ADDIS ABABAUNIVERSITY

SCHOOL OF COMMERCE AND ECONOMICS

THE EFFECT OF MARKETING STRATEGIES ON CUSTOMER SATISFACTION
(THECASE OF ST. GEORGE BREWERY)

(A Research Thesis Submitted to the Addis Ababa University of Commerce and Economics in partial fulfillment of the requirements for the Degree of Master of Marketing Management)

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DECLARATION

I declare that this thesis proposal is my original work and prepared under the guidance of **Mr. HailemariamKebede.** All the sources of material used for this thesis proposal have been duly acknowledged. I further confirm that this thesis proposal has not been submitted either in part or in full to any other higher learning institutions for the purpose of awarding any degree.

MeronAsegedom

Name **Signature & Date**

ENDORSEMENT

This thesis Research has been submitted to Addis Ababa University, School of Commerce and Economics for examination with my approval of a University advisor.

Mr. HailemariamKebede ____________________

Advisor **Signature & Date**

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LIST OF ACRONYMS

CRM: Customer Relationship Management

CSA: Central Statistical Authority of Ethiopia

EC: Ethiopian Calendar

GDP: Gross Domestic Product

GTP II: Second Gross and Transformation Plan of Ethiopia

SPSS: Statistical Packages for Social Science

VIF: Variance inflation factor

RBS: Resource based strategy

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ABSTRACT

The success of any business entity is not mainly influenced by its employees or any internal factors, but significantly determined by the level of customer satisfaction due to the products and services offered by that particular business. Fortunately, marketing mix, branding strategy and marketing relationship strategy can be used as each elements of it is designed to meet customer's needs and satisfaction. This study was conducted to examine the effect of marketing strategy on customer satisfaction at St. George brewery. A quantitative research of the data collection used and384 questionnaires is distributed and 330 usable questionnaires for response rate of 85.94% returned. Data was analyzed using descriptive, correlation and multiple regression analysis. The result of the study shows that among the six variables product, distribution, promotion and relation marketing strategy have positive significant impact on customer satisfaction while price and branding strategy don't. Following the findings, the study therefore recommended that the company should concentrate their attention on developing more and improved effective marketing strategies for retaining and sustaining their customers by satisfying their unlimited needs and wants.

Keywords: marketing-mix, branding strategy, marketing relationship strategy and customer satisfaction.

CHAPTER ONE

INTRODUCTION

This chapter consists of the background of the study, statement of the problem, research question, and objectives of the study, significance of the study, scope of the study, limitation of the study, definition of terms and organization of the study.

1.1Background of the Study

Organizations devise marketing strategy to communicate with customers with the help of their attractive products and services structure. The strength of relationship between an organization and a customer emerges in the form of customer's loyalty with organizational products. To attract customers and to sell a product profitably; organizations relay on innovation and enhanced quality standards of their services that are exhibited through marketing strategy. Nuseir1 & Hilda Madanat (2015).

Marketing strategy is an emblem of diverse, unique and attractive marketing initiatives that are devised to prompt financial growth and to capacitate the sustainability of organizational growth. Marketing strategy is a visual aspect of marketing planning that indicates strategic dynamics of an organization based on organizational business vision. Marketing planning, marketing mix, and marketing modeling initiatives are adopted to maximize and to secure optimal competitive advantages by satisfying customers' needs.

Paul (1994) stated that marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. Marketing strategy encompasses selecting and analyzing the target market(s) and creating and maintaining an appropriate marketing mix that satisfies the target market and company.

Marketing strategy reveals organization's hunger to dominate in the market by using different marketing perceptual notions to increase its customers' satisfaction. Paul (1994) stated that marketing strategy determines the choice of target market segments, positioning, marketing mix, and allocation of resources. Marketing strategy encompasses selecting and analyzing the target market(s) and creating and maintaining an appropriate marketing mix that satisfies the target market and company.

Organization uses Customer Related Marketing (CRM) initiatives to present itself a socially responsible company in corporate environment to attract new customers (Agarwal et al., 2010). Moreover, Hague (2001) pointed out the benefits of strong brand image to a company in terms of the following directions: the company will gain best prices, customer will require the products, influence on other competitive brands, there will be good flow of information, the brand's acceptability can be enhanced, customer satisfaction will be improved, and improve a chance of opening new related business/product.

High market share of an organization unfolds the strength of a successful marketing strategy (Bee, 2009). Strong customer oriented strategies inspire customers to stay loyal and organizations use their loyalty to attract new customers (Ferguson & Brohaugh, 2008). One of the dynamic tools is the timely and right introduction of Marketing Mix strategy that corresponds with the notion of 4Ps; product, policy, pricing, and promotion. Marketing mix strategy is used to analyses the psychological condition of buyers to attract customers to relay on company products by evaluating customers' buying capacity and attracting customers' by adopting certain measures of communication. Price and quality are phenomenal aspects of any product that are related to customer needs (Robins, 1994).

Customers' satisfaction generates positive and productive impact on business growth. Having significant number of customers means that the organization has strong competitive position over other businesses rivals. Satisfaction is a major cause behind revenue growth as satisfied customers return for another purchase (Sasser, 1990).

For this reason, understanding the outcome of the marketing strategies for St George is important to have a differential advantage in satisfying customer. Therefore, this study attempts to investigate the marketing strategy and its effects on customer satisfaction in St George Brewery.

1.2 Statement of theProblem

Every marketing strategy must bear the consumer in mind. Designing and developing a marketing programs with a painstaking research on the consumer will lead into “misses or near misses” (Nwosu, 2001) problems for an organization. The consumer’s tastes and needs are dynamic, implying that every product should constantly seek ways to offer freshness in order to remain relevant in the market place.

Regarding the industrial sector, the share of industry sector in GDP showed a modest increase from about 13 % in 2009/10 to 14.6 % 2014/15 and the manufacturing sector stood its contribution to overall GDP at less than 5% during the period. In the GTP II, the share of industry is expected to increase from 14.6% in 2014/15 to 22.8% by the end of 2019/20. The share of manufacturing is projected to increase from 4.6% in 2014/15 to 8% in 2019/20 and the brewery industry is one of the main sub divisions in this sector. According to CSA (2007), breweries in Ethiopia produced 1.56 million hectoliter of beer during 2006 and represented 37% of all beverage produced by commercial producers.

Traditionally, a firm’s superior financial performance leading to profitability, growth and market value equaled to satisfied customers. This is the simple view of company performance and yet there are many more facets that determine companies overall long term success. The reason being that firm performance is not one-dimensional looking at financial performance but multi-dimensional encompassing all stakeholders; owners, customers, employees, and suppliers (Brito & Santos, 2012; Vance, 2009).

What constitutes firm performance and how it is to be measured continues to create contradictions. This is mainly due to the different approaches to aspects such as time frame, duration and even performance indicators mix (Brito & Santos, 2012). While a wrong approach will cost a company loss of customer, capital, time and human resources. This research will contribute to this discussion by selecting Customer Satisfaction as the Performance indicators when examining the St George based on marketing strategies.

Despite stiff competition for high quality products, the Ethiopian beer market is now a booming industry and highly competitive industry with ample choices and marketing opportunities. Besides, marketing managers of Brewery Company particularly St. George Brewery are facing competitive environment; need the right marketing strategy decisions quickly in order to satisfy its customers.

According to Ebitu, E. T. (2014) indicated that marketing strategy has positive influence on customer satisfactions. Mohammed & Hildia (2015) confirmed that all four aspects of marketing mix are equally important and have positively affect customer buying intention and affects customer satisfaction.

Chalachew (2010) also attempted to assess the problems associated with the marketing strategy practices and its influence on sales performance of St. George Brewery. Eden (2017) tried to assess marketing strategies practices in the case of St. George brewery using descriptive statistics. On similar finding, Hassen (2014), tried to assess marketing mix strategy in the case of Dashen Brewery Company. These studies have the following limitations. The former, confined with marketing strategy effect on sales performance. The later findings, shade a light onthe assessment of marketing strategies practice in the case brewery company.

A lot of research empirical evidence indicated that marketing strategy, can affect customer satisfaction in different industries. Up to the best knowledge of the researcher, limited effort was given to study regarding the effect of marketing strategy on customer satisfaction in Ethiopia beer industry and in this particular industry. Moreover, there is no literature on the same discussion. Therefore, this research attempts to examine how marketing strategy affect customers satisfaction in St.George Brewery.

1.3. Research Question

The main research question of this study is to examine that to what extent the Marketing Strategies have an effect on customer satisfaction?

I. How does Price Strategy affect customer satisfaction?
II. How does Product Strategy influence customer satisfaction?
III. How does Distribution Strategy affect the customer satisfaction?
IV. How does Promotional Strategy influence customer satisfaction?
V. How does branding strategy affect customer satisfaction?
VI. How does relationship marketing strategy affect customer satisfaction

1.4. Objective of the Study

1.4.1General Objective

The general objective of the study is to determine the effects of marketing strategy on customer satisfaction of St. George Brewery.

1.4.2Specific Objectives

The specific objectives of the study are to achieve the following:

- ✓ To find out how price strategy influence customer satisfaction in St. George Brewery.
- ✓ To examine the effect of product strategy on customer satisfaction of St. George Brewery.
- ✓ To identify the linkage between distribution strategy and customer satisfaction of St. George Brewery.
- ✓ To determine the association between promotion strategy and customer satisfaction of St. George Brewery.
- ✓ To identify the linkage between relationship marketing strategies and customer satisfaction of St. George Brewery

- ✓ To determine the association between branding strategy and customer satisfaction of St. George Brewery.

1.5. Significance of the study

The finding of this study is offered vital information to the decision makers of St. George Brewery on the market strategies used by the firm so as to maximize customer satisfaction. Besides, staff members in the retail outlets understood how the strategies influence customer satisfaction, so that they can improve their arrangements, and service quality. Other researchers are gained from this study by extending it to other geographical areas and Brewery company to find the consistency of the findings. Applicability of the findings and methodology showed whether improvements can be made to make it more generalizable.

1.6. Scope of the study

Conceptually, the study is mainly concerned on the effect of marketing strategy on customer satisfaction of St George Brewery. It is concerned in areas of marketing strategy and categorize in to four main strategies such as pricing strategy, product strategy, promotional strategy and distribution strategy, aligning with relationship marketing strategies and branding strategies as a statement of criteria. And hence, it does not include other areas of marketing strategies even though they have power in influencing customer satisfaction. Methodologically, the research is focused on St George Brewery customers in Addis Ababa town. It means only those who have strong relation with the factory are considered as a target for this research. Hence, the study is confined to St George Brewery which is geographically limited at Addis Ababa City.

1.7. Limitation of the Study

To concentrate on all areas and Brewery companies in the entire country was impossible because of the limited time frame and amount of fund. Getting the total customers was also difficult, as a result of the fact that the population is very large though the study applied scientific approach to determine the sample size

1.8. Definition of Terms

Marketing: - is a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, partners and society at large.

Marketing strategy: - is an endeavor by an organization to differentiate itself from its competitors, using its relative corporate strengths to better satisfy customer needs and to meet the organizations overall objectives.

Marketing mix: - is a tool that can be used by firms to set appropriate strategies so as to get the desired responses from their target markets. It is a framework business use to pursue their marketing goals in the target markets.

4Ps of marketing: - is a marketing mix comprising of product, price, promotion, and place.

Product: - is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need.

Price: - is the amount of money charged for a product or service or the total values that consumers exchange for the benefits of having or using the product or service.

Promotion: - is an institution ability to communicate its customers. It includes sales promotion, advertising, personal selling, public relations and direct marketing.

Distribution: - is an activity of a business that involves decisions concerning the distribution channels to be used and their management, the locations of outlets, methods of transportation and inventory levels to be held.

Relationship marketing strategies: it is an overall business strategy that enables companies to effectively manage relationships with their customers.

