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ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE POST GRADUATE PROGRAM

THE EFFECT OF MARKETING MIX STRATEGIES ON BRAND PERFORMANCE
-THE CASE OF SELECTED BOTTLED WATER COMPANIES.

Thesis Submitted to the school of Graduate Students of Addis Ababa University School
of Commerce in Partial Fulfillment of the Requirements for the Degree of Master of
Arts in Marketing Management

By: Bethelehem Mesfin

Advisor: Temesgen Belayneh (Ph.D.)

DECLARATION

I, Bethelehem Mesfin with identification number thus certify that this thesis is my original work and that it has never been submitted for examination for the award of any other degree or qualification at any other university, with full acknowledgement of all sources of materials utilized.

Submitted By

Bethelehem Mesfin _____

Full name

signature

date

Approved By

Temesgen Belayneh(PhD)



13/07/23

Full Name

signature

date

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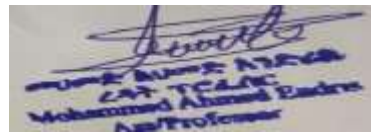
School Of Commerce

Department of Marketing Management

This Is To Certify That The Research Thesis Presented By Bethelehem Mesfin, Titled: **The Effect Of Marketing Mix Strategies On Brand Performance-The CaseOf Selected Bottled Water Companies**. In partial fulfillment of the requirement for the degree of Master of Art in Marketing Management compile with the regulation of the university and confirms to the acceptable standards with the respect to the originality and the quality.

APPROVED BY BOARD OF EXAMINERS

Mohammed A. (Ass.prof)



External Examiner

Signature

Mesfin Workeneh (PhD)

Internal Examiner

Signature

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Acronym

PLC: Product Life Cycle

SPSS- Statistical Package for the Social Sciences

4P's: Product, Price, Promotion and Place

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Abstract

The goal of this study is to investigate the effect of marketing mix strategies on brand performance of selected bottled water companies in Ethiopia. In light of this, the research highlighted a few aspects of marketing mix strategies, including the Product, Price Promotion and Place strategies. Data were collected from the selected bottled water companies of Daily, Aqua addis and Top. This study had 140 respondents in all, who were chosen on purpose. Both descriptive and explanatory designs were employed in the investigation. In order to analyze the data, SPSS version 23 was utilized. Frequency, percentage, mean, standard deviation, Pearson correlation coefficient, and regression were all employed. Most of characteristics are statistically significant and positively connected with the Brand performance of aforementioned bottled water companies, according to the regression coefficient results. From the beta coefficient result, the researcher obtained that, place is found to be the most important variable in predicting the dependent variable brand performance, followed by promotion, product and price. Finally, the researcher concludes that in the case of daily, aqua addis and top bottled water marketing mix strategies has a significant positive effect on brand performance.

Key Words: Product, Price, Promotion, Place, Brand Performance

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

One of the key goals of businesses' business strategies is marketing. Every business needs solid marketing knowledge to surpass the competition and make informed marketing decisions. The effectiveness and execution of sound strategic strategies determines the organization's product positioning and services (Chicago exec, 2011).

This study focus on the bottled water sector. Without a question, water is necessary for human survival. The usage of bottled drinking water has been boosted by the population's rapid increase, a restricted water supply, and changes in lifestyle.

Regardless of a company's size, industry, type of labor, or even goals and objectives, marketing is regarded as a crucial component for any successful firm (Akroush, 2003). Any business's ultimate goal is to be prosperous and continue to operate. It goes without saying that a company's marketing techniques determine whether it succeeds or fails. Additionally, marketing is a dynamic lesson that evolves with time. The four main tactical components of marketing mix product, pricing, place and promotion should therefore enable marketers to respond to shifting market conditions (Weldegebriel, 2011).

Any firm needs a solid marketing plan if it wants to be profitable and compete successfully in the market. In accordance with Aremu and Lawal (2012) a strategy is an approach, decisions made about resource allocation within an organization. This covers both desired goals and opinions about which approaches are most appropriate and inappropriate for achieving them.

A marketing strategy can therefore be thought of as a way for a business to attempt to reach its target markets. Market research is the first step, followed by creating a vision for market, choosing market target strategies, revising positioning strategies, establishing goals, and putting marketing initiatives into action to satisfy the target markets' value expectations (Mustapha, 2013). According to Owomoyela, Oveniyi and Ola (2013), marketing strategy also entails

supplying customers a high-quality product that meets their wants, as well as an affordable pricing, a larger distribution, and a strategy for effective promotion.

Target customers are at the heart of a company's marketing mix strategy. The business determines the overall market it intends to service and breaks it down into more manageable divisions. Then, it chooses the most promising segments and concentrates on providing for them. Utilizing factors it can control, such as product, pricing, place, promotion, people, and process, it creates a marketing mix.

While contemporary branding dates back to the 19th century marketing strategies has been used to differentiate the products of one producer from those of another for centuries (1992). Then, branding began to take on a unique significance for consumers and is today often regarded as one of a company's most important assets in many nations. When a product is first launched to the market, branding is crucial and the main element. Brand name is offered in a variety of ways to make it interesting and significant. For instance, a company name based on a person (such as McDonald's or Estee Lauer cosmetics), a place (such as British Airways or Chrysler's New Yorker), an animal or bird (such as the Dove or Mustang cars). Additionally, there are numerous elements that are either overtly or implicitly linked to a brand, such as logos, images, and symbols.

