
Consumer buying decision	Consumer buying decision	5	.759

Reliability Statistics

Cronbach's Alpha	N of Items
.805	5

Source: own survey data, 2024

As can be seen from SPSS generated data in Table 4.9, the calculated coefficient Cronbach's alpha for this study was found to be greater than 0.7 for all variables and overall, which confirms the variables to be internally consistent.

III. Multicollinearity

The multi-collinearity test is used to determine if two or more predictors in a regression model have a strong correlation. Tolerance and the variance inflation factor can be used to test this statement (VIF). If the VIF value is less than ten and the tolerance figures are greater than 0.2, there is no collinearity in the data (Field, 2009). A minimal tolerance value means that the variable in question is almost a perfect linear combination of the independent variables already in the equation and need not be used in the regression equation. A proper model of regression should not have a statistically significant correlation between its independent variables or a multi-collinearity issue; and the VIF should be 1 to 10 with a tolerance level larger than 0.2.

Table 4.10 Multi-collinearity test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Price	.618	1.617
Promotion	.576	1.737
Place/Accessibility	.795	1.257
Product Quality	.651	1.536

a. Dependent Variable: consumer buying decision

Source: own survey data, 2024

As indicated in table 4.10, the obtained VIF (Variance inflation factor) value is between 1 and 10 and the tolerance level is greater than 0.2. Therefore, there is no Multi-collinearity problem in the model.