Branding strategies: it is a process of building, measuring and managing brand equity.

Customer satisfaction:is a person's feeling of pleasure or disappointment resulting from comparing a product's performance (outcome) in relation to his or her expectation (Kotler& Keller, 2006).

Brewery Company: is a business that makes and sells beer.

1.9. Organization of the Study

The content of this research is consisted of five chapters. The first chapter deals (Introduction) indicates the background of the study, statement of the problem, research questions, objectives of the study, the significance of the study, scope of the study , limitation of the study and definition of terms. This is followed by the literature review (chapter two), which analyses the existing literature about the subject field to develop a new concept to be tested by this research. Chapter three describes the research methodology in which the execution of this study to achieve the research objectives. Thereafter Chapter four focused on the results of analysis and discusses the findings. Finally, the researcher is portrayed the conclusions drawn from the findings and gives relevant recommendations on the basis of the conclusions; this is presented in Chapter five.

CHAPTERTWO

REVIEW OF RELATED LITERATURE

This chapter gives an overview of literatures that are related to the research problem and it introduces literature thought like concepts of marketing, marketing strategy, marketing mix strategies and customer satisfaction. It also includes other empirical studies done with the hypothesis and conceptual framework relating customer satisfaction and marketing strategies.

2.1 Theoretical Review

2.1.1. Concept of Marketing

Walker (2008) defined marketing is as a function of an organization with distinct process that creates, communicate and also ensure that they deliver value for the customers and to manage the Customer relationship in a way which is vital for the organization as well as the stakeholders. Palmer (2011) also defined concept of marketing today is associated to a number of developments in history of marketing. The initial concepts is the production concept where managers in production placed more focus on increased efficiency in production, the low costs and also mass distribution. Then they came to the product concept, which states that the consumers often favor the product offering that is highly innovative. Then there was the selling concept period that is organization emphasized on selling their products to customers. Communications, advertising and also branding got more vital since firms required selling more than competitors.

Kotler (2013) further indicated that the marketing concept came into place which is customer centered. Its aims at identifying customer needs and producing products which meet those needs, hence the market became customer oriented. Baker (2012) suggested that doing research to learn what people want; creating products that people want; pricing them competitively and making it easy for people to buy required an effective planning and executing distribution, promotion, pricing of goods services, and creating exchanges that satisfy individual consumer and organizational customers' objectives.

Therefore, marketing is constantly being perceived to be important in the performance of any organization. It is the bridge between production and consumption of goods and services. Marketing forms the vital link between customer needs and the means of satisfying them.

2.1.2. Marketing Strategy

Silva (2006) suggested that marketing strategy is the fundamental goal of increasing sales and achieving a sustainable competitive advantage. Marketing strategy allows firms to develop a plan that enables them to offer the right product to the right market with the intention of gaining competitive advantage. It is also a procedure by which companies react to situations of competitive market and forces of market or react to environment forces and internal forces to enable the firms to achieve its objective in the target market. Hence, marketing strategy is a plan for pursuing the firm's objective or how the company is going to obtain its marketing goals within a specific market segment.

Brodrechtova (2008) explained marketing strategy is a roadmap of how a firm assigns its resource and relates to its environment and achieves a corporate objective in order to generate economic value and keep the firm ahead of its competitors. According to Levie (2006) the function of marketing strategy is to determine the nature, strength, way, and interaction between the marketing mix elements and the environmental factors in particular circumstances and hence firms should ensure that the actions taken are agreeable with the individuals or organizations needs at a particular time and should create value. In fact, there are things that can limit the effectiveness of a marketing strategy.

In general, marketing strategy includes all basic short-term and long-term activities in the contributing to the goals of the company and its marketing objectives. Therefore, successful marketing strategy depends upon addressing a number of key issues. These include: what a company is going to produce, how much it will charge, how it is going to deliver its products or services to the customer; and how it is going to tell its customers about its products and services.

2.1.2.1. Porters Model of Competitive Strategy

The model of the Five Competitive Forces was developed by Michael E. Porter in his book "Competitive Strategy: Techniques for Analyzing Industries and Competitors" in 1980. Since that time it has become an important tool for analyzing an organizations industry structure in strategic processes. Based on the information derived from the Five Forces Analysis, management can decide how to influence or to exploit particular characteristics of their industry.

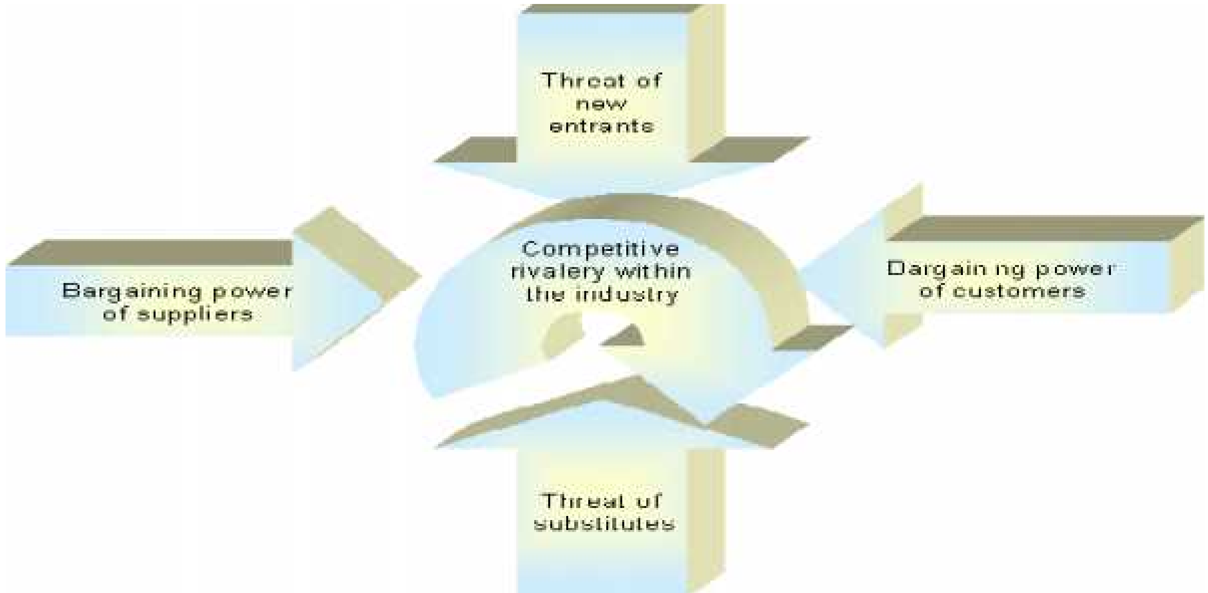

Figure 1. The Five Competitive Force Strategies

Source: Micheal E PORTERCompetitive Strategy: Techniques for Analyzing Industries and Competitors" in 1980

- **Threat of new entrants:** Profitable markets that yield high returns will attract new firms. This results in many new entrants, which eventually will decrease profitability for all firms in the industry. Factors such as economies of scale, high initial investments and fixed costs, cost advantages of existing Brand loyalty of customer, protected intellectual property like patents, licenses etc, Scarcity of important resources, e.g. qualified expert staff, Access to raw materials is controlled by existing players and so on can affect the new entry.

- **Threat of Substitutes:** A threat from substitutes exists if there are alternative products with lower prices of better performance parameters for the same purpose. They could potentially attract a significant proportion of market volume and hence reduce the potential sales volume for existing players. The treat of substitutes is determined by factors like, brand loyalty of customers, close customer relationships, switching costs for customers, the relative price for performance of substitutes, and current trends.

- **Bargaining Power of Customers:** The bargaining power of customers is also described as the market of outputs: the ability of customers to put the firm under pressure, which also affects the customer's sensitivity to price changes. Potential factors include; buyer concentration to firm concentration ratio, degree of dependency upon existing channels of distribution, Bargaining leverage, particularly in industries with high fixed costs Buyer switching costs relative to firm switching costs , Buyer information availability and force down price, Availability of existing substitute products, buyer price sensitivity and differential advantage (uniqueness) of industry products.

- **Bargaining power of suppliers:** it is also described as the market of inputs. Suppliers of raw materials, components, labor, and services (such as expertise) to the firm can be a source of power over the firm when there are few substitutes. If you are making biscuits and there is only one person who sells flour, you have no alternative but to buy it from them. Suppliers may refuse to work with the firm or charge excessively high prices for unique resources. Potential factors are:
  - Supplier switching costs relative to firm switching costs
  - Degree of differentiation of inputs Impact of inputs on cost or differentiation
  - Presence of substitute inputs
  - Strength of distribution channel
  - Supplier concentration to firm concentration ratio
  - Employee solidarity (e.g. labor unions)
  - Supplier competition

Competitive Rivalry between Existing Players: This force describes the intensity of competition between existing players (companies) in an industry. Competition between existing players is likely to be high when

- There are many players of about the same size,
- Players have similar strategies
- There is not much differentiation between players and their products, hence, there is much price competition
- Low market growth rates (growth of a particular company is possible only at the expense of a competitor),
- Barriers for exit are high (e.g. expensive and highly specialized equipment).

2.1.2.2. Porter's Generic Strategies

Porter's generic strategies describe how a company pursues competitive advantage across its chosen market scope. There are three generic strategies, either lower cost, differentiated, or focus.

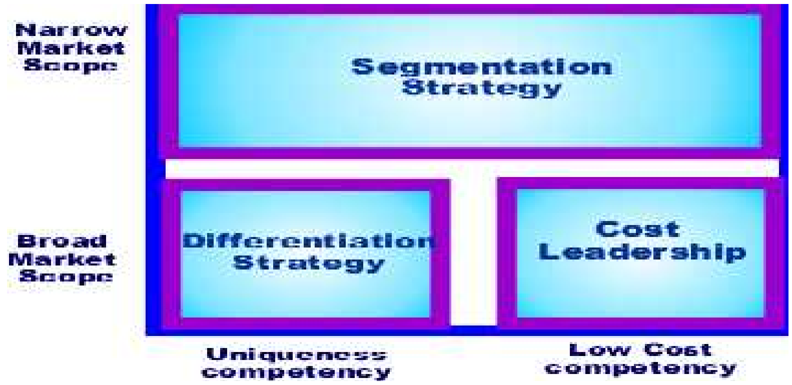

Figure 2. Porter's generic strategies

Source: Micheal E PORTERCompetitive Strategy: Techniques for Analyzing Industries and Competitors" in 1980

2.1.2.2.1. Cost Leadership Strategy

This strategy emphasizes efficiency. By producing high volumes of standardized products, the firm hopes to take advantage of economies of scale and experience curve effects. The product is often a basic no-frills product that is produced at a relatively low cost and made available to a very large customer base. Maintaining this strategy requires a continuous search for cost reductions in all aspects of the business. The associated distribution strategy is to obtain the most extensive distribution possible. Promotional strategy often involves trying to make a virtue out of low cost product features. To be successful, this strategy usually requires a considerable market share advantage or preferential access to raw materials, components, labor, or some other important input. Without one or more of these advantages, the strategy can easily be mimicked by competitors

2.1.2.2.2. Differentiation Strategy

It is aimed at the broad market that involves the creation of a product or services that is perceived throughout its industry as unique. The company or business unit may then charge a premium for its product. This specialty can be associated with design, brand image, technology, features, dealers, network, or customer's service. Differentiation is a viable strategy for earning above average returns in a specific business because the resulting brand loyalty lowers customers' sensitivity to price.

2.1.2.2.3. Segmentation Strategy

In this strategy the firm concentrates on a select few target markets. It is also called a focus strategy or niche strategy. It is hoped that by focusing your marketing efforts on one or two narrow market segments and tailoring your marketing mix to these specialized markets, you can better meet the needs of that target market. The firm typically looks to gain a competitive advantage through effectiveness rather than efficiency.