These various choices are provided to improve the perceived value of products, its inferred qualities, and ultimately, consumer awareness and brand loyalty. Although there is a growing empirical evidence demonstrating the connection between marketing mix strategies and developed market company brand performance, little attention paid to this relationship in developing economies like Ethiopia, where there is a dearth of data, making it difficult to evaluate the connection between the marketing mix strategy and company brand performance, particularly in the bottled drinking water sector. Managers of marketing create and put into action strategies with the goal of raising business performance. Managers and academics alike seek to determine which tactics, in which situations, may enhance the effectiveness of a company's brand (Huzingh and Zengerink, 2001). Ethiopian Bottled water industry would therefore be of theoretical and managerial interest. Consequently, this study aims to investigate, using selected bottled water companies that are actively participate in the industry the marketing mix strategies effects on their brand performance.

1.2 Statement of the problem

The effect of marketing mix strategies on an organization's success has been researched so many times but it is important to add on existing research because it is critical for the success of any business. Businesses save expenses if they are to facilitate effective commercial activity in the trade sector. The marketing mix's various elements must be coordinated and used effectively for it to be successful (Singh, 2012). The primary goal of every business organization is maximize profits, and in order to do this, it is in the brand's best advantage to design and put into action strategies that will boost business profitability while simultaneously cultivating positive consumer opinion of the brand.

An important and crucial part of the global market is marketing tactics used by the business. Nation to nation, brand to brand, and company to company firms can all have different marketing strategies. The focus of marketing has recently undergone a substantial shift from being a one-time exchange between a seller and a buyer to building long-term relationships with customers through loyalty programs and data-driven marketing. Creating value for customers and cultivating strong customer relationships are typically seen as the processes that businesses use to obtain value from customers (Cavusgil and Zou, 2014).

There have been many studies conducted, and they all demonstrate that a brand has a substantial effect on business performance. Additionally, numerous studies on the effect of marketing techniques on businesses' financial success have been done. Therefore, the effect of marketing strategies on an organization's success is rarely investigated, especially in specific business contexts (Akwaya C. 2005).

Numerous studies have been carried out other industries to ascertain the impact of the marketing mix on Ethiopian market performance and sales, but none have focused on the bottled water industry. Hence, utilizing Ethiopian bottled water firms as its main point, the study aims to fill in any gaps by concentrating on the marketing mix's effects on brand performance.

A business creates its marketing mix using factors it can influence: the product, price, site, and promotion. To determine the optimum marketing mix and take action, organizations Analyzes, develops, implements, and controls marketing strategy. Organizations should develop a proper marketing plan to satisfy their customers' needs by taking the competitive advantage into account.

1.3 Research gap

The study is conducted to provide evidence that various marketing mix strategies significantly affect how well brands perform for businesses.

It should be mandatory for the numerous bottled water producers to comprehend the elements influencing the success of their brands. When businesses grow and the level of competition rises, there are numerous bottled water businesses in Ethiopia. Yet earlier studies on the effect of the marketing mix techniques on the effectiveness of brands, particularly for daily, aqua Addis, and top water firms, have not been conducted.

So this paper seeks to address effect of marketing mix strategies specifically the 4 marketing mix strategies on a specific bottled water brands. To reach conclusions and offer recommendations according to the information learned, the investigator is driven to conduct study on a certain subject in a specific industry. This is due to the fact that there is currently intense rivalry in Ethiopia's bottled water sector, and only few studies that focused on the impact of various marketing aspects, strategies, and actions on branding, brand performance, and other marketing activities have been done. Consequently, the goal of this study is to close the above gaps by looking at how marketing mix strategy has affected daily, aqua addis and top water brand performance.

1.4 Research questions

1. How do the products strategy affects brand performance of daily, aquaaddis and top bottled water companies?
2. What impact does pricing strategy have on daily, aquaaddis and top bottled water companies brand performance?
3. How have promotion tactics generally affected the success of brand performance of daily, aquaaddis and top bottled water companies?
4. What is the place strategy's impact on the brand performance of daily, aquaaddis and top bottled water companies?

1.5 Objectives of the study

1.5.1 General objective of the study

Investigating the effect of marketing mix strategies on daily, aquaaddis and top bottled water companies brand performance is the study's main goal.

1.5.2 Specific objectives

The study's specific goals are as follows

1. To determine the effect of product strategies on brand performance of daily, aquaaddis and top bottled water companies.
2. To investigate how pricing strategy affects brand performance of daily, aquaaddis and top bottled water companies.
3. To investigate the effect of promotion strategy on brand performance of daily, aquaaddis and top bottled water companies.
4. To research how place strategy affects the brand performance daily, aquaaddis and top bottled water companies.

1.6 Significance of the study

Market mix strategy and its impact on market performance have been the subject of several studies. When developing and using marketing principles, managers should consider the various empirical findings that have been found regarding the beneficial relationship between marketing mix strategy and brand performance across countries as well as across industries. Additionally, those study findings would be of utmost significance to managers' understanding of market strategy and its impact on the overall performance of the bank brand, which includes sales, brand awareness, and brand reputation.

About the relationship between marketing strategies and organizational performance in Ethiopia, nothing is known. The sparse empirical research on the connection between marketing strategy and performance focuses mainly on the marketing strategies employed in other corporate settings and industries. For instance, Lidia Samuel's (2015) research revealed that the elements of the marketing strategy had an effect on the Bank's financial performance.