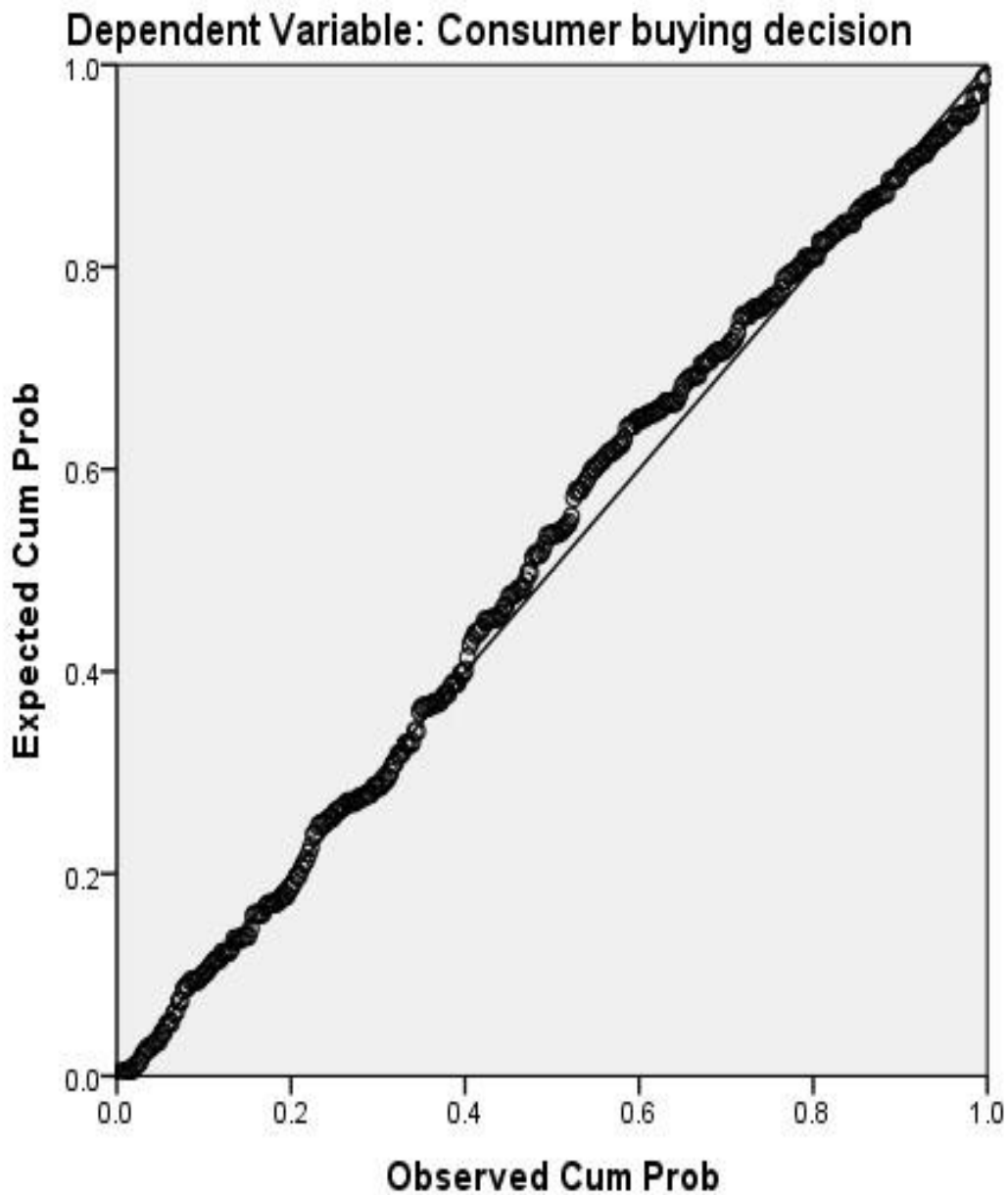
IV. Normality

The normally distributed error statement states that the model's residuals are random, normally distributed variables with a mean of 0. This assertion clearly states that the variations between the model and, as a result, the observable results are almost always zero or very close to zero, with differences greater than zero occurring only on rare occasions. The regular distribution, in general, produces a straight diagonal line, so the plotted residuals are relative to the diagonal.

The residual line would strongly follow the diagonal if the distribution is normal (Field, 2009).

Figure 4.1 P-P plot of regression standardized residual

Normal P-P Plot of Regression Standardized Residual

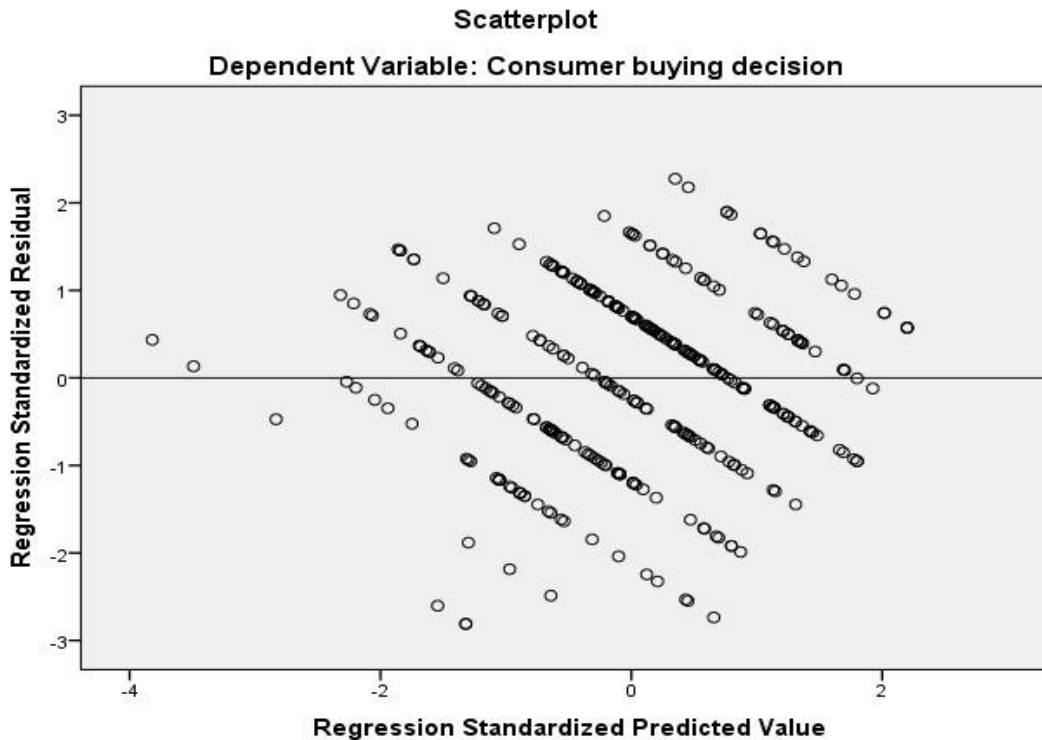


Source: own survey data, 2024

As shown in the above Figure 4.1 the residuals have a sound normal distribution because the plotted residuals are near the diagonal straight line.