2.1.3. Penetration Pricing

Penetration pricing involves the setting of lower, rather than higher prices in order to achieve a large sales volume/market share. This strategy is mostly used by businesses wishing to enter a new market or build on a relatively big market share. This is possible where demand for the product is believed to be highly elastic, implying that demand is price-sensitive and either new buyer will be attracted, or existing buyers will buy more of the product as a result of a low price. ups. Before implementing a penetration pricing strategy, a supplier needs to be certain that it has the production and distribution capabilities to meet the anticipated increase in demand.

2.1.4. Market Extension Strategy

Market extension strategy is the strategy that is related on how to make a product or service sustain in the market. Generally such kind of strategies takes place in the maturity phase of the product life cycle to prevent the product from entering the decline phase. There are various kinds of extension strategies being adopted by the marketers, like repackaging, rebranding, discounting, market expansion etc.

2.1.5. Marketing Mix Strategies

McCarthy (2011) defined strategy as a direction and scope for an organization in meeting long term objectives by configuring its resources in the present dynamic business environment. The American Marketing Association (2008) stated that marketing mix as a mix of controllable marketing variables or tactics available to managers. According to Walker (2008) firms seek competitive advantage and synergy through a well-integrated program of marketing mix elements. A marketing mix model relates some measure of marketing performance such as sales, market share and profitability to variables that describe in the marketing mix.

The concept of marketing mix strategy therefore involves a deliberate and careful choice of strategies and policies for organization Product, Price, Promotion and Place. All the elements must be properly selected and mixed in right proportions in order to enhance product or service and make it attractive to the customer. Accordingly, the importance of these strategies is critical to a firm, as it outlines the means of achieving the organizational objectives. To achieve the objectives, the marketing mix has to be constantly reviewed since the external environment is constantly changing. It can also change due to change in customer preferences and taste, change in lifestyle, innovation and technology.

2.1.5.1. Product Strategy

A product can be a good or as service and it is one of the key marketing elements. It is defined as a physical product or service to the consumer for which he/she is willing to pay. A company must devise strategies to boost demand for its product in order to succeed in the market. Thus, product strategy refers to all the goods and services that a company offers to the target market in order to satisfy their needs. Product strategy consists of elements such us packaging, branding labeling and product attributes that are of good quality, style, features and design in order to increase both market share and profit margins.

2.1.5.2. Pricing Strategy

Kotler and Armstrong (2013) defined price is the amount of money to pay for a product or service, or the value of the exchange help customers receive a product or service for a certain amount. In general, customers always went a reasonable price in buying a product or services. Price is one of the most important marketing mix items and many scientists consider the price as one of the most important elements of the market, which increases sales volume, profit and market share.

Accordingly a suitable price is one that will cover the costs (fixed and variable) and leave the proprietor with a reasonable profit. The industry is profit making and highly competitive. Therefore, very small changes in price may translate into significant volumes of sales and larger market share also higher profits. Charging price has a profound impact on marketing strategy, price elasticity of the product which then affects demand (sales) and market size.

2.1.5.3 Distribution Strategy

Palmer (2011) described that distribution strategy is the method a firm uses to get products and services to different channels and networks with objective to reach the end customer, either directly or indirectly. The intermediaries include the agents, wholesalers, distributors and also retailers. These elements help in ensuring that a firm has provided the customers with quality customer service that has an influence on the level of customer satisfaction. Distribution channels are important in a firm's level of competitiveness. This is because they affect the time when the product reaches the customer as well as final price of the product. Through distribution strategy, organizations involved in the process of making a product available for use or consumption by consumers. Therefore, in order to control and manage these processes, companies need to develop an appropriate marketing channel, to coincide with the company's goals. Whetton (2011) clarified that Ease of accessibility of products and services ensures customers are flexible and perceives the purchase as easy. This grossly affects sales and in turn the market shares profitability of the company.

2.1.5.4. Promotion Strategy

Promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process. Promotional strategy constitutes a number of elements that include personal selling, sponsorship, sales promotion, advertising, public relations and direct marketing. Promotion involves a variety of activities undertaken by a firm to communicate the merits of its products and to persuade target consumes to purchase.

2.1.6. Branding Strategy

According to Bivainiene & Sliburyte (2008) branding strategy is building the brand image in the minds of consumers related to benefits to consumer, distinguishing emotions, and associations and its ultimate objective is to create brand equity.

According to Rizwan & Xian (2008), (Keller, 1993) and Laiho & Inha (2012:16) "Benefits are the personal value consumers attach to the product attributes -that is, what the consumers think the product can do for them" and they categorized brand image benefits in to three parts. The first kindof brand image benefits is functional benefits which refers mainly to physiological and safety needs, as well as to desires for problem removal or problem avoidance, the second kind of brand image benefits is experiential benefits which refer to what it feels like to use the product. They are related with sensory pleasure, variety and cognitive stimulation and the third kinds of brand image benefits is symbolic benefits which is related to underlying needs for social approval or personal expression and outer-directed self-esteem.

Moreover, Hague (2001) pointed out the benefits of strong brand image to a company in terms of the following directions: the company will gain best prices, customer will require the products, influence on other competitive brands, there will be good flow of information, the brand's acceptability can be enhanced, customer satisfaction will be improved, and improve a chance of opening new related business/ product.

Furthermore, Joshi (2012) explained the benefits of brand image in terms of the advantage of branding to both producer side and consumer side. Producer side advantages of branding are: a company's reputation is increased, easy to introduce new products, differentiates its products from competitor, helps for sales promotion, increases the markets share, reduces advertising cost, increase sales, and minimize price competition. On the other hand, consumer side advantages of branding are: differentiates the products of different producers, gain quality products, and consumers will be satisfied.

2.1.7. Relationship marketing strategy

Relationship marketing is the practice of building long-term satisfying relations with key parties—customers, suppliers, distributors—in order to retain their long-term preference and business. The ultimate outcome of relationship marketing is the building of a unique company asset called a marketing network. A marketing network consists of the company and all of its supporting stakeholders: customers, employees, suppliers, distributors, retailers, ad agencies, university scientists, and others with whom it has built mutually profitable business relationships (*Kotler, 2009*). A satisfied customer always connects with a service provider. CRM is a formation that ensures customer satisfaction. CRM is a systematic process of building long-term relationships with its customer by providing optimum satisfaction. The organization actively takes the necessary steps in order to promote satisfaction. Maintaining the desired level of customer satisfaction requires a proactive corporate responsiveness in accessing, buildingand retaining satisfied customers for sustainable competitive advantages in market place (Rahman, Redwanuzzaman, Masud-Ul-Hasan and Rahman, 2014). CRM effects have a positive impact on customer satisfaction. If an organization has a good CRM strategy, then customer satisfaction will automatically be increased; on the other hand, the absence of a good CRM strategy will result in customer dissatisfaction. CRM factors also affect customer satisfaction. Sound, reliable, customized information technologies etc., positively affect customer satisfaction.

2.1.8. The Resource-Based Theory of Competitive Advantage

Unlike to Porter's strategic development process the Resource-Based strategy (RBS) Theory can be seen as an "***inside-out***" process of strategy formulation. First start by looking at what resources the firm possesses and ends up selecting an appropriate strategy. The process is summarized in the graph below:

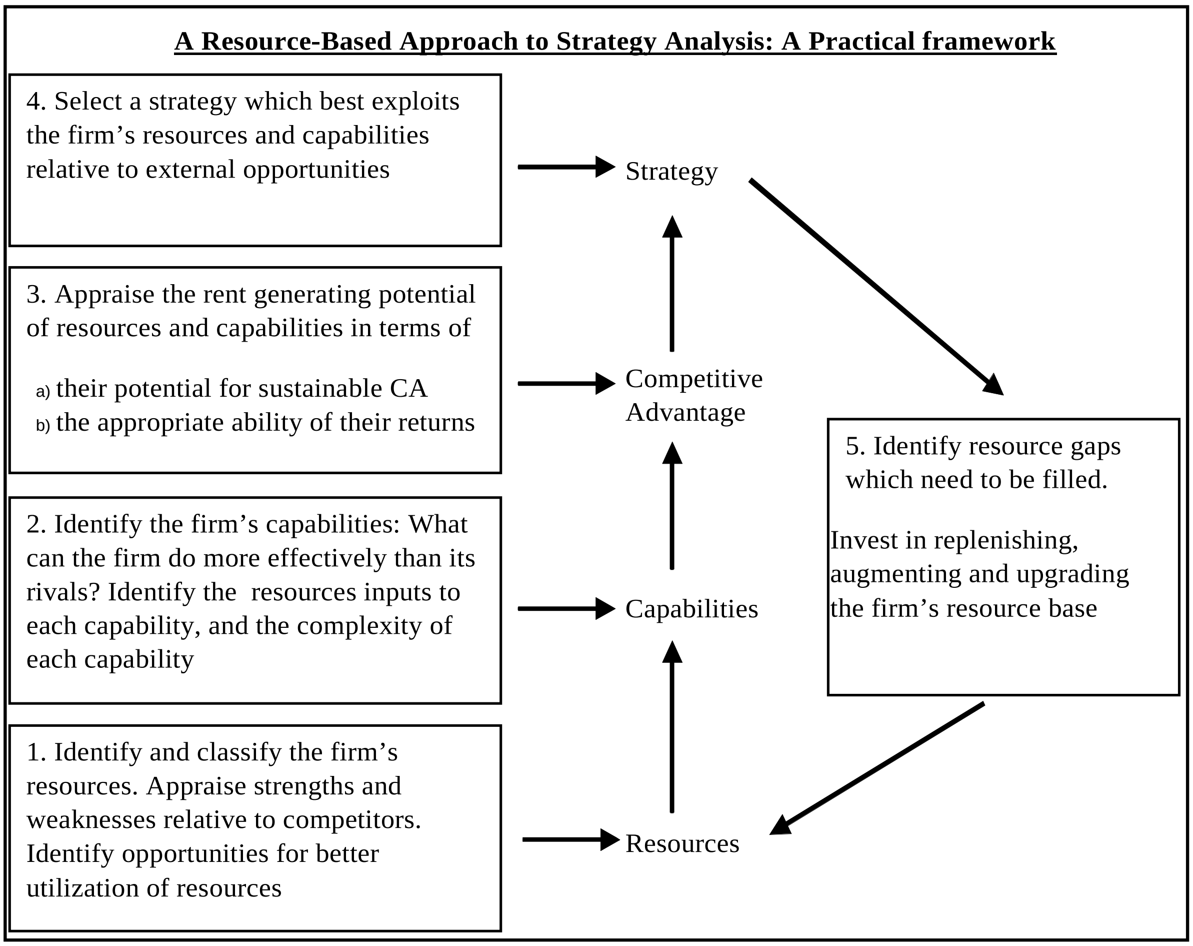

Figure 3.Resources Based View Framework

2.1.9. Dynamic Capability Theory of the firm

Teece (2007) explained dynamic capability theory as a research field that seeks to understand why one firm outperforms another. That means it is a firm intension to propose a framework to capture how any firm entrepreneurially manages its different resources to outperform the competition.

According to winter (2003), dynamic capabilities enable the firm to operate, extend, modify, and create ordinary abilities. As Barreto (2010) defines dynamic capabilities as the firm's potential to systematically solve problems based on its propensity to sense opportunities and make timely market-oriented decisions. In general, Teece et al., 1997 defined Dynamic Capabilities theory as the firm’s ability to integrate, build, and reconfigure internal and external resources/competences to address and shape rapidly changing business environments. Meaning, it is firm's ability to interpret the current state-of-the-art, absorb, and eventually transform a given technology to create or change its operations capacity; and any other capability aiming to reach higher levels of technical-economic efficiency.