Multiple bottled water brands are concurrently introduced to the market. The market will become more competitive as new brands are released, requiring consumers to select between various brands. In such a situation, it is essential for providers to understand the fundamental marketing

mix strategy that drives customer loyalty to their own brand to gain market dominance and outperform the competitors. Understanding this marketing mix strategy factors that influence brand performance is crucial for ensuring that a company's branding and marketing initiatives are in line with the needs of customers. Thus, by identifying factors that affect brand success, this study can help bottled water companies to understand what to improve in their marketing mix strategy. The study also offer details that other academics can utilize to analyze and explore the subject in greater detail from a wider angle.

1.7 Scope of the study

It is not simple to do research across all manufacturing industries this study will be confined to the effects of marketing mix strategies on specific bottled water company's brand performance. The researcher chose this selected companies because of access to marketing mix strategy documents and other information and the company's active participation in the industry. As a result, the scope of this study will be limited to looking at how the marketing mix strategy affects the brand performance of daily aquaaddis and top bottled water companies in Ethiopia.

The study's objective was to ascertain the impact of marketing mix strategy on top, daily and aqua addis' bottled water companies in Ethiopia brand performance. The research is carried out from the perspective of the company, manipulating the various tactics used by the management and distributors to affect the brand performance of the business. Because these respondents have the greatest influence on the development and application of the marketing strategy, these particular groups have been chosen.

The scope of the study is delimited to analyzing the effect of marketing mix elements on brand performance specifically in, daily aqua addis and top bottled water companies in Ethiopia.

Conceptual scope: The study's dependent variable is brand performance and the independent variables are product, price, promotion and place.

Geographical Scope: will be limited to Addis Ababa since most of influential employees and key distributors are based there.

Methodological scope: The researcher will adopt a quantitative research approach, explanatory and descriptive research design.

1.8 Limitation of the study

The primary goal of the study is to determine the effects of various marketing mix strategies daily aqua addis and top bottled water companies brand performance. The above mentioned companies employees, agents and distributors that are directly and indirectly participate in marketing activities in Addis Ababa, will be the subject of the study. As a result, the study's findings do not address the problems outside Addis Ababa. Lack of earlier research on daily, aqua addis and top bottled water companies may also be a limitation. I have read and examined research's that have been done on the similar industries in Ethiopia and other countries in order to get around this limitation.

1.9 Organization of the study

This thesis' five chapters will serve as its overall structure as shown below

The first chapter introduces back ground of the study, research problems, Research gaps questions and objectives, significance, scope and study's limitations and the terms' definitions.

The second chapter presents the theoretical, empirical and conceptual theories relevant to the problem area.

The third chapter discusses the research development approaches that will be employed. The methodology provides examples of the research approach, study design, data source, data collection technique, data collection tool, data analysis technique, validity and reliability, and research ethics.

The presentation of data, analysis, interpretation, and discussion of the study's findings are all covered in the fourth chapter.

The final chapter discusses the summary of the overall thesis and offers a brief conclusion and recommendation of the results. The thesis's references and appendix are presented there.

CHAPTER TWO

2 LITERATURE REVIEW

It is anticipated that the reader would demonstrate a critical awareness of important problems, become more knowledgeable, and the fundamental concerns surrounding marketing strategy in the bottled water industry are examined in this literature study, along with what marketing mix strategy entails, how performance of brand is assessed, and the connection between marketing mix strategy and brand performance of organizations. The literature evaluated in this section is primarily concerned with the goals listed in Chapter One. Studying the aforementioned literary genres is valuable since it allows for a thoughtful discussion and analysis of the subject. There is a convincing rationale for the research in this subject towards the end of this section.

2.1 Theoretical Review

2.1.1 The concept of Strategy

Strategies are defined differently by various academics. A strategy is a plan that integrates an organization's primary goals, principles, options, and course of action, according to Tony Proctor. It is applicable to all organizational levels and all managerial functional areas. These include production, financial, marketing, human resource, and corporate strategies, to name a few. Price, product, promotion, distribution, marketing research, sales, advertising, merchandising, and other strategies are just a few examples if we concentrate on marketing specifically. The process of analyzing the environment and developing a fit between the organization, its resources, and its objectives and the environment is known as strategy. As stated by Proctor (2000), strategy is more concerned with effectiveness than efficiency.

According to Nickols (2011), a company's strategy is the pattern of decisions that defines and communicates its objectives, purposes, or goals, develops the major policies, and plans for achieving those goals, and specifies the range of businesses the company is to pursue, the type of economic organization it is or intends to be, and the nature of the economic and noneconomic contribution it intends to make to its shareholders, employees, customers, and communities. For any business operation to be successful, a solid strategy is required; sometimes that strategy is implicit, sometimes it is explicit, but it is always better to make it explicit (White, 2004).

2.1.2 Levels of strategy

Every business must create a plan. According to Rex C. Mitchell (2007), there are three levels of strategy.

Planning at the corporate level: At this stage of the strategy, organizations focused on the general scope and direction of the company. The corporate overall strategy components are part of the grand strategy. In essence, it addresses the business segments we are in and how they relate to one another, as well as any adjustments that need to be made to our growth objective and strategy for achieving it.

Determine how the company will compete in each line of business (LOB) or strategic business unit (SBU) using the competitive strategy, also known as the business level strategy.