I. Test of Heteroscedasticity

Figure 4.2 Heteroscedasticity



Source: own survey data, 2024

As shown in the above figure, figure 4.3 data were homoscedastic.

4.4.4 Results of Regression Analysis

4.4.4.1 Regression Analysis model summary

The R-squared of a multiple regression model determines comparable correlations between all variables, including correlations between independent variables, between themselves and the dependent variable. The multiple correlation coefficients (R) assess the strength of the Y link with the four predictor variables of the equation, namely the price, promotion, place and product quality of the case firm. Various values R refer to a strong link between the expected and observable values of the results. A multiple R of 1 is a circumstance in which the model predicts the observed data accurately (Field, 2009).

Table 4.11 Model summary table

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679a	.461	.455	.21146

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

b. Dependent Variable: Consumer buying decision

Source: own survey data, 2024

According to SPSS-derived findings, the adjusted R² (coefficient of determination) demonstrated 45.5 percent of the factors affecting consumer buying decisions as illustrated by the four independent variables studied. As a result, more research is needed to look at the other 54.5 percent of factors that affect the Repi soap and detergent S.C. customers' buying decisions.

4.4.4.2 Coefficients of regression Analysis

The following table reveals coefficients when we examine the beta (coefficients) of each predictor and its importance in determining which of these predictors i.e. price, promotion, place, and product have contributed substantially to our dependent variable Y (consumer buying decision).

Table 4.12 Coefficients of regression analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.443	.128		11.254	.000
	Price	.091	.031	.124	2.917	.000
	Promotion	.218	.039	.279	5.640	.000
	Place/Accessibility	.142	.029	.244	4.930	.000
	Product Quality	.251	.038	.322	6.671	.000

Dependent Variable: Consumer buying decision

Source: own survey data, 2024

The regression model presented as follows;

$$Y = B_0 + \text{Price } X_1 + \text{Promotion } X_2 + \text{Place } X_3 + \text{Product } X_4 + \varepsilon$$

$$Y = 1.443 + 0.091X_1 + 0.218X_2 + 0.142X_3 + 0.251X_4 + 0.2114$$

As shown in the above table 4.12 the variables are significant with a 95% confidence interval and the coefficients have a positive sign which indicates the predictors have a direct relationship with the dependent variable.

The intercept often labeled the constant term is the expected mean value of Y when all X=0. If so, and if all X never = 0, there is no interest in the intercept. Therefore, the researcher didn't interpret the constant term.

From the above multiple regression equation, if X1 increased by one unit by holding X2, X3, and X4 equal to zero, the consumer buying decision of the Repi soap and detergent S.C increases by B1 units on average. The same explanation holds for the remaining variables. Therefore, if the price increases by one unit on average the consumer buying decision of the Repi soap and detergent S.C will be increased by 0.091. The same interpretation holds for the remaining, so for a unit increase in promotion consumer buying decision increases by 0.218 keeping other variables constant; for a unit increase in the place/accessibility consumer buying decision increases by 0.142, and one percent increase in product quality the consumer buying decision increases by 0.251 holding other variables constant.

4.5. Hypothesis Summary

The researcher answered the following questions on the basis of the results of the investigation.

To what extent does price influence consumers' buying decisions?

Based on the findings above, the price has a positive impact on Repi soap and detergent S.C consumer buying decision, which determined that the t-statistic value is 2.917 at a p-value < 0.05 . The value of the price coefficient was 0.091 as well; therefore maintaining other variables constantly leads to a 9.1% improvement in the consumer buying decision per unit change in the price.

To what extent does promotion influence consumers' buying decisions?

Based on the analytical results, the promotion has had a positive and substantial impact on Repi soap and detergent S.C consumer buying decision, in which the t- t-statistics were estimated at a p-value of $5.64 < 0.05$. The value of the promotion coefficient was 0.218, so, leaving other factors constant, unit change in the promotion leads to a 21.8% increase in the consumer buying decision consumers of the firm.