Therefore, ability to design its own products, adapting and monitoring latest technology in the sector, ability to develop and launches its own product, management capabilities, ability to achieve new and innovative forms of competitive advantage, ability to process way things are done in the firm, ability to have smart external relations with suppliers and complementary, strategic alternatives available to the firm, institutional assets (regulatory systems and public policies), ability to develop market position strategy , the degree of integration and so on can be considered as the firm dynamic capability.

2.1.10. Segmentation, Targeting and Positioning (STP)

Michael (2011) suggests that “Almost any marketing textbook will tell you that the key to successful marketing can be summed up by the STP strategy—that is, segmentation, targeting, and positioning”. The term market segmentation refers to subdividing a market along some community, similarity or affinity. That is a member of the market segment share something in common. STP marketers attempt to identify those market segments, direct marketing activities at the segments which the marketers believe that their company can satisfy better than their competitors, and position their product offering so as to appeal to the targeted segments. Actually, every buyer has individual needs, preferences, resources and behaviors. Since it is not impossible to provide for every customer’s individual characteristics, marketers group customers to market segments by variables they have in common. These common characteristics allow developing a standardized marketing mix for all customers in this segment. Andrew (2010) Good use of STP(segmentation, target market and positioning) lead to segmentation of the market in togroups that are homogenous by need, these groups can then be prioritized by their positional return and one or more is then chosen to be served-it/they become a target market-and a marketing mix is chosen to do just that.

2.2. Marketing strategy and consumer's satisfaction

Strategy is an action plan or a set of plans intended to achieve specific goals or objectives over a period of time. Marketing strategy is action plan on how an organization intends to achieve its marketing objectives. Shaw (2012) explained that strategy is a broad statement of the way which an organization sets out to accomplished its objectives. Marketing strategy is therefore a process of strategically analyzing environmental competitiveness and business factors affecting business units, and forecasting functional trends in business areas of interest to the enterprise (Scrizzi, 2007).

Aaker (2008) defined marketing strategy as a process that can allow organization to concentrate resources on optimal opportunities with goals of increasing sales and achieving sustainable competitive advantage. Based on the foregoing statement, it can therefore be said that marketing strategy is an organization's strategy that combines all of its marketing goals into one comprehensive plan. It involves participating in selling business objectives and formulating corporate and business unit strategies.

And he also further discussed, marketing strategy involves all basic and long term marketing activities of an organization including strategic direction of the organization, formulation, evaluation and selection of market-oriented strategies that therefore contribute to the goals of the organization and its marketing objectives, which is to satisfy consumers profitably. The ultimate objective of any marketing strategy is consumer's satisfaction without which no organization can meet its goals.Consumer satisfaction is the overall impression of consumer about suppliers and their products or services.

Youjae (2010) defined consumer satisfaction as a measure of how products and services supplied by a company meets or surpasses customer's expectation. Consumer satisfaction is a key performance indicator. It shows how prudence a company has used its business unit strategies. In a competitive marketplace where business organizations compete for customers, consumer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

Consumer satisfaction provides leading indicator of consumers purchase intention and loyalty (Dow, Alexander, Ofir& Jeff, 2006). The central focus of consumer satisfaction on the part of the supplier is to narrow the gap between consumers' expectations and perceived performances of the product or service. Farris, Neil, Philip and David (2010) explained that consumer satisfaction is a central concept in modern marketing thought and practice. The concept is emphasizes delivering satisfaction to consumers and obtaining profits in return. Thus, consumer satisfaction is crucial to meeting various needs of consumers, business and society.

2.3. Empirical Review and Conceptual Framework

Siti Rapidal et.al (2017) conducted a research study on Customer Satisfaction in the Retail Industry and the finding reveals that there is a positive relationship between all four marketing mix elements (price, product, place and promotion) and customer satisfaction at a Hypermarket in Kuala Terengganu.

Ebitu, E. T. (2014), studied on marketing strategies and consumers' satisfaction of cement products in Calabar, Nigeria.The results of the analysis revealed that United Cement Company marketing strategies have significant positive impact on cement consumers' satisfaction in Calabar.

Apuke Destiny (2016) further discussed in his research entitled the impact of marketing strategies on customer satisfactions in Nigeria Bottling Company. The finding recommends that the company should focus building commercial capabilities, increasing their CRM strategy to ensure that they serve their customer better. This can further enhance they continue to be innovative in meeting the customer demands in a proactive manner for sustainable business capabilities, customer loyalty, retention, and satisfaction.

Olga Madodo (2015), conducted a research study on factors affecting beer customer satisfaction in the brewery industry, in the case of the east African breweries limited in Kenya. The finding depicted that the relationship between individual factors, brand preference, perceived value, perceived quality and loyalty were significant in enhancing customer satisfaction.

Anne W. Wang'ondu (2016) examined marketing strategies and customer satisfaction: a case study of the institute of executive coaches – East Africa. The findings concluded that IEC-EA products were currently poorly positioned and hence the customers were dissatisfied. The organization needed to elevate the quality of product, price and purchase conditions to meet the customers' expectations and create a positive relationship.

According to Latwal & Sharm (2012) entitled The Effect of Brand Equity on Purchase Intention: An Empirical Investigation with Special Reference to Car Owner in West Delhi. The finding reveals there is direct causal relationship between that brand equity dimensions and purchase intention; however one of the brand equity dimension brand awareness does not show significant influence on purchase intentions. The study recommended that the marketer should carefully consider the brand equity components while designing their strategies.

Jalilvand , et al., (2011) Tested Aaker's well-known brand equity model in automobile industry by studying effect of brand equity dimensions on purchase intention by collecting data from 242 consumers using structural equation method to test hypothesis. The result indicates that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to purchase products.

Mezgebu (2015), attempted to test the impact of customer relationship marketing on customer satisfaction; the case of Commercial Bank of Ethiopia. And the research findings indicate that there is a significant relation between relationship marketing components including trust, commitment, communication, conflict handling and competence on customer satisfaction and also to regression testing that all variables were examined simultaneously on customer satisfaction; results showed that all components have a significant impact on customer satisfaction.

Overall, the reasons for companies satisfying their customer is due to product strategy, price strategy, distribution strategy, promotional strategy, branding strategy and relationship marketing strategy which are mentioned as factors that affect customer satisfaction in the case companies. Therefore, these factors are part and parcel of the marketing strategy. The major issue for this study is to examine the effect of these marketing strategies on customer satisfaction of St. George.

2.4. Defining variables

The goal of marketing strategy thus emerges in two ways action such as providing good value to customers against their spending and building strong bond with customers by satisfying customers' needs resulting in profitability. Devising strong and result oriented marketing strategy requires valuable and precise analysis of the market and diagnostic evaluation of the factors associated with the market such as competitors' business approaches, customers' needs and organizational capacity in the form of available resources to compete in the market (Winer, 2004).

Accordingly, here the researcher used the six independent variable asexplanatory forstrongly determine customersatisfaction.Thesevariableswhichareincludedinthe marketing strategies are thefollowing:

a) Product

Product is some goods or services that organization or company offers in the market J. Paul Peter and James H. Donnelly (2011). Meera, S. (2012) defines product as something that can be offered to the customers for attainment, consideration, consumption and satisfies someone's need. In Chong, K.W. (2003) states that products may often fail due to failure to match the product offered with the customers' needs, inconsistence branding and design problems. Retailers could offer unique and exclusive attributes of products that differentiate their product from their competitors, since the product is the core of the marketing mix plan.

H1: product has significant positive effect on customer' satisfaction in st.george brewery.

b) Price

AsarguedbyRiaz,W.andA.Tanveer,(2012),priceisthevitalfactorininfluentialcustomers' satisfaction.InKotler, P, (2011) describepriceasthe amount of money charged for a product or service, or the total value that consumers exchange for the benefits of having or using the product or service. The most vital dimension of customer repurchase intentions is price (A. Palmer, 2004). Finding from the study make by Parasuraman, A. and D. Grewal, (2000) supported that rather than other attributes, price is the important basis for customer when decided to buy certain products. Therefore, company should careful plan their price because if the price is too high buyers will avoid the product, as they will believe it to be too expensive.

H2: price has significant positive effect on customer' satisfaction in st.george brewery.

c) Distribution

How a company will allocate the product or service, which they presenting to the consumer is described as place strategy Chong, K.W. (2003). Mattsson, K. (2009) stated place as supply channels, warehousing facilities, method of transportation and inventory control management. Location may affect the success or failure for a retail enterprise since a good location is associated with costs, competitors and target market hence act as an instrument through which goods and services are transported from the service provider and manufacturer to customers,Homburg, C., N. Koschate and W.D. Hoyer, (2005).

H3: distribution has significant positive effect on customers' satisfaction in st.george brewery.

d) Promotion

Promotion can be considered as activities that communicate the overall product which include advertising, sales promotion, personal selling, direct marketing, events and involvement and public relations. In Meera, S., (2012) promotion is essential part of business and is a fundamental element of the total promotional process. Promotion aids to make prospective customers reactive to the many choices offered concerning products and services. The benefit of such product and service should be clearly communicated to the target market for such product to be successful.

H4: promotion has significant positive effect on customers' satisfaction in st.george brewery.

e) Branding strategy

Joshi (2012) explained the benefits of brand image in terms of the advantage of branding to both producer side and consumer side. Producer side advantages of branding are: a company's reputation is increased, easy to introduce new products, differentiates its products from competitor, helps for sales promotion, increases the markets share, reduces advertising cost, increase sales, and minimize price competition. On the other hand, consumer side advantages of branding are: differentiates the products of different producers, gain quality products, and consumers will besatisfied.

H5: Branding strategy has significant positive effect on consumers' satisfaction in st.george brewery.

f) Relationship marketing strategy

Feliks and Panjaitan (2012) suggest that companies implementing CRM in a proper way will enjoy increased customer satisfaction. Kusnadi's research results (2008) also showed that the CRM application helps companies to gain customer knowledge that helps them improve customer satisfaction. This is also supported by the study of Wetsch and Lyle (2006) who found that the potential impacts caused by the customer involvement in the CRM implementation are trust, satisfaction and customer loyalty

H6: Relationship marketing strategy has significant positive effect on consumers' satisfaction in st.george brewery.

Based on the related literature review the conceptual framework was developed. The framework shows the variables of the study which include marketing mix strategies, branding strategies and relationship marketing strategies as the independent variable that affect the customer satisfaction (dependentvariable).

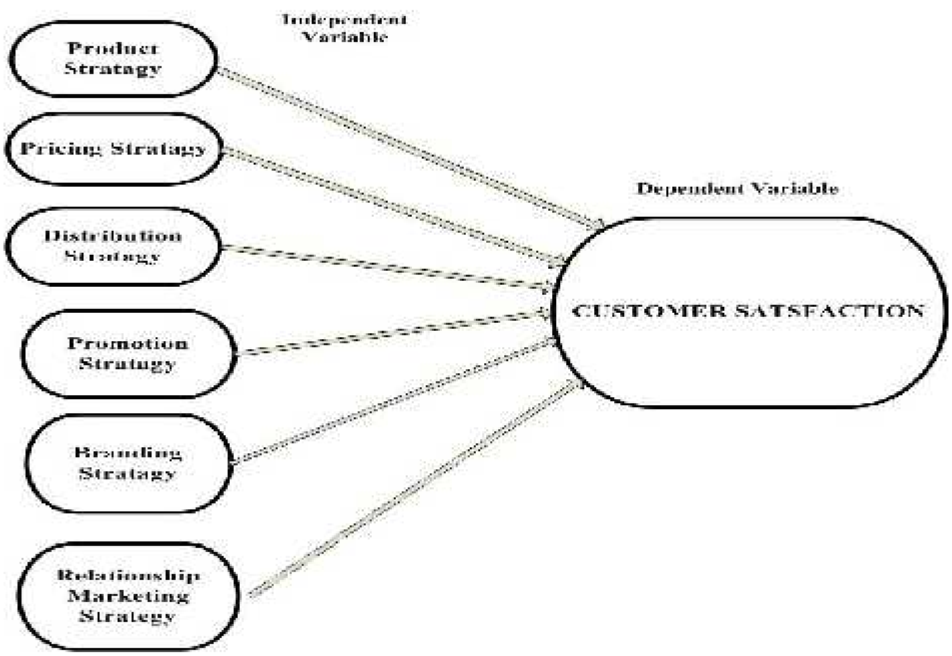

Figure 4. Conceptual Framework

Sources: Researcher formulation based on hypothesis and theory.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents detailed the research methodology employed in the study. Hence, topics related to research approach, research design, and population and sampling technique, data type and source and, data collection procedure and method of data analysis are covered.