Functional Strategy: These more granular, shorter-term strategies are concerned with how each functional area and unit will conduct its operational operations in order to be efficient and increase resource production.

2.1.3 Marketing strategy overview

The terms "goal" and "strategy" are used interchangeably when discussing marketing strategy. The organization's whole marketing effort is focused on achieving its marketing objectives, which are its goals. Therefore, marketing strategy refers to the methods used to attain marketing objectives.

Marketing strategy, in the context of management, refers to the marketing reasoning used by the business unit to pursue its marketing goals. It demonstrates how the positioning and target market strategies capitalize on the unique advantages of the company. The market categories that the company will focus on should be described in detail. The needs, wants, marketing reactions, and profitability of these divisions vary. From a competitive standpoint, the company should concentrate its efforts in those market segments. It should create a marketing plan for each area that is being targeted (Varadarajan, 2010).

The selection of target market segments, positioning, marketing mix, and resource allocation are all influenced by marketing strategy.

2.1.4 Market segmenting, targeting and positioning

Targeting, positioning, and segmenting Due to the variations in consumer attributes and desires, it is hard for businesses to service every customer in the market. Due to this, marketing segmentation, target markets (targeting), and market positioning should be the core principles of contemporary strategic marketing (positioning). Market segmentation is the process of discovering and creating groups of buyers or consumers, each of whom has unique features and needs that call for a unique marketing strategy (Kotler, 2005).

Market segmentation, according to Alan Robert, is the strategy of splitting markets in order to dominate them, a continual policy of seeking for distinctions, whether geographical or otherwise, in the whole market and the continuous exploitation of these disparities. Customers with comparable banking demands are separated from those with dissimilar needs by market segmentation. Additionally, segmentation offers a strong foundation on which a bank's marketing plan can be developed. Additionally, market segmentation aids in the development of unique marketing packages for each category depending on the requirements of various client segments (Muraleedhraham, 2010).

Once the business has determined the prospects in each market category, targeting will be the next stage. In order to determine which sector best fits the target market, the organization then assesses numerous segments. The organization must consider two aspects when assessing various market segments: the market's overall attractiveness and the company's goals and resources (Kotler, 2005). Positioning is the process of creating a specific impression in the minds of consumers by developing products and the marketing mix. This action will assist customers in differentiating between rival goods so they may select the best one.

The goal of positioning is to set the organizations apart from its rivals along a genuine dimension in order to be the go-to organization for a certain market segment or prospect. Through management, IT, service quality, and uniqueness, an organization may clearly present its products and services to clients, which can result in a distinctive position in the market and a strong competitive position (Zineldin, 2002). High rates of market can be earned by an organization if it can position itself favorably in relation to rivals within a specific market. Organizations must be increasingly responsive to market conditions in terms of their positions,

performances, internal and external infrastructure, and usage of information technology in order to remain profitable.

2.1.5 Marketing mix

The marketing mix is one of the most well-known marketing ideas. A marketing plan's marketing mix is its operational or tactical component. The marketing mix also goes by the names of the 4Ps and the 7Ps. The four Ps are price, place, product, and promotion. The marketing mix for services, also referred to as the "7 Ps," includes Process, People, and Physical Evidence.

To elicit the desired response from the target market, a business will incorporate its product, price, place, and promotion into the marketing mix Abraham and kotler (2010).

It will be more beneficial to combine some of these factors or use them all than relying solely on one (Kotler, 2012). A marketing strategy's focal point is often thought to be the marketing mix. The mix's components must work together and be appropriate for the intended audience.

2.1.5.1 4Ps of Marketing mix elements

According to Brodrechtova (2008), a company's marketing strategy is a road map for how it distributes its resources, engages with its surroundings, and achieves a corporate goal in order to generate economic value and preserve a competitive advantage. Marketing strategies have a big impact on an enterprise's efficiency and cost structure.

The marketing literature has provided a significant amount of support for the marketing mix, either as a whole or for each of its components separately. In the marketing literature, the key aspects of the marketing mix have been referred to as the marketing strategy. Numerous research that have been carried out in various marketplaces support this (Akroush, 2003).

Product

The product that is offered to satisfy consumer needs is the first element of the marketing mix. The product is at the center of every marketing mix plan. Kotler defines a product as "something that may be sold to a market to satisfy a want or need." Products might be actual things, services, occasions, individuals, or ideas. Goods could be tangible or intangible (Akroush, 2003).

Any tangible good or service that a customer is willing to pay for is considered to be a product. Clothing, furniture, groceries, and services are among the tangible goods that make up half of consumer purchases (Singh, 2012).

For companies who sell bottled water, there are three different categories of products: core, actual, and enhanced. The company's key products are what give it its distinctive identity. The actual physical thing is not the fundamental offering. This is so because the feature that endows the product with value for clients is its core product. In particular, the product needs to be produced precisely with the needs of customers in a well-defined, homogeneous market niche in mind.

Since core goods are utilized as the foundational instruments of bottled water and cater to all or most consumer segments, their marketing material cannot be ranked as highly. But every company needs these essential things to succeed. Additionally, these goods serve as a foundation for the creation of more complex and marketing-focused products (ibid).

Actual products are built around a core product and are physical in nature. All of the benefits that are claimed for the core product are present in the actual product, which complies with quality standards. Actual products can be distinguished by their distinctive branding and packaging in addition to tangible qualities like color and form and intangible qualities like price, reputation, and features.