How does place affect consumers' buying decisions?

According to the findings of the analysis, the place has a positive and substantial impact on the consumers' buying decision of the Repi soap and detergent S.C, with the t-statistic value found to be 4.93 at a p-value of 0.05. The coefficient of place was also 0.142, which suggests that a unit change in place results in a 14.2 percent improvement in the company's consumer buying decision while all other factors remain constant.

To what extent does a product influence consumers' buying decisions?

The results of the analysis above show that the product has positive and substantial effects on the consumer buying decision of the Repi soap and detergent S.C, which computed that the p-value and t-statistic value was $6.671 < 0.05$. The value of the product coefficient was similarly 0.251, which implies that the unit change in the product leads to a 25.1% gain in the company's consumer buying decision while all other factors are held constant.

In general, the survey result showed that there is a significant and positive relationship between independent variables of marketing mix programs and the consumer decision-making of the Repi soap and detergent S.C customers.

As the result is explained, therefore improving Repi soap and detergent S.C consumer buying decisions could be improved considerably and positively by improved marketing mix programs, i.e. price, promotion, place/accessibility, and product. The results of this survey reflect the findings of the empirical studies conducted in the study area, i.e. Albari (2018), Voravudhi et al., (2016), Harahap et al., (2017), and Sunardi et al., (2016).

Table 4.13 Summary of Hypothesis Test Results

Hypothesis	Regression Result	Decision
Price has a positive and significant effect on consumer buying decision.	($B=.091, p<0.05$)	Accept
There is a positive relationship between promotion and the consumer buying decision	($B=.218, p<0.05$)	Accept
Place has a positive and significant effect on consumers buying decision	($B=.142, p<0.05$)	Accept
Product has a positive and significant effect on the consumer buying decision	($B=.251, p<0.05$)	Accept

Source: own survey data, 2024

CHAPTER FIVE

SUMMARY, CONCLUSIONS & RECOMMENDATIONS

In this chapter, the summary and conclusions of the research findings that were analyzed and explored in the previous chapter are briefly put forward. In addition, supported by the findings of this study, possible recommendations are made.

5.1 Summary of Findings

The study was concentrated on four specified objectives: analyzing the effect of marketing mix programs of Repi Soap and Detergent S.C., assessing the relationship between marketing mix programs and consumers buying decisions of the case company, measuring the level and direction of influence of marketing mix constructs on consumers buying decisions, identifying marketing mix program strategies that improve consumers buying decisions of the case company, and the following findings obtained from the data analysis. The results show that the marketing mix programs (price, promotion, place/accessibility, and product) significantly impact the consumers buying decisions of Repi Soap and Detergent S.C.

Based on the descriptive analysis the main findings highlighted as follow:-

- Based on Zaidatol and Bagheri's (2009) mean score explanation, the mean score of 3.53 indicates that the price of the factory products is moderate.
- Based on promotion mean score result, the mean score=3.27 indicates the promotion mix program of the factory is low.
- Based on the place/accessibility mean score result, the mean score=2.93 indicates the place/accessibility of the factory products is low.
- Based on Product Quality mean score result, the mean score=3.56 indicates the Product Quality of the Repi soap and detergent S.C is moderate.

The survey findings also show that 45.5 percent of the corresponding change in determining the consumers' buying decisions of Repi Soap and Detergent S.C. is the result of a change in marketing

mix programs of the four predictor variables. The test of the overall significance of all four variables (price, promotion, place/accessibility, and product) is significant at the 0.05 level of significance, which found that the model used for this survey is also significant. Variables of the marketing mix programs have a positive relation with consumers buying decisions in the case of the company with a correlation coefficient: price (0.553), promotion (0.507), place/accessibility (0.416), and product (0.572).