3.1. Description of the Study Area

In 1915 E.C Addis Ababa was just beginning to see the first sparks of technology when St. George, the nation’s first brewery was founded. The brewery was set up with modest premises to produce the country’s first bottled beer. When the brewery began operation, the machineries were manually operated and not more than 200 bottles were produced daily. St. George’s 80th anniversary (1995E.C) described that one could also see the challenges to popularize the product, as beer drinking was not an established habit in our country and the founder of St. George Brewery is MussieDawit Hale who is a Belgian, who lately sold it to a German company.

The exact nature of the argument stood unclear. Eventually an Ethiopian company took over the brewery in 1952/3. This company was said to have been organized as shareholding entity, the larger share of which was owned by Emperor Haile Selassie. Generally, St. George Brewery could be said as having scored good result in the 1940s and 1950s. Toward the end of the 1950s the annual production of the Brewery had reached 50,000 hectoliters. According to the review made on” The Ethiopian Trade Journal” the Brewery had 53 silos, which had the capacity of 100-hectoliters each.

St. George Brewery is once again privatized. The factory is now owned by BGI, an internationally acclaimed Brewing Company that operates in many countries. It has excellent reputation in producing quality beer and brought St. George to the same standard. Today, St. George is the oldest beer in Ethiopia and is certainly also the youngest with fresh dynamism.

3.2. Research Approach

Saunders et al (2009) asserted that the choice of research approach is important when deciding the research design. It enables us to make more learnt decision about research design, which is more than just the techniques by which data are collected and procedures by which they are analyzed Besides, it is the overall configuration of research question about what type of subject is gathered, from where and how to interpret it in order to provide an answer to the initial questions.

The research approach which is used for this study is quantitative in nature. The researcher will plan to use quantitative methods to examine the effect of marketing strategies on customer satisfaction because Creswell (2003) indicated that quantitative approach is the one in which the investigator primarily uses postpositive claims for developing knowledge that is the cause and effect relationship between known variables, and collect data on predetermined instruments that yield statistical data..

3.3. Research Design

Kothari (1985) defined research design as blue-print or maps that details how the research collected information that is relevant to addressing the research questions. It is a general blue-print for the collection, measurement and analysis of data, with the central goal of solving the research problem. It includes the outline of what the research did, from writing the hypothesis and its operational application to final analysis of data

Therefore, this study adopted explanatory research design because it attempts to connect the marketing strategies with customer satisfaction. Creswell (2005) asserted that explanatory research is useful for identifying the type of association, explaining complex relationships of multiple factors that explain an outcome, and predicting an outcome from one or more predictors.

3.4. Population and Sampling Techniques

Sekaran(2005) explained population is the entire group of people, events or things of interest that the researcher wishes to investigate. Accordingly, the target population of this research was dwellers of Addis Ababa city who consume St. George Beer.

Since the total population of this research is infinite it is difficult to estimate the exact number of the whole population and hence the formula to find out the sample size (n) of infinite population is given as under:

$$n = \frac{z^2.p.q}{e^2}$$

Sources: (*Kothari, 2004*)

Where n= sample size

z= the value of standard value at a given confidence level

p= sample proportion

q= 1-p

e = acceptable error

So in this case we set e= 0.05, z = 1.96 and ˆp = 0.5, and we get

$$n = \frac{(1.96)^2\ (0.5)\ (o.5)}{(0.05)^2}$$

$$n = \frac{0.9604}{0.0025}$$

$$n=384.16 \approx 384$$

As a result, based on the formula this study needs a sample of 384 regular consumers or customers who purchases St. George Beer frequently and used permanently. Consequently, the researcher is distributed for three hundred eighty four (384) sampled respondents who are regular users of St. George Beer.

To achieve the study purpose, non-probability (convenience Sampling) technique is applied in selecting a sample. This sampling technique is selected because it enables the researcher to draw representative data by selecting samples from the population who are conveniently available and volunteering to participate in study. Also, the researcher used this technique in order to gather the data quickly. Even though there are some risks in adopting a convenience selection such as representativeness which question the credibility of the findings. In order to have a representative sample, the researcher disseminated the administrated questionnaire to sampled respondents with different backgrounds in terms of periphery, age, gender, education background, and income.

Table 1. Sample Distribution

No.	Sub city	Area (km²)	Population	% from the total population	Sampled consumers
1	Addis Ketema	7.41	271,644.00	0.09	35
2	AkakyKaliti	118.08	195,273.00	0.07	27
3	Arada	9.91	225,999.00	0.08	31
4	Bole	122.08	328,900.00	0.11	42
5	Gullele	30.18	284,865.00	0.10	38
6	Kirkos	14.62	235,441.00	0.08	31
7	KolfeKeranio	61.25	546,219.00	0.18	69
8	Lideta	9.18	214,769.00	0.07	27
9	Nifas Silk-Lafto	68.30	335,740.00	0.11	42
10	Yeka	85.46	337,575.00	0.11	42
Total				**1.00**	**384**

Source: 2007 Population Census of Ethiopia

Accordingly, the researcher also dispensed the questionnaires for ten sub cities namely Addis Ketema, Akakikality, Arada, Bole, Gulele, Kirkos, Kolfekeraniyo, Lideta, Nifasilklafto and Yeka ,then the researcher drawn a random sample from each sub population. In order to increase the representativeness of the sample, the researchers applied proportionate allocation sampling procedure.

3.5. Data Source and Type

Both primary and secondary sources of data were employed in the study. Primary data is collected by the structured close ended questionnaire. The questionnaire is developed in five point Likert scales ranging from five to one; where 5 represents Strongly agree and 1 strongly disagree. The secondary data is gathered from publications including books, researches, journals and various materials that had relevance to this study.

3.6. Data Collection Procedure and Type

Since the questionnaire was one of the most important research instruments for collecting primary data, structured close ended questionnaires were distributed to the respondents. Given that this study examines the effect of marketing strategies on customer satisfaction of St. George Brewery in the Addis Ababa beer market through employing a structured questionnaire.

A pilot survey was conducted on minimum of 38 respondents prior to administrating the questionnaire to the selected sample size. The pilot survey is undertaken to check if the questionnaire is clear, easy to understand and straightforward to ensure that the respondents can answer the questions with no difficulty. The structured questionnaire is commented by the Advisor so as to refine the questions. After this, the researcher distributed the structured questionnaire to the sampled respondents. Finally, the data which collected using the questionnaire was code and process using the Statistical Package for Social Sciences (SPSS) application.

3.7. Method of Data Analysis

The study is carried out mainly quantitative analysis with the aid of the Statistical Package for Social Sciences (SPSS). As a part of inferential analysis the study is planned to undertake mean, standard deviations, correlation (Spearman correlation) and multiple regression analysis to identify the influence of the predictor variables: Price Strategy, Product Strategy, Distribution Strategy and Promotion Strategy, branding strategy and relationship marketing strategy on the outcome variable-customer satisfaction. Regression analysis allows the researcher to establish relationships between the independent and the dependent variables, rather than purely using personal judgment.

This generally results in accurate information that is more reliable for decision-making without resulting to personal opinions.

3.8. Validity and Reliability

Adapting techniques of an instrument development is used in this study because it enables the researcher to follow the general design of another instrument but adds items, removes items, and/or substantially changes the content of each item. Accordingly, this study adapted the research work instruments of Hassen(2014) and Simion (2015). It is important that a researcher understands the key principles of developing an instrument which was described in the next step.

3.8.1Validity

According to Mugendand Mugenda(2003) content validity is a measure of instrument and it provides adequate coverage of the investigative questions guiding the study. For survey, each question is given to a panel of subject matter expert analysts, and they rate it. They give their opinion about whether the question is essential, useful or irrelevant to measuring the construct under study. So, Content validity uses a more formal and statistics-based approach because experts in the field judge the questions on how well they cover the study issues Hence, in this study content validity is determined by consulting the Advisor and marketing experts of Brewery Companies. In order to improve the instruments, these experts and this research advisor looked at every question in the questionnaire and did their own analysis to ascertain that the questions answered the research objectives of the study.

3.8.2Reliability

Reliability is a measure of the degree to which a research instrument yields consistent results or data after repeated trials. For this study, internal consistence reliability determined by Cronbach's alpha. It is useful in assessing the consistence of the results across items within a test. It represents number between 0 and 1. According to Zikmundet al. (2010) scales with coefficient alpha between 0.6 to 0.7 indicate fair reliability and higher are considered adequate to determine reliability.

Summary of Measures

Table 2. Reliability of Statistics

Variable	No. of Items in the Scale	Cronbach’sAlpha Result E=~=F
Product	9	0.911
Price.	5	0.651
Distribution	4	0.783
Promotion	5	0.89
Branding Strategy	6	0.89
Relationship Marketing Strategy	6	0.883

From the above table 2 evidenced that in this study reliability tested, the alpha value for six variable were measured ,tested and number of question in the instrument identified , finally alpha result was determined this increase confidence that the instrument would yield acceptable results and it proved that scales with coefficient alpha acceptable for further analysis (Zikmund , et.al, 2010).

3.9Ethical Issues

Participation of respondents was strictly on voluntary basis. Participants were fully informed as to the purpose of the study and consent verbally. Measures are taken to ensure the respect, dignity and freedom of each individual participating in the study. In addition, participants were notified that the information they provided would be kept confidential and not be disclosed to anyone else.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSIONS

The main objective of this paper is to investigate the effect of marketing strategy on customer satisfaction in case of St. George.In this chapter, the data obtained in the study are analyzed, presented, interpreted and discussed. The chapter starts by providing the demographic and personal information of the respondents. The descriptive and inferential statistics are presented thereafter.

A total of 384 questionnaires were distributed to the respondents of St. George customers using non-probability (convenience sampling) techniques. This sampling technique is selected because it enables the researcher to draw representative data by selecting samples from the population who are conveniently available and volunteering to participate in study. Also, the researcher used this technique in order to gather the data quickly. Even though there are some risks in adopting a convenience selection such as representativeness which question the credibility of the findings. In order to have a representative sample, the researcher is disseminated the administrated questionnaire to sampled respondents with different backgrounds in terms of periphery, age, gender, education background, and income.

Out of these, 330 (85.93%) usable questionnaires were collected. This response rate is quite large to confidently run the analysis. Accordingly, the analysis of this study is based on the responses obtained from these respondents.

4.1 Demographic Information of Respondent

The first section of the questionnaire demanded personal information from respondents. These questions include: gender, age, level of educational income level and marital status.