Formal product that has had more value added to it is called an augmented product. The main selling feature of an updated product is strong marketing content (Muraleedhahan, 2010). An offer that is added to the actual product, such as extra features and services, is known as an augmented product. The enhanced products that Waters Bottling Company provides to the market could include warranties, professionalism, and first-rate customer service.

Every product on the market has a life cycle (PLC), according to (Uznien, 2011), which includes selling goods or services and making money throughout the product's existence. As a result, according to (Uznien, 2011), the product life cycle can be divided into five categories.

1. Product development requires a sizable investment and starts when a company has an original idea for a product and starts putting it into practice. During this time, there are no sales for the product and no revenue is generated.
2. Placing on the market :A product's sales revenue gradually starts to rise after it is placed on the market, but it is still not profitable due to the high costs associated with product marketing.

3. Growth: During this time the product is motivating the market and the profits are beginning to climb.
4. Maturity: The growth of maturity sales revenue declines during this period because the majority of potential customers switch to competing products or because rising marketing expenses are incurred to protect the product from competitors.
5. Decline: the point at which sales and profit margins start to decline.

Validity and Criticism of Product life cycle

The product life cycle idea, which has been widely used in marketing for a while, has been developed as an explicit, verifiable model of sales behavior and evaluated against actual data in 140 categories of nondurable goods, according to Polli (2009). Although the model's overall performance raises some concerns about its applicability in general, it is a useful model of sales behavior in certain market circumstances particularly when many product forms are vying for essentially the same market segment within a generic class of items.

Measurement related problems are product life cycle limitations. Specification issues are directly tied to difficulty in assessing the product life cycle. As a result, issues with reliability and validity are common. Using Hunt's standards for assessing classification schemata, criticisms and limits are arranged. Regarding the sales history curve's shape, there is no consensus. Wasson (1974) proposed that the traditional S-shaped product life cycle included at least nine different iterations.

In practice, relatively few items adhere to such a rigid cycle. Each stage's duration varies greatly. The choices made by marketers can alter the stage, such as moving from maturity to decline by lowering prices. Every product doesn't go through every stage. In certain cases, the deterioration comes first. It is difficult to determine what stage a product is in. Keep in mind that PLC is just another tool. Employ it to support your instinct.

Types of product strategies

Product strategy denotes the necessary road map for creating a product or service. How the product will benefit the company is explained in the product strategy. It describes the issue that the product will address and the effects it will have on both customers and the business. If this strategy is understood, it might result in a product definition that spells out what you'll create and

when. Thus, using the product strategy as a starting point, you may gauge your success before, during, and after production.

Market leader product strategy: There is often one company that is the leader in the majority of sectors. It typically holds the highest market share and dictates the nature, pace, and bases of competition based on its pricing, advertising intensity, distribution coverage, technological advancement, and rate of new product launches. Most of the time, other companies in the industry use its dominance as the gold standard. **A leadership challenging product strategy:** is one in which the company permits the market leader to bear the costs and hazards of producing a new product before quickly entering the market with a duplicate or upgraded version of the product following the launch.

Product Following Strategy: To protect the status quo, they might take a less assertive posture. **Me-Too Product Strategy** is when a firm launches a product that is identical to the competitors and without any unique selling proposition. Typically, these companies work to reduce their risks.

Price

The marketing strategy for services heavily relies on pricing choices. The price of a service should support a number of organizational and marketing objectives and be appropriate for the service provider's marketing plan. The price is one of the most important aspects of the services marketing mix. Setting service prices involves a complex set of considerations and is a very challenging problem (Akroush, 2003).

The value amount that a customer and a provider of a good or service agree upon in order to exchange goods or services is known as the price. Price is distinct from all other variables because it is a controllable variable that produces income for all other variables (Ayanda and Tunbosum, 2012).

According to (Singh, 2016), there are many important variables that go into setting prices, including the product's cost, the marketing plan, costs associated with distribution and advertising, and price changes in the market's structure. The relationship between price and sales is always inverse because price is based on the volume of output that is promoted. The Collins,

H. G. The author is H. G. (2006) argues that while setting product prices can be difficult, the following models can be used.

Cost plus pricing model: are accompanied with a typical profit margin that accounts for the product's future manufacturing expenses.

Value basis pricing model: is determined by the buyer's estimation of value rather than the item's price. Here, the buyer's perspective is influenced by all facets of the goods, including the cost of elements like image quality and status.

Competition pricing model: Depending on how much other businesses charge for comparable goods. By comparing their prices to those of their competitors in this situation, the company can quickly monitor the prices of their rivals and how they respond to market developments.

Input size: pricing model: Prior to entering a market, a shared product price is decided. In order to continue dominating the market, the majority of companies must either cut costs or refrain from raising prices.

Place/distribution

Distribution is a crucial aspect of marketing and refers to the procedure and means by which goods or services are provided to customers (Martin, 2014).

A place is any location where a customer can make a purchase or obtain a service, according to Jones (2007). This is the method a business employs to distribute its goods and services across a variety of networks and distribution channels in an effort to either directly or indirectly reach the final consumer. Agents, wholesalers, distributors, and retailers are some of the different categories of intermediaries. These factors aid in ensuring that a business has given its customers excellent customer care, which affects the degree of customer satisfaction (Palmer, 2011).