5.2 Conclusions

Based on the findings using the data collected and analyzed using multiple regression analysis, the results showed that the marketing mix programs have a significant and positive effect on the consumers buying decisions of the company. Specifically,

The ANOVA and coefficient of variation in the data analysis of this research indicate that the independent variables can explain buying decisions with a significance level of 0.05, as follows:

- **Price:** 9.1% of the variation increase in consumer buying decisions can be explained by a 1% change in the price that the company charges. Therefore, the company can influence consumers' buying decisions to purchase Repi Soap and Detergent S.C. products by charging a competitive price.
- **Promotion:** 21.8% of the variation increase in consumer buying decisions can be explained by a 1% change in the company's promotional activity. Therefore, the company can influence consumers buying decisions to purchase Repi Soap and Detergent S.C. products by engaging in aggressive promotional activities.
- **Place:** 14.2% of the variation increase in consumer buying decisions can be explained by a 1% change in product accessibility. Therefore, the company can influence consumers' decisions to purchase Repi Soap and Detergent S.C. products by making them easily available to them.
- **Product quality:** 25.1% of the variation increase in consumer buying decisions can be explained by a 1% change in product quality that the company provides. Therefore, the company can influence consumers' buying decisions to purchase Repi Soap and Detergent

S.C. products maintaining their product quality and making some improvements on packaging material.

Based on the findings of descriptive statistics, Repi Soap and Detergent S.C. marketing mix programs have more than the mean level of implementation, and the marketing mix programs of the company and its consumers buying decisions also showed more than the average level of performance. Yet, due to the inefficiencies of the marketing mix programs, the company does not reach its optimum consumer buying decision level; still, the company has some problems with the marketing mix programs in the company. Consequently, based on the empirical findings, the researcher has attempted to answer all the research.

5.3 Recommendations

Based on the findings and conclusions reached, the following recommendations can be drawn.

- The company should take into account 4p's while producing its products.
- The company should prioritize each of the marketing mix aspects so that it enables to respond as per their level of effect. Product quality has highest impact followed by promotion, place and price respectively.
- The company shall also try to charge a competitive and affordable price that can influence the consumers buying decision in favor of purchasing Repi Soap and Detergent S.C. products.
- The company should use different electronic and printed promotional Medias so as to positively influence consumers buying decision towards its products.
- The company shall make its products easily available using different distribution system in order to influence consumers buying decision in favor of Repi Soap and Detergent S.C. products.
- The company should create unique and attractive packaging design so that it enables to influence the consumers buying decision to purchase Repi Soap and Detergent S.C. products.

5.4 Limitations and Feature Research Direction

Since this study is confined to the evaluation and identification of the effect of marketing mix programs on the consumers buying decisions of only the Repi Soap and Detergent S.C., it might not be sufficient to infer generalizations based on its findings to other Soap and Detergent factories. Hence, interested researchers in the field could take up this issue and investigate it further in another soap and detergent factory or factories to see the practices of other companies and reach a general conclusion. Moreover, this study is conducted only from the perspective of consumers; hence, further research recommends including upstream participants. Moreover, this research was conducted only with a few aspects of marketing mix programs; hence, further research is needed by using other aspects of marketing mix programs that are not included in this study. There is limitation access to local empirical studies on the soap and detergent area.

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APPENDIX: I ENGLISH QUESTIONNAIRE

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

POST GRADUATE STUDIES DEPARTMENT OF MARKETING MANAGEMENT
QUESTIONNAIRE FOR CUSTOMERS OF REPI SOAP AND DETERGENT
COMPANY IN ADDIS ABABA

Dear respondents

I would like to express my deepest gratitude for your cooperation to express your real feeling in the questionnaire. I am a student of Marketing Management at Addis Ababa University School of commerce, and am conducting a survey on the effect of marketing mix on consumer buying decision in perspective of Repi soap and detergent S.C products. I request you to kindly spare a few minutes and help me in the survey. Your co-operation will be highly obliged and appreciated. This questionnaire is particularly for the completion of academic research for the requirement of Masters of Marketing Management. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate.

Name:- Meron Adnew

Telephone:- 0912 10 22 28; Email:- omeribella@gmail.com

Thank you in advance for your cooperation!

Part I: Demographic factors

1. **Gender** Male Female
2. **Your age group (in years)**
18 – 27 28 – 37 above 47 38 – 47
3. **Educational Background**
Primary/Secondary TVET/Diploma Bachelor degree Masters and above
4. **Occupation**
Student Employee Self Employed Retired
Unemployed and looking for work Keeping house or being home maker

Part II. Questionnaires related to Repi soap and detergent S.C products

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

1. Which of the following Repi soap and detergent S.C products do you consume more?
Largo (liquid soap) Diva (bar soap)
ROL (powder soap) Ajax (liquid soap) others

2. What factor motivates you the most to buy Repi soap and detergent S.C products?

Price promotion place product

Part III: Using the scale below, please indicate your responses to each of the item that follows, by marking (√) against the number that best describe your answers.