Table 3. Demographic Information of Respondent

Table 4.1		Frequency	Percentage
Gender	Male	188	57
	Female	142	43
Total		**330**	**100%**
Age	18-25	86	26.1
	26-30	10	3.0
	31-40	36	10.9
	41-45	97	29.4
	>50	101	30.6
Total		**330**	**100%**
Education	Less than 12 grade	12	3.6
	12 grade completion	30	9.1
	Diploma	18	5.5
	BA/BSC	174	52.7
	MSC/MA/PHD	96	29.1
Total		**330**	**100%**
Income group	**<2,000.00**	10	3
	Birr 2,001- 3,500	34	10.3
	Birr 3,501-5,000	94	28.48
	Birr 5,001-8,000	130	39.9
	Birr 8,001-10,000	62	18.78
Total		330	100%
Marital Status	Single	101	30.6
	Divorced	16	4.8
	Windowed	51	15.45
	Married	162	49.09
Total		330	100%

From the data presented in table 4.1, the majorities (57%) of the respondents were male and the remaining (43%) of the respondents were female. This specified that out of 330 respondents around 188 were male and the remaining 142 were female. Therefore, the study comprises both male and female customers St. George Beer.

Likewise as explained in the table below, the majorities (30.6 %) of the respondents were at the age group of > 50 years old followed by age group of 41-45 years accounted for 29.4 %. The remaining 26.1 % accounted from age group of 18-25, 10.9 % from the age group of 31-40 low rates which is 3% from the age group 26-30. This implied that the majorities 30.6% (>50years) of the respondents were elder people and economically active population at the same time they are fond of the product of st.George.

The study covered the upper and lower level income level. The less than 2,000.00 Birr income group, income group 2,001.00-3,500.00, income group 3,501 – 5,000.00, income group 5,501-8000 Birr and income group 8,001-10,000 respondents were representing 3%,%,10.3%,28.48,%,39.9%,18.78% respectively. This indicated that the analysis comprising different income section of the population.

Moreover, regarding the marital status 30.6% and 4.8 of the respondents were single and divorced respectively. While 15.4% and 49.9% of the respondent were windowed and married respectively. This proved that the analysis encompasses various societal classes.

4.2. Descriptive Statistics

Descriptive statistics recommended for Likert scale items included the mean for central tendency and standard deviation for variability. Based on this, the effect of marketing strategies on customer satisfaction analyzed descriptively using Mean and Standard deviation (SD) as follows.

Table 4. Pricing strategy dimension

Item	Mean	SD
The price of St George Beer is reasonable.	3.4622	1.05231
I compare the price of St George Beer with other beers.	3.1295	.99759
I realize that the price of st. George is lower than other beers brand.	3.1494	.91100
St.George Beer is sold at the same prices with other brand beer	3.2888	.87903
St.George Beer offers seasonal price discounts and incentives.	3.2948	.87590
Average	**3.26**	

Source: Questionnaire, 2018

Regarding price strategy dimensions, respondents were requested to rate based on the five point Likert scale ranging from 5 for strongly agreed to 1 for strongly disagreed. As revealed in table-4.2, the mean the mean score is found between 3.13 and 3.46. And majority agree on price of St George Beer is reasonable.Generally, the research findings indicated that the overall mean result of the respondent's scored a mean value of 3.26. Hence the customers of St. George somehow agreed to the prices dimensions however Compare the price of St George Beer with other beer in the market andGeorge Beer price is lower than other beers brandscored a lowest mean score.

Table 5. Product Strategy Dimensions

Item	Mean	SD
The product quality of St. George Beer is better than other beer brands.	3.3645	.88488
The taste of St. George Beer is better than other beer brands.	3.1080	.85896
St. George Beer seems to have adequate ingredients	3.1980	1.03389
I think that there is a consistence in the quality of St. George Beer	3.3028	.95401
I think that the packaging of St. George Beer is attractive, aesthetic, easy to use.	3.3805	.96684
I remind St. George Beer at first when I want to drink beer.	3.3466	.97031
I think that St.George Beer is making change in design , brings in new products	3.5120	.94291
St. George Beer is adding unique features in the existing product.	3.5916	.87238
St.George Beer responds to changes in customer perceptions and needs.	3.3865	.84417
Average	**3.35**	

Source: Questionnaire, 2018

As one of the marketing strategy, respondents were asked questions in relation with product strategy dimension issues. As can be inferred from the table 4.3 there is a fairly high agreement for items of St.George Beer is making change in design and brings in new productsand George Beer is adding unique features in the existing product be the major factors which affect the satisfaction of its customer. But there is a lower mean score of St. George Beer and other beer brands. And also low score on st.George Beer and adequate ingredients.

Table 6. Promotion Strategy Dimensions

Item	Mean	SD
St.George Beer participates and community development	3.4104	.88621
St.George promotional activities are frequently updated.	3.1813	.90298
St.George Beer is influenced by advertisement.	3.3008	.88408
promotion by use personal efforts informed me St. George Beer.	3.2450	.83207
promotion by advertisement is more effective than personal efforts	3.1355	.84625
Promotional activity of St. George Beer is ethical.	3.1195	.83442
Average	**3.23**	

Source: Questionnaire, 2018

Obviously, promotion is one of the backbones of any business because it generates the required awareness about the products or services among customers. A good promotional strategy should correlate well with the long-term marketing plans and goals of the business. Kotler, (2003) confirmed that promotions have become a critical factor in the marketing campaign and best tool to attract potential customers and in general to pursue the marketing objectives of the companies.

The mean values from the research finding in the table 4.4 also explained that the respondents perceptions on promotional strategy dimensions and they rate of those questions as; participation in community development (Mean=3.41, SD=0.89), George Beer is influenced by advertisement. (M=3.30,SD=0.884), have high score value to influence customer satisfaction. Generally, the promotional strategy dimensions indicated above table somehow powerful to create the required awareness to target customers.

Table 7. Distribution Strategy Dimensions

Item	Mean	SD
St. George Beer is easily accessible and convenient.	3.4044	.82973
I have a strong trust on the retailers/distributers/wholesalers.	3.3207	.57103
I believe the availability of St. George Beer is high compared with other beers.	3.2510	.71535
I feel the customer service quality of distributers of St. George Beer is so smart.	3.2092	.75163
Average	**3.29**	

Source: Questionnaire, 2018

As depicted in the table 7, 'St. George Beer is easily accessible and convienient. It had registered the highest score (Mean=3.4044, SD=.82973) and 'I have a Strong trust on the retailers/distributers/wholesalers of St. George Beer' had got the least mean score values of 3.3207and Standard deviations of .57103. Therefore, high score value implied that these factors are paramount important in affecting customer satisfaction.

Table 8. Brand Strategy dimensions

Item	Mean	SD
St. George beer brand Image is outstanding and gives me a good impression	3.1454	.76132
St. George beer is the leading brand in the market	3.2030	.89815
The St. George beer brand helps me to better fit in to my social group	3.4727	.95849

The St. George beer brand prevented me from looking cheap	3.4303	.88365
Using St. George beer brand increase my self-esteem	3.5606	.96329
Average	**3.36**	

Source: Questionnaire, 2018

As indicated on table 4.6, the mean score was between 3.1454 and 3.5606. This means that the respondents feeling towards the given five dimensions of brand strategy almost 'agree', but the respondents fairly 'agree' with Using St. George brand increase my self-esteem. Low mean value absorbed in and has no significant l effect of customer satisfaction in The St. George brand Image is outstanding and gives me a good impression and St. George is the leading brand in the market (3.1454) and (3.2030) respectively.

Table 9. Relationship marketing strategies

Item	Mean	SD
St. George beer maintains multiple communication channels to communicate with its customers	3.6970	.89527
St. George beer works on the maximum " Satisfaction First , Profit Next"	3.7212	.82578
St. George beer maintain a relationship rather than transaction focus	3.4424	.87067
St. George beer pleases greater emphasis on customer retention	3.7273	.90834
St. George beer motivates dissatisfied customers to lodge complaints	3.4985	.89417
Average	**3.61**	

Source: Questionnaire, 2018

As indicated on table 4.7, the mean score was between 3.4424and 3.7273. High mean vale registered on:St. George pleases greater emphasis on customer retention (3.7273),St. George works on the maximum “Satisfaction First , Profit Next” (3.7212) and The St. George maintains multiple communication channels to communicate with its customers (3.4424) respectively and have a great impact on customer satisfaction in the named company.

4. 3Correlation Analysis

Bivariate correlations measure the direction and association between two variables. The correlation coefficient, which ranges from +1 to -1;a correlation coefficient of +1 describes a perfect positive relationship in which every change of +1 in one variable is associated with a change of +1 in the other variable. A correlation of -1 describes a perfect negative relationship in which every change of -1 in one variable is associated with a change of -1 in the other variable. A correlation of 0 describes a situation in which a change in one variable is not associated with any particular change in the other variable. Hence, in this research Spearman's correlation was computed to check whether the sales performance has any association with the independent variables.

Table 10. Correlation analysis (n=330)

	Price	Product	Promotion	Distribution	Brand	Relationship	Customer – satisfaction
Price	1						
Product	.497**	1					
Promotion	.759**	.393**	1				
Distribution	543**	.690**	759*	1**			
Brand	.728**	.844**	684**	697**	1**		
Relationship	.709**	.844**	765**	.621*	.854**	1**	
Customer – Satisfactions	.671**	.660*	.812	.362**	.691**	.813*	1**

Pearson Product-Moment Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). The result shows in the Table 4.8 indicating that independent variables are statically significant with the p-value of 0.000 at 0.01 significant levels. As can be seen from the Table 4.8, relationship formed the highest Pearson Correlation analysis with r = 0.813 indicating that relationship has positive and high correlation with marked relationship toward customer satisfaction.

Besides, promotion (r = 0.812) also interpreted to has positive and high correlation with marked relationship toward customer satisfaction. Other than that, the result also indicated that brand has positive and high correlation with marked relationship with customer satisfaction with the value of r = 0.691. However, distribution has the lowest correlation strength when compared to other three elements with the value of r = 0.362. This value indicates that distribution has positive moderate correlation with substantial relationship with customer satisfaction. Based on the finding, the result indicates that all the variables (price, product, place and promotion, brand strategy and marketing relationship strategy) have positive correlation with customer satisfaction respectively when referred to the strength of association. Thus, the findings confirm the six hypotheses formulated for this study that there is a significant relationship between price, product, place, promotion, brand strategy and marketing relationship strategy with customer satisfaction at St. George breweries.

4.4. Regression analysis

Multipleregressionisaflexiblemethodofdataanalysisthatmaybeappropriatewhenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independentorpredictorvariables).Regressionanalysiswasconductedtoknowbyhowmuchtheindependent variable explains the dependent variable. It is also used to understand by how much each independent variable (marketing mix strategies, Branding strategy and relationship marketing strategy)explains the dependent variable that is customer satisfaction.

4.4.1 Multi collinearity Test

This refers to the relationship among the independent variables. Multicollinearity exist when the independent variables are highly correlated (Pallant, 2007). Small degree of multicollinearity is Tolerance value and VIF value are above 0.10 and below 10 respectively.

Table 11. Multi collinearity Test			
Independent variables		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Price Strategy	.278	3.595
	Product strategy	.155	6.433
	Promotion Strategy	.305	3.279
	Distribution strategy	.355	2.819
	Brand Strategy	.188	5.332
	Relationship strategy	.205	4.881

Source: SPSS Version 20 output (2018)

As seen from the above table 4.9 the tolerance value of all variables is above 0.1 and also their VIF value is below 10 which indicate that there is no degree of multi collinearity problem among variables.

4.4.2 Regression analysis of marketing strategy and customer satisfaction.

Table 12. Model summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889[a]	.791	.787	.41579

Source: SPSS Version 20 output (2018)

The model summary table 4.10 states that the six independent variables that constitute the customer satisfaction of coefficient of determination R square is 0.791, which implies that there is quite significant explanatory power and also 79.1% variation on dependent variable is caused by independent variables and the remaining 20.9 % is because of other unknown variables.