When a product is made available to consumers for use or consumption, a number of interdependent organizations are involved, according to Kotler and Armstrong (2006). The marketing distribution function, according to Uzniec (2011), consists of two parts: Distribution is viewed as a marketing channel whose objective is to increase the service's usability and accessibility for everyone. Depending on the service type, local conditions, technical viability, transportation, and other factors can affect physical distribution.

Promotion

According to Solomon (2009) "promotion" refers to all of the activities that marketers engage in to inform consumers about their products and persuade potential customers to buy them.

The target market should be informed in a straightforward manner about the advantages of a product or service. Consequently, when businesses choose their media strategy, they must take into account who their target clients are and what their typical behavior is (Kotler & Armstrong, 1996).

When target audience has been identified, an effective message should be developed, according to Kotler and Armstrong (1996). This message should begin by grabbing the audience's attention, then pique their interest and inspire a desire for the product before prompting a purchase.

The aim of promotion is to educate, remind, and convince people to accept, suggest, or use a good, service, or idea. Promotion is a tool for communicating to stimulate demand. Every marketing and advertising campaign has two goals. They must first educate the potential client before trying to convince them. It could take many other forms, such as press advertisements, sales campaigns, word-of-mouth marketing, and so forth. In addition to educating, the primary goal of a marketing campaign is to persuade the consumer to choose the product over competing, similarly priced items.

2.1.6 Brand overview

Since many years, the idea of branding has been of utmost importance; it is the basis for differentiating products and services from one another. Customers' basic grasp of a brand allows them to relate it to simple information processing regarding product purchases and their confidence in the brand, which helps them develop that trust over time. Dolak, (2003). This highlights the organization's growing demand for strong brands that are developed through good brand management as a result of successful marketing initiatives to generate brand equity.

The idea of branding as we know it today originated in the consumer packaged goods industry, and it now goes far beyond simply devising a method to distinguish a good or service. Today, branding is used to promote emotional connections between customers and brands Kotler and Abraham (2004). A brand name, mark, or symbol is surrounded by an aura of intangible traits, a sense of involvement, and a sense of superior quality.

In essence, brands give consumers the impression that their product or service is special and that there are no other identical goods or services available. Therefore, a brand is considered to be a powerful entity if it consistently offers a good or service that customers and potential customers can rely on and trust, which will result in a brand promise. Park, Chang, and Srinivasan (2005).

A brand is the representation of all information associated with a good or service from a broader perspective. A brand usually has a name, a logo, and other visual components like pictures or symbols. It also addresses the collection of expectations people typically have for a good or service Wikipedia, the free encyclopedia, 10-16-05.

One of the goals of a brand is to give goods and services a distinct identity so they can be distinguished from other goods and services in the same category. In this way, the customer can determine something about the product simply by looking at the name or logo. Both the customer and the manufacturer may benefit from the brand's reputation, according to Aaker (1991). Hankingson and Cowking (1996) draw attention to the idea that the brand should aid in making the product stand out. A product or service that can be distinguished from those of its competitors is what they mean by a brand.

Brands cannot be viewed solely as identifiers, claims Schmitt (1999). He asserts that a company must offer experiences in order to be successful; a catchy name and a positive reputation are

insufficient. Schmitt provides two approaches to branding. The first is to think of the brand as an identifier, with names, logos, and slogans giving customers knowledge and a specific perception. The brand can also be seen as providing experiences, where names, logos, slogans, events, and other consumer contacts enable consumers to form sensory, affective, and creative relationships with the brand and to live particular lifestyles associated with it. A brand is more than just a way to be recognized, according to Keller and Armstrong (2004). It indicates both consumer sensitivity and feelings toward the product.

2.1.7 Brand performance

Performance is frequently used in marketing literature as a dependent variable. The performance of a brand reveals the extent of its commercial success and aims to assess the tactical success of that brand. Two categories into which some academics categorized brand performance were brand profitability performance and brand market performance. A brand's market share should increase or at the very least remain constant when it has a perceived advantage over rivals. Additionally, they argue that distribution coverage has a big effect on market share or formation of sales-related metrics.

2.1.8 Brand awareness

According to Aaker (1996), brand awareness refers to a consumer's ability to recognize and recall a brand in various contexts. Brand recall and brand recognition together comprise brand awareness, as this definition makes clear (Keller, 1993) claims. While brand recall refers to a situation in which customers see a product category and can precisely recall a brand name, brand recognition is the capacity of consumers to recognize a brand when there is a brand cue. Customers can therefore recognize a brand if they have seen it or heard about it.

2.1.9 Brand reputation

Brand recognition creates demand and enduring allure; the impression of superior quality and added value justifies a high price. A trustworthy brand benefits from strong customer loyalty and the stability of future sales, making it a valuable asset (Kapferer J, 1997; Aperia T, 2004). Increasing their reputation must be well-known brands' primary goal. The general opinion of a product or service is referred to as its brand reputation. In order to measure how highly and highly valued the brand is, Young and Rubican define brand reputation as esteem. In order to improve their image, brands with a bad reputation should focus on doing so (Baldinger and Rubinson, 1996). According to Baldinger and Rubinson, it is important to consider the combined

attitudes and behaviors of consumers when examining a well-known brand. They also advise keeping an eye on the decision-making process to ensure that it is in line with the brand's current customer profile. A powerful, competitive brand with a good reputation is the key to growing market share.