1 – Strongly disagree 3 – Neutral 5 – Strongly agree
2 - Disagree 4 – Agree

S. No	Description	1	2	3	4	5
	Price					
1	The prices of Repi soap and detergent S.C products are affordable.					
2	Repi soap and detergent S.C product price with related to its quality is appropriate.					
3	Repi soap and detergent S.C products has competitive price compared to its competitors					
4	Repi soap and detergent S.C products price is appropriate with the benefits I received.					
5	Repi soap and detergent S.C products price with related to its quantity is good.					
	Promotion					
1	Repi soap and detergent S.C Promotion is attractive.					
2	Repi soap and detergent S.C use different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc.).					
3	Repi soap and detergent S.C promotional messages are easy to understand.					
4	Repi soap and detergent S.C promotion creates a good image in my mind.					
	Place/Accessibility					
1	Repi soap and detergent S.C products are easily accessible in the market.					
2	Repi soap and detergent S.C products are found in the main road of my residence.					
3	Repi soap and detergent S.C has an effective distribution system.					
4	Repi soap and detergent S.C has many branches with in my residence.					
	Product					

1	Repi soap and detergent S.C offer high-Quality Products from its competitors.					
2	Repi soap and detergent S.C offers a variety of products (i.e. Largo, Diva, ROL, and Ajax).					
3	Repi soap and detergent S.C products are a well-known brand.					
4	You purchase Repi soap and detergent S.C products because of the Smoothness/flavor/acid balance.					
5	Materials used for packaging, affects you in purchasing Repi soap and detergent S.C products					
6	Color of packaging matters you in purchasing of Repi soap and detergent S.C products					
	Consumer buying decision					
1	I feel good about my decision to purchase products from Repi soap and detergent S.C.					
2	I will positively recommend buying Repi soap and detergent S.C products to other people.					
3	I frequently purchase from Repi soap and detergent S.C products.					
4	I intent to purchase again from Repi soap and detergent S.C products in the future.					
5	Overall, I am satisfied about my purchase from Repi soap and detergent S.C.					

Thank you very much again



አባሪ II:- መጠይቅ

የአዳ-ስ አበባ ዩንቨርሲቲ ንግድ ስራ ትምህርት ቤት

የድህረ ምረቃ የገበያ ጥናት ስራ አመራር ትምህርት ክፍል

በአዱስ አበባ ውስጥ ሆሚገኙ የረጅሙ ሳሙናና ዱተርጀንት ኩባንያ ተዘጋጅ የተዘጋጀ መጠይቅ ውድ ተሳታፊዎች

ውድ የጥናቱ ተሳታፊዎች በቅድሚያ ግዜዎን ሰውተው ትክክለኛና ታማኝ የሆነ ምሊሽ ማመስጠት ጸቃዮች በመሆንዎ ሌባዊ ምስጋናዬን አቀርባለሁ። እኔ በአዱስ አበባ ዩንቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ ስራ አመራር ተማሪ ስሆን የዚህ ጥናት ዓላማም አራቱ የገበያ አመራር ውህዶች ማህተም ዋጋ፣ የምርት ስርጭት፣ ማስታወቂያ እና የምርት ጥራት በቶንቦኞች የመግዛት ውሳኔ ሊይ የሚኖረውን ተፅዕኖ ማመሳሰል የተዘጋጀ መጠይቅ ነው። በተጨማሪም ይህ መጠይቅ ሆሁሆተኛ ዱግሪ መሟያ ጥናት በመሆኑ የሚሰጡት መረጃ በሙሉ በሚስጥር የሚያገዝ እና ሆዚሁ ዓላማ ብቻ የሚውሉ በመሆኑ ስምዎን በመጠይቁ ሊይ መጻፍ አይጠበቅብዎትም። ሆት-ብብርዎ እና በሰዓቱ ምሊሽ በመስጠትዎ ከፍተኛ አክብሮት አላችኋል። ሆሁሆጠ መረጃ፡- 0912 10 22 28 ወይም