Source: SPSS Version 20 output (2018)

Table 13. Coefficients						
Model		UnstandardizedCoefficients		Standardized Coefficients	T	Sig
		B	Std. Error	Beta		
1	(Constant)	.826	.119		6.948	.000
	Price Strategy	-.054	.046	-.057	-1.176	.240
	Product strategy	.227	.068	.217	3.358	.001
	Promotion Strategy	.459	.049	.435	9.446	.000
	Distribution strategy	-.395	.050	-.337	-7.890	.000
	Brand Strategy	.035	.060	.035	.595	.552
	Relationship strategy	.514	.055	.529	9.409	.000

Source: SPSS Version 20 output (2018)

The coefficient table for marketing strategy dimensions indicates the beta values of the independent variables. From this the regression equation is derived as:

Regression Equation:

$$Logit = bo + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + b_6x_6 + _{\text{stochastic error}}$$

$$Logi = 8.26 - 0.54x_1 + 0.227\ x_2 + .459\ x_3 + -.395\ x_4 + .035x_{5+}.514x_{6+e}$$

Where:

X_1 = Product strategy

X_2 = Price Strategy

X_3 = Distribution strategy

X_4 = Promotion Strategy

$X_{5=}$ Brand Strategy

$X_{6=}$ Relationship strategy

Hypothesis testing for this study is based on standardized coefficients beta and P-value to test whether the hypotheses are accepted or not.

- H1: Product strategy has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product strategy was significant(beta=.217,$p<0.05$).Therefore,H1isaccepted,

- H2: price strategy has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product strategy was insignificant(beta=-.057,$p>0.05$).Therefore,H2is not accepted,

- H3: Distribution strategy has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product strategy was significant(beta=.337,$p<0.05$).Therefore,H3isaccepted,

- H4: promotion strategy has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product strategy was significant(beta=-.435,$p<0.05$).Therefore,H4isaccepted,

- H5: branding strategy has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product strategy was insignificant (beta=.035,$p>0.05$).Therefore,H5is not accepted.

- H6: relationship marketing has a significant direct effect on customer satisfaction. The result of table 4.11 shows that standardized coefficient beta and p value of Product strategy was significant (beta=.529,$p<0.05$).Therefore,H6isaccepted.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter consists of three sections which include summary of the findings, conclusion and recommendations.

5.1. Summary of Research Findings:

The research on the title: The Effect of Marketing Strategy on customer satisfaction of St. George taking Addis Ababa beer market as area of the study. As a result of the analysis and interpretation, the following are the summary of the findings.

- By and large, the overall mean score value of product strategy dimensions is (mean=3.35) indicated that respondents have showed agreement responses on the issues related to product strategy dimensions. In line with this, the respondents also disclosed that the reluctant to create new design and adding new features and are found to have a high mean score.
- Largely the mean values (mean=3.26)of the respondents confirmed that the price strategies items are good however the existence of lower price than other beer brands in the market and comparing the price of st.George with other beer brands scored a lowest mean score .
- The overall mean score value for promotion strategy is(mean= 3.23)indicated that most of the respondents agreed on st.George participation on community development with a mean score of(mean=3.41).However ethics of st.George promotion and the up to date promotional activities scored lowest mean score.
- The overall mean score for the distribution strategy dimension (mean=3.29), the accessibility and availability of the beer scored higher and the service quality of distributers scored lower (mean=3.40 and 3.20) respectively.
- The overall mean score for branding strategy dimension is (mean=3.36), which indicates the respondents agreed on the brand strategy dimensions.
- The overall mean for relationship marketing strategy dimensions is (mean= 3.61). This implies that the relationship marketing strategy of st.George brewery have contributed for customer satisfaction of its customers in Addis Ababa market.

- Pearson product moment correlation coefficient was used to assess the relationship among variables (independent and dependent variables). As a result Relationship Strategy formed the highest correlation with r=0.83 indicating that relationship marketing strategy has positive and higher correlation with marked relationship towards customer satisfaction.
- Also price, product, promotion, brand has positive and high correlation with marked relationship with customer satisfaction with the value of (r=0.67,0.66,0.81,0.69) respectively.
- However, distribution has lowest correlation strength when compared to the other elements with the value of r=0.362.

- Product Strategy has statistically significant and positive relationship with the customer satisfaction of St George.
- Promotion Strategy has a statistically significant and positive relationship customer satisfaction of St George.
- Distribution Strategy has a statistically significant and positive relationship with customer satisfaction of St. George.
- Relationship marketing strategy has a statistically significant and positive relationship with customer satisfaction of St. George.

However the hypothesis testing result shows that .both price and branding strategies statistically insignificant in relation to customer satisfaction of St.George. this indicates that the hypothesis for both strategies are rejected with null hypothesis, this may be due to the fact that the prevailing market price of all available beer brands produced having similar prices .and the existence of branding is immaterial for St.George because it has already built its good image in the market and at present the company has goodwill in the market.

Regression analysis of marketing strategy and customer satisfaction, states that the six independent variables that constitute the customer satisfaction of coefficient of determination R square is 0.791, which implies that there is quite significant explanatory power and also 79.1% variation on dependent variable is caused by independent variables and the remaining 20.9 % is because of other unknown variables.

5.2. Conclusion

Marketing strategy is one of the functional strategies of the companies, which collectively make up an overall business strategy. The success of achieving customer satisfaction is the corner stone for maintaining competitive edge. And for a given company is largely influenced by the reactions of customers for different marketing strategies in the particular market. This study has been conducted to investigate the effect of marketing strategies on customer satisfaction of St George Beer.

Therefore, in light of the objective(s) and the research hypothesis the findings of the study concluded that marketing strategies (product, price, promotion and distribution) were positive significant and joint predictors of sales performance of St George in Addis Ababa beer market at 5% level of significance. In terms of the pricing strategy St. George Brewery in general set fair pricing strategy for its customer's still the product prices is not lower than other computing beer brands. Moreover, the respondent‘s claim that St. George beer has a good position in terms of product quality and tests, packaging and in containing appropriate ingredients.

In terms of relationship marketing strategy St.George has a good position especially on customer retention scoring the highest mean score from all relationship marketing strategy dimensions. According to the price strategy dimension most of the respondents agreed on the reasonable pricing of St.George beer but comparing price of St.George with other beer brands rated lowest mean score among the other price strategy dimensions. From this we can conclude that the customers of St.George are not price sensitive or elastic and the price of all beer brands are similar.

There is fairly high agreement for items of St.George beer quality, consistence, packaging, first impression. Highest mean score or most of respondents agreed on St. George adding new features, changing design and bringing new products. From promotion strategy dimensions we can conclude that St. George beer participates in community development or events in the society, whereas lowest score was given for the ethics of the promotional activities, this implies that the promotional activities are ethical.

Interms of the distribution strategy St.George beer has no problem of product distribution it is accessible and conveniently, it covers the majority of the country even close to residential neighborhoods. Whereas the service quality given at distributer's level is not good as the respondents rated it with lowest mean score value. The items in the branding strategy have similar mean score value and most of the respondents fairly agreed with St. George brand increasing their self esteem. In line with this pricing strategy and branding strategy has insignificance to St.George customer satisfaction, since both strategies have null hypothesis.

5.3. Recommendation:

- St.George beer marketing managers should work on the taste of the beer and adding adequate ingredients to the present product so as to increase the customer satisfaction of its customers.
- Even if Pricing is one of the important decisions that need to be made by a firm which would affect its customer satisfaction. With regard to the price of beer Products in addisababa market they have similar prices. Because customers are paying the same price with other beer brands, which affirms that, there is no as such price war among rivals in the current beer market. So for St. George Beer Company to use price so as to increase customer satisfaction isn't advisable as most of the customers of the organization don't compare prices or aren't price elastic.
- Therefore, in order to increase customer satisfaction of the product the management of St George Brewery company ought to use a strategy to undermine the competitiveness of the competitors by offering lower prices or other incentives and this can be achieved by minimizing the associated production and transaction cost.

- A business firm must make unreserved effort to provide its customers with more advantages than its competitors must in order to increase customer satisfaction and be successful, this determined by the efforts made St George management's to stimulate the responsible staffs to design new product or to develop unique product features. This action is important to keep the customers satisfied by fulfilling customer's perception and needs. Hence, the concerned management should gear its efforts to respond to changes in customer perception then customers can get the privilege of choosing from the many options.

- Indeed, St George Beer is a popular brand already but the finding revealed that in promotional strategy dimension the promotional activities arenot ethical ,so the company should monitor all the promotion activities as they influence the customer satisfaction .Also the company should continue to participate in community developments as it can be a tool to influence the customer's level of awareness and the marketing objectives of St. George beer . Therefore, the study suggest that the promotional strategy of St. George should encompasses other forms of promotional tools like prize linked promotion and combine different price discount and incentive utensils to further reinforce the present outcome of the promotional tools on customer satisfaction of St George in Addis Ababa market.

- The finding of the study revealed that distribution strategy is positive and significant with customer satisfaction. Accordingly, it is better for St. George marketing management's to work with in arranging continuous skills and development training to marketing and or sales representative to create awareness to the retailers/wholesalers and distributors in improving the quality of the service that they could provide to customers while distribution or selling of the Beer.

- According to the study finding the company has good strategy related to relationship with customers which has strong or higher effect on customers' satisfaction, so for St.George beer should focus on relationship rather than transaction inorder to increase the customer satisfaction of its customers.

- In general the management of St.George should focus more on the four strategies which are product, promotion, distribution and relationship marketing since those strategies have significant and positive relation with customer satisfaction. However the other two strategies which are price and branding are insignificant that doesn't mean that the company should follow up both strategies but more attention should be given to the other strategies.

In short, the top management of St George Brewery Company must look at a wider range of issues than those highlighted here. Nevertheless, the importance of this benchmark analyses should not be minimized. It provides useful way to focus on policy work by indicating marketing strategy variables and their effect on the customer satisfaction. Moreover, it is useful for the domestic survey who may be interested to undertake the research on the relationship between customer satisfaction and marketing strategies particularly in Beer Company.

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APPENDIX

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE AND ECONOMICS

Research Questionnaire for Customers

CONSENT FORM

Dear respondents:

I am currently attending a Master's degree in Marketing Management at Addis Ababa University School of Commerce. I am conducting a thesis on the Effect of Marketing Strategies on customer satisfaction (the case of St. George Beer).This questionnaire is designed to collect data on Marketing Strategies in relation to customer satisfaction of St George in Addis Ababa market. I kindly ask you to give few minutes of your time to answer the questions. Your answers will be handled strictly confidential and will exclusively be used for the purpose of this research. Therefore I request you to answer the questions as honest as possible, in order to contribute to the success of this research.

If you would like further information about this study, or have problem in completing this questionnaire please contact me via +251-9 11-90-21-87

Thank you for your cooperation!

ENGLISH QUESTIONNAIRE

Instruction: Please mark your answer with a tick mark (√) in the space provided.

PART 1: General information of Respondents'

1. Gender ☐ Male ☐ Female

2. Age ☐ 18-25 ☐ 26- 30 ☐ 31 - 40

☐ 41-45 ☐ 46-50 ☐ > 50

3. Your education background

☐ < 12th Grade 12 ☐ Grade complete ☐ Diploma

☐ Bachelor's Degree ☐ Master's Degree ☐ PHD

Others specify please-------------------------------

4. Marital Status

☐ Single ☐ Married

☐ Divorce ☐ Windowed

5. Income level

☐ Less than Birr 2,000 ☐ Birr 2,001- 3,500

☐ Birr 3,501-5,000 ☐ Birr 5,001-8,000

☐ 001-10,000 ☐ greater than Birr 10,000

PART 3: To what extent you agree or disagree with the following statements.