Branding can be used as a positioning strategy, and it can direct an organization's attention toward promotion, claims Melin (1999). A powerful brand can serve as a barrier to both the entry of new competitors and the exit of customers (Fraquhar, 1990, Hague & Jackson, 1994).

2.2 Empirical review

Researchers have carried out similar studies in various regions of the world; in Ethiopia, several studies have been carried out on the impacts of marketing mix components on various facets of marketing. It is vital to offer a brief review of research that have been conducted in this field in order to formulate the problem scientifically and highlight the significance activities of this investigation.

(Yared Zebene, 2021) conducted a research on the effect of marketing mix elements on consumer buying decision in the case of moha soft drinks. He tries to conclude that all independent variables play an important role in influencing consumers buying decision. Product, price and promotion have strong and positive correlation with consumer buying decision.

(Kidist Getachew, 2015) tries to work on the effect of the marketing mix elements (product, price, place/distribution and promotion) on brand loyalty. She found out that product, distribution and promotion have has a direct and significant effect on Brand loyalty but price has indirect and significant effect on brand loyalty.

(Senait Hailu, 2020) conduct a research on the effect of marketing mix tools on customer satisfaction case study for Zenith Gebs-Eshet Ethiopia Ltd.

(Thomas Getahun, 2020) Tries to examine the effect of marketing mix strategy on firm performance in the case of five star and four star hotels in addis ababa city.

(Yodahe Amanuel, 2021) analyzes the effect of tourism marketing mix elements on stopover tourism marketing inthe case of Ethiopian airlines transit travelers. A total sample of respondents for this study are 384 transit travelers who are passengers of Ethiopian Airlines and only those who are using Addis Ababa bole international airport as a transit hub.

(Fekadu tufa, 2018) analysis the effect of marketing strategy on small and medium enterprises performance in Ethiopia in the case of addis ababa city. The study was conducted based on the data gathered from a sample of 365 that was drawn from Addis Ababa Micro and Small Enterprise Development Bureau's list of the registered SMEs operated in three sub-cities that engaged on manufacturing, trade, service, urban agriculture, and construction sectors.

(Elelta Girmachew, 2019) examine The Effect of Marketing Strategy on Organizational Profitability in the case of Ontex Ethiopia. The result of attributes of product, price place and promotion did positively and significantly affect the organizational profitability of Ontex Ethiopia.

According to Kotler and Armstrong (2006), a product is any object that can be presented to a market for consideration, acquisition, use, or consumption and may satisfy a need or desire. They continue by stating that anything bought by the final customer for their own use is a consumer good. Consumers frequently compare several brands based on aspects like price, value, and design before making a purchase after carefully considering their options. It was also viewed from a different angle by (Mohammad, Wang, and Sunayya 2012) in terms of the product's physical attributes, packaging, and labeling. Information that may also have an impact on whether customers see a product in-store, inspect it, and make a buy. According to (Kazem and Heijden, 2006; Kemppainen, Vepsäläinen, and Tinnilä, 2008; Ogunmokun and Esther, 2004; Owomoyela, Oyeniyi, and Ola, 2013), product effects have a major impact on corporate performance

It is to the company's greatest advantage to consistently carry out planned operations that satisfy and even exceed customer preferences and value, which is sometimes referred to as customer performance (Cavusgil and Zou, 2009). The company achieves this client performance regardless of the marketing strategy employed, which may be either uniformity or adaptation. However, other academics contend that a company's strategy of product adaption in a global market greatly contributes to performance in terms of sales growth (Leonidou, Hult, and Tomas, 2002).

(Cavusgil and Zou's 2009) empirical investigation confirmed that product adaptation is related to company financial success, including profitability and return on investment, in addition to sales growth. Additionally, (Cavusgil and Zou 2009) emphasize that the success of the company as a

whole is favorably impacted by product adaptation as a worldwide market strategy. The internal and external business environment should be included in the market strategy in order for a company to securely adapt to various worldwide markets and enjoy higher performance (Bainey, 2008).

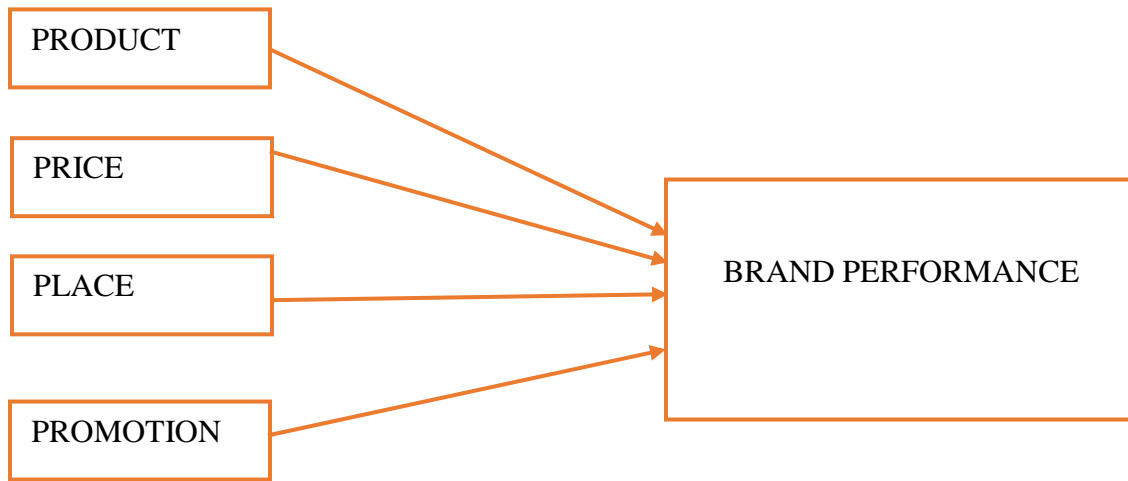
In order for a company to succeed among competitors, the notion of brand is essential and creates synergy between organizational resources (human, fixed, tangible, and intangible resources) and the strategic objectives of the firm. In this aspect, preserving and managing the brand's reputation after success through branding becomes crucial to holding the top spot in the market.