(omeribella@gmail.com)

ሜሮን አድነው ብሆው ሉያገኙኝ ይችላሉ።

ሆት-ብብርዎ በቅድሚያ አመሰግናለሁ

ክፍል አንድ፡- ጠቅላሊ መረጃ

መመሪያ አንድ፡- እባክዎ ከዚህ በታች ሆተዘረዘሩት ጥያቄዎች የእርስዎን ምሊሽ በሚገባላቸው ሳጥን ውስጥ “√” ምልክት በማድረግ ይመለሱ።

- 1. ምታ ወንድ ሴት
- 2. እድሜ
 18 – 27 28 – 37 38 – 47 ከ47

በሊይ

- 3. የትምህርት ተረጃ
 የመጀመሪያ ተረጃ/ሁሆተኛ ተረጃ ቴክኒክ እና
 ሙያ/ዱጥልማ የመጀመሪያ ዱግሪ

ሁሆተኛ ዱግሪ እና በሊይ

- 4. የስራ ሁኔታ
 ተማሪ ተቀጣሪ ስራ ምጣሪ ጡረታ
 የወጣ ስራ ምሊሽ የቤት እመቤት

ክፍል ሁለት፡- ከረጅሙ ሳሙናና ዱተርጀንት ምርቶች ጋር የተዛመደ መጠይቆች

መመሪያ ሁሉም ሆኑ፡- እባክዎ ከዚህ በታች ሆተዘረዘሩት ጥያቄዎች የእርስዎን ምሊሽ በሚገባበት ሳጥን ውስጥ “√” ምልክት በማድረግ ይመልሱ፡፡

1. የትኛውን አይነት ምርት በይበሌጥ ይመርጣሉ?

ሊርጎ(ግላሽ ሳሙና) ዱቫ(ዮረቅ ሳሙና) ሮሌ(የደቂት ሳሙና)
 አጃብ(ግላሽ ሳሙና) ላልች

2. የረጅም ሳሙናና ዱተርጅንት ምርቶች ማስታወቂያ ለማድረግ የሚያነሳሳዎት ምንድን ነው?

ሞጋ ማስታወቂያ በአቅራቢያ መገኘት የምርት ጥራት

ክፍሉ ሦስት፡-የሞጋ፣ የማስታወቂያ፣ የምርት ስርጭት እና የምርት ጥራት ግንዛቤን የተመሥከቱ ጥያቄዎች መመሪያ ሦስት፡- እባክዎ በጥንቃቄ ያንብቡና ከዚህ በታች በሰንጠረዥ ሆተዘረዘሩት ጥያቄዎች ምን ያህል እንደሚስማሙ ወይም እንደማይስማሙ ማስታወቂያ ከተሰጡት አምስት አማራጮች ውስጥ የእርስዎን አቋም የሚገልፀው ቁጥር ሊይ የ“√” ምልክት ያድርጉ፡፡