1= strongly disagree 2 = Disagree 3 = Neutral 4 = Agree 5= `strongly agree

Please use tick (√) mark in the table under the options given the number you selected to reflect your rating

Price Strategy	1	2	3	4	5
6. St. George Beer product is reasonable.					
7. I compare the price of St. George Beer with other beers.					
8. I realize that the price of St. George Beer is lower than other beers brand.					
9. St. George Beer sold at the same prices with other brand beer.					
10. St. George Beer offers seasonal price discounts and incentives.					
Product Strategy					
11. I think that the product quality of St. George Beer is better than other beers brand.					
12. I think that the taste of St. George Beer is better than other beer brands.					
13. I feel that St. George Beer product seems to have adequate ingredients.					
14. I think that there is a consistence in the quality of St. George Beer.					
15. I think that the packaging of St. George Beer is attractive, aesthetics and easy to use.					
16. I remind St. George Beer at first when I wanted to drink beer.					
17. I think that St. George Beer is making change in design and bring in new products.					
18. I think that St. George Beer is adding unique features in the existing product.					
19. I think that St. George Beer respond to changes in customer perceptions and needs.					
Promotion Strategy					
2. I observed that St. George Beer participates in community development and public affairs.					
21. St. George beer promotional activities are frequently updated.					
22. My decision to consume St. George Beer is influenced by advertisement.					
23. Promotion by use sales persons, retailers and distributers keep me informed about St. George Beer.					
24. Promotion by advertisement (media & social media) is more effective than personal efforts (sales person, retailers and distributers) informing about St. George Beer.					
25. The promotional activity of St. George Beer is ethical.					
Distribution Strategy					
26. I think that store of St. George Beer is easily accessible and convenient.					
27. I have strong trust on the retailers/distributers/wholesalers of St. George Beer.					
28. I believe that the availability of St. George Beer is high when compared with other beers brand.					

29. I feel that the customer service quality of retailers/distributers/wholesalers/sales persons of St. George Beer is so smart.					
Brand Strategy					
30. St. George beer brand Image is outstanding and gives me a good impression					
31. St. George beer is the leading brand in the market					
32. St. George beer brand helps me to better fit in to my social group					
33. St. George beer brand prevented me from looking cheap					
34. Using St. George beer brand increase my self-esteem					
Relationship marketing strategies					
35. St. George beer maintains multiple communication channels to communicate with its customers					
35. St. George beer works on the maximum " SATISFACTION FIRST , PROFIT NEXT"					
36. St. George beer maintain a relationship rather than transaction focus					
37. St. George beer pleases greater emphasis on customer retention					
38. St. George beer motivates dissatisfied customers to lodge complaints					
39. St. George beer takes extra care of its satisfied customers					
Customer satisfaction					
40. I am satisfied with the test of St. George Brewery					
41. I am satisfied with the price of St. George beer offerings					
42. I am satisfied with the availability of St. George beer offerings					
43. Over all ,I'm satisfied with the quality of St. George beer products					

Thank You

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ጥናታዊፅሁፍመጠይቅ

ወድደንበኞች፡

በአዲስአበባዩንቨርስቲንግድስራኮሌጅየማርኬቲንግማኔጅመንእጩየሁለተኛድግሪተመራቂስሆንጥናታዊፅሁፌን<u>በቅዱስጊዮርጊስቢራየገበያዘዴበደንበኞችእርካታየሚያመጣውንተጽዕኖ</u>በሚልርዕስጥናትለመስራትእንዲያስችለኝእርስዎበዚሁመጠይቅበመሳተፍዎእናበአግባቡመጠየቁንስለሞሉእንዲሁምየዚህመጠይቅአላማለመመረቂያፅሁፍብቻየሚውልእናሚስጥራዊነቱየተጠበቀመሆኑንእየገለፅኩበቅድሚያለትብብሮዎትአመሰግናለሁ፡፡

ማስታወሻ፡ እባክዎንየሚስማማዎትንካጠገቡባለውሳጥንየ«Ĕ» በማድረግይግለፁ፡፡

1.የደንበኞችየግልመረጃ

1.ጾታ ☐ **ወንድ** ☐ **ሴት**

2. ዕድሜክ ☐ **18 -25 ዓመት** ☐ **ከ 26 እስከ 30 ዓመት**
☐ **ከ 31 እስከ 40 ዓመት** ☐ **ከ 41 እስከ 45 ዓመት**
☐ **ከ 46 እስከ 50 ዓመት** ☐ **ከ 50 ዓመትበላይ**

3. የትምህርትደረጃ

☐ **ከ 12 ክፍልበታች** ☐ **12 ክፍል**
☐ **ዲፕሎማ** ☐ **ድግሪ**
☐ **ማስተርስ** ☐ **ዶ/ር**

4. ጋብቻሁኔታ

☐ ያላገባ ☐ ያገባ ☐ ፍቺ ☐ የሞተበት

5. የወርገቢ

☐ ከ2000 ብርበታች ☐ ከብር 2001 እስከ 3500

☐ ከብር 3501 እስከ 5000 ☐ ከብር 5001 እስከ 8000

☐ ከብር 8001 እስከ 10000 ☐ ከብር 10000 በላይ

ክፍል-2

ማስታወሻ:

እባክዎንየሚስማዎትንሃሳብበተመለከተበስተግራበተቀመጡትመግለጫዎችትይዩየ«Ĕ»በማድረግይግለፁ

5=በጣምእስማማለሁ 4=እስማማለሁ 3=እስተ,ያየትየለኝም 2=አልስማማም 1=በጣምአልስማማም

ዋጋ	1	2	3	4	5
6.ቅዱስጊዮርጊስ ቢራ ተመጣጣኘ ዋጋ አለው።					
7.የቅዱስጊዮርጊስ ቢራን ዋጋ ከሌሎች ቢራዎች ጋር አነጻጽራለሁ።					
8.የቅዱ ስጊዮርጊስ ቢራ ዋጋ ከሌሎ ች ቢራዎች ያሰነው።					
9.ቅዱ ስጊዮርጊ ስከሌሎ ች ቢራም ርቶች በእኩ ዋጋይ ሸጣ ል።					
10.ቅዱስጊዮርጊስየዋጋቅናሽ እናማበረታቻ ይሰጣል።					
ምርት					
11. የቅዱስ ጊዮርጊስ ቢራ ጥራትከሌ ሎ ችየ ቢራምርቶችየተሻለእንደሆነአስባለሁ።					
12. የቅዱስጊዮርጊስ ቢራ ጣ ዕም ከሌሎች የቢራ ም ርቶችየተ ሻለእንደሆነአስባለሁ።					
13. የቅዱስጊዮርጊስቢራአስፈላጊየዘቶችንየያዘእንደሆነአስባለሁ።					
14. የቅዱስጊዮርጊስቢራጥራትየማ የቀያየርእንደሆነአስባለሁ።					
15. የቅዱስጊዮርጊስ ቢራ ማ ሸጊያና ስነው በት ማራኪ እንደሆነአስባለሁ።					
16. ቢራን ለመ ጠ ጣት ሳስብ የማ ስታው ሰው ቅዱ ስጊዮርጊስ ቢ ራን ነው።					
17. ቅዱስ ጊዮርጊስ ቢራ በዲዛንና አዲስ ምረቶች በማ ምጣት ለው ጥ እያደረገእንደሆን አስባለሁ።					

18. ቅዱስጊዮርጊስ ቢራ በነባርምርቶች ላይ የተለየተስማሚ ለውጥ በማም ጣ ት እያደረገእንደሆነአስባለሁ።					
19. ቅዱስጊዮርጊስ ምርቶች በደንበኞች ፍላጎት መሰረት ምላሽ እንደሚሸጥ አስባለሁ።					
ማስታወቂያ					
20. ቅዱስጊዮርጊስ ቢራ በማ ህበራዊ ዕድገትናበህዝባዊ ጉዳዮች ላይ ሲሳተፍ አስተውላለሁ።					
21. የቅዱስጊዮርጊስ ቢራ ማ ስታወቂያዎች በየጊዜ ው ይቀያየራሉ።					
22. የቅዱስጊዮርጊስ ቢራ ለመጠቀም ማስታወቂያ ተጽዕኖ ያሳድርብኛል።					
23. በሽያጭ ሰራተኞች፣በቸርቻሪውችናበአከፋፋዮች ምክንያት ስለቅዱስጊዮርጊስ ቢራ መረጃ ይደርሰኛል።					
24. በሽያጭ ሰራተኞች፣በቸርቻሪውችናበአከፋፋዮችየማህበራዊ ሚዲያማስታወቂያዎች ስለቅዱስጊዮርጊስ ቢራመረጃ ይስጣሉ።					
25. የቅዱስጊዮርጊስ ቢራ የማስታወቂያዎች እንቅስቃሴ የማህበረሰቡን ስነም ግባር የጠበቀ ነው።					
ማከፋፈያ					
26. የቅዱስ ጊዮርጊስ ቢራ መ ጋ ዘን በቀላ ሉየሚ ገኝና አመ ቺ እንደሆነአስባለሁ።					
27. በቅዱስጊዮርጊስ ቢራ በሽያጭ ሰራተኞች፣በቸርቻሪዎች፣በጅምላ ሻጭ ች ናበአከፋፋዮች ጠንካራ እም ነት አለኝ።					
28. የቅዱስጊዮርጊስ ቢራ አቅርቦት ከሌሎች የቢራ ምርቶች አንጻር ብዙ ነው።					
29. በቅዱስጊዮርጊስቢራሽያጭ ሰራተኞች፣ቸርቻሪውች፣ጅም ላሻጭችናአከፋፋዮችየሚሰጡትየደንበኛአገልግሎትማራኪእንደሆነይሰማኛል።					
የምርትስም ስልት					
30.ቅ/ጊዮርጊስ ቢራ የምርት ስም ስልት ለኔ በጣ ም ጥሩ ማ ሳያ ነው።					
31.ቅ/ጊዮርጊስ የምርት ስም በገበያው የመ ሪው ን ድርሻ ይይዛል።					
32.ቅ/ጊዮርጊስ ቢራ የምርት ስም ከጓደኞቼ ጋር ለመ ቀራረብ እረድቶኛል።					
33.ቅ/ጊዮርጊስ ቢራ የምርት ስም ከጓደኞቼ ጋር ለመ ቀራረብ እረድቶኛል።					

34.የቅ/ጊዮርጊስ ቢራ ምርት ዝቅተኛ ዋጋ ያላቸውን እንዳልመርጥ አድርጎኛል።					
35.የቅ/ጊዮርጊስ ቢራምርትንመጠቀሜ በራስ መተማመኔን ጨምሮታል።					
የገበያ ትስስር ስልት					
36.ቅ/ጊዮርጊስ ቢራ ፋብሪካ ከደንበኞቹ ጋር የሚ ገናኝበት ብዙ መንገዶች አሉት።					
37.ቅ/ጊዮርጊስ ቢራ የሚ ሰራው “ቅድሚ ያ እርካታ ቀጣይ ትርፍ”					
38.የቅ/ጊዮርጊስ ቢራ ትኩረት የገበያው ን ትስስር ለማስቀጠል እንጂ ዝው ው ሩ ላይ አይደለም።					
39.ቅ/ጊዮርጊስ ቢራ ደንበኞቹን ለማ ቆየት ከፈተኛ ጥረት ያደርጋል።					
40.ቅ/ጊዮርጊስ ቢራ በምርቱ የተከፉ ደንበኞች ቅሬታቸው ን እንዲያቀርቡ ያበረታታል።					
41.ቅ/ጊዮርጊስ ቢራ በምርቱ የረኩ ደንበኞችን ይንከባከባል።					
የደንበኞች እርካታ					
42.በቅ/ጊዮርጊስ ቢራ ጣ እም እረክቻለው።					
43.በቅ/ጊዮርጊስ ቢራ ዋጋ አቅረቦት እረክቻለው።					
44.በቅ/ጊዮርጊስ ቢራ ምርት አቅረቦት እረክቻለው።					
45.በአጠቃላይ በቅ/ጊዮርጊስ ቢራ ጥራት እረክቻለው።					

አመሰግናለሁ።