የምሊሽ ሌኬት	1	2	3	4	5				
	በፍፁም አይስማማም	አይስማማም	ገሥሌተኛነት	እስማማለሁ	በጣም እስማማለሁ				
ተ.ቁ	የሞጋ ግንዛቤ ጥያቄ				1	2	3	4	5
1	የረጅም ሳሙናና ዱተርጅንት ምርቶች ሞጋ ተመጣጣኝ ናቸው፡፡								
2	ከጥራቱ አንጻር የረጅም ሳሙናና ዱተርጅንት ምርቶች ሞጋ ተገቢ ነው፡፡								
3	የረጅም ሳሙናና ዱተርጅንት ምርቶች ከተፎካሪዎች ጋር ሲወደዱር ተመጣጣኝ ሞጋ አይሆንም፡፡								
4	ካገኘኋቸው ጥቅሞች ጋር ሲነጻጸር የረጅም ሳሙናና ዱተርጅንት ምርቶች ሞጋ ተገቢ ነው፡፡								
5	የረጅም ሳሙናና ዱተርጅንት ምርቶች ሞጋ ከመጠኑ ጋር ሲወደዱር ጥሩ ነው፡፡								
	የማስታወቂያ ግንዛቤ ጥያቄ								
1	የረጅም ሳሙናና ዱተርጅንት ከባንያ ማስተዋወቂያ ማራኪ ነው፡፡								
2	የረጅም ሳሙናና ዱተርጅንት ከባንያ እንደ አላክትሮኒክስ እና እንደ ህትመት (ቴሌቪዥን፣ ሬዲዮ፣ ቢሌቦርድ፣ በራሪ ወረቀቶች፣ የንግድ ካርዶች፣ ወዘተ ያለ) የተሆኑ የማስታወቂያ ሚዲያዎችን ይጠቀማሉ፡፡								
3	የረጅም ሳሙናና ዱተርጅንት ከባንያ የማስተዋወቂያ መሳሪያዎች ማስተዋወቂያው ቀላል ናቸው፡፡								
4	የረጅም ሳሙናና ዱተርጅንት ከባንያ ማስተዋወቂያ በአእምሮዬ ውስጥ ጥሩ ምስል ይገኛል፡፡								

	የምርት ስርጭት ተፋራሽነት ግንዛቤ ጥያቄ					
1	የረጅሙ ሰውና ጥቅም ስርዓት ምርቶች በገበያው ውስጥ በቀላሉ የሚገኙ ናቸው።					
2	የረጅሙ ሰውና ጥቅም ስርዓት ምርቶች በመኖሪያዎ ዋና መንገድ ሊይ ይገኛሉ።					
3	የረጅሙ ሰውና ጥቅም ስርዓት ከባንያ ውጤታማ የስርጭት ስርዓት አሆነው።					
4	የረጅሙ ሰውና ጥቅም ስርዓት ከባንያ በመኖሪያዎ አካባቢ ብዙ ቅርንጫፎች አሉት።					
	የምርት ጥራት ግንዛቤ ጥያቄ					
1	የረጅሙ ሰውና ጥቅም ስርዓት ከባንያ ከተወደዱ ሪፖርቶች ከፍተኛ ጥራት ያሉቸውን ምርቶች ያቀርባሉ።					
2	የረጅሙ ሰውና ጥቅም ስርዓት ከባንያ የተሆኑ ምርቶችን ያቀርባሉ (ማህተም ሊርጎ ፣ ዳቫ ፣ ሮሌ እና አጃክስ)።					
3	የረጅሙ ሰውና ጥቅም ስርዓት ምርት የታወቀ ብራንድ ነው።					
4	የረጅሙ ሰውና ጥቅም ስርዓት ምርቶች የምግብ ምርቶች ባሉቸው ሽታ፣ እጅ የማያሻክር፣ አረፋ የመሳሰሉት።					
5	የረጅሙ ሰውና ጥቅም ስርዓት ከባንያ የሚጠቀሙ የምርቶች ማሸጊያ ምርቶች እንደገና ያቀርባሉ።					
6	የረጅሙ ሰውና ጥቅም ስርዓት ከባንያ የሚጠቀሙ የምርቶች ማሸጊያ ቀደም ላይ ምርቶች እንደገና ያቀርባሉ።					
	የተጠቃሚዎች የመግዛት ውሳኔ ጋር የተዛመዱ ጥያቄ					
1	የረጅሙ ሰውና ጥቅም ስርዓት ምርቶችን ለመግዛት ስለሚረግሱት ውሳኔ ጥሩ ስሜት ይሰማሉ።					
2	የረጅሙ ሰውና ጥቅም ስርዓት ምርቶችን ሆላጎች ሰዎች እንዲገዙ እመክራለሁ።					
3	የረጅሙ ሰውና ጥቅም ስርዓት ምርቶች በተፋጋሚ እገዛህ።					
4	ሆዌቶቹም የረጅሙ ሰውና ጥቅም ስርዓት ምርቶች እንዲገናኙ ለመግዛት አስጠይቃለሁ።					
5	በአጠቃላይ፣ የረጅሙ ሰውና ጥቅም ስርዓት ምርቶች በመግዛቱ ረክቻለሁ።					

በድጋሚ በጣም አመሰግናለሁ።