Starbucks in Taiwan: An Empirical Investigation Tu et al. 2012), a company's branding directly affects how satisfied customers are.

2.3 Conceptual Framework

A conceptual frame work is a conceptual or visual presentation that offers explanation utilizing graphics or narratives, according to (Moskal and Leydens2000). The primary goal of the study is to determine the effect of marketing strategies on daily aqua addis and top bottled water companies brand performance.

The 4Ps of marketing (product, price, promotion and place, will be used as the independent variable, and brand performance will be the dependent variable, in order to determine the effect of marketing strategy on daily aqua addis and top bottled water brand performance. The conceptual framework for this study is created based on the literature review and the topics mentioned above that are connected



Source: - Conceptual Frame work adapted from (M. S. Ishar Ali and Mubarak Kaldeen2017)

Figure 1 Conceptual Framework dependent and independent variables

CHAPTER THREE

3 RESEARCH METHODOLOGY

Introduction

The study's goal is to examine the relationship between marketing mix strategies and brand performance for daily, aqua addis, and the top bottled water companies. This chapter covers the research methodology used to carry out this study as a result. Following a discussion of the study approach and design, the type, instrument, and sampling design were discussed. Data processing, analysis, and ethical consideration techniques are presented and discussed in the final session.

3.1 Study area

The study's primary focus is the addis ababa-based department in charge of all marketing-related activities. Therefore, the study mainly conducted in consultation with staff involved in marketing department and other employee's, agents and distributors that are directly and indirectly participate in marketing activities that are found in Addis Ababa. Survey design with structured self-administered questionnaires and document reviews are also used.

3.2 Research design and Approach

Explanatory and descriptive research methods as well as a mixed research design which includes both qualitative and quantitative research are used by the researcher to meet the study's goal. The study describe, compare, contrast and interpret the existing fact about brand performance in relation to various marketing mix strategy variables which helps to understand the issue and lead to causal analysis. Further the research utilizes a questionnaire survey as a research method.

3.3 Population of the study

To conduct the study the researcher uses 154 employees, agents and distributors of daily aqua addis and top bottled water companies that are found in Addis Ababa that are directly and indirectly involved in marketing activities of the companies.

3.4 Sampling method

The study is limited to employees that are directly and indirectly involved with the company's marketing practice. Such professionals include marketing directors, marketing managers, distributors, agents and other marketing staffs. Simple random sampling was used in the sample selection process to quickly select respondents.

Sample size

A total sample of 250 professionals working with daily aqua addis and top bottled water companies related to marketing and marketing-related operations selected as part of the study. By using Yemanes (1967) sample size determination formula, 154 professionals were selected from the total sample.

$$n = \frac{N}{1 + N(e)^2}$$

Whereas:-

n= no of sample size

N=total population

e=error margin/margin of error confidence level of 95% (which will give us margin error of 0.05)

Assumptions: - A95% confidence level, e= ±0.05

$$n = \frac{250}{1+250(0.05)^2} = 154$$

By taking

A sample size of 154 will be used for this study by taking into account all of these variables.

3.5 Types Of data

Both primary and secondary data were collected, organized, presented, and examined in order to conduct the research. Respondents will fill out questionnaires to gather primary data, and publications from the above mentioned companies and organizations in the same sector used to gather secondary data.

3.6 Method of data collection

Questions involving marketing directors, marketing managers, agent's sales and marketing employees, distributors and other marketing staffs and other top management staffs disseminated to respondents in order to gather primary data. Under the sample study, secondary data gathered from daily aqua addis and top bottled water company's documents such as annual reports, published books, magazines, etc.

3.7 Method of data analysis and interpretation

After carefully coding and consistency-checking the information obtained from the survey questionnaire, it will be entered into the SPSS version 23 spreadsheet. The primary data were analyzed using a statistical method that combined descriptive and inferential analysis. By calculating the means, standard deviations, and frequencies for the descriptive analysis the results of this analysis shows the general characteristics of the chosen respondents in Addis Ababa. In inferential statistics, the significance of the independent variable's contribution to the dependent variable (Brand performance) is tested using correlation and regression analysis.

3.8 Validity and reliability test

3.8.1 Validity

(Saunders et al. 2003) defined validity as the extent to which data collection techniques precisely measure the variables they were designed to measure. The measurement tools for the study will make an effort to meet the requirements of content validity. Based on this definition, the research's adviser, who examined the appropriateness of the study's questions and measurement scales, confirmed the content validity. Interactions with other academics are another way to assess whether the questions are appropriate.

3.8.2 Reliability

In keeping with (Saunders et al., 2010) Reliability is the degree to which a data collection approach will result in consistent findings, identical observations would be made or conclusions would be reached by other researchers, or there is transparency in how sense was formed from source. Assessing the level of measurement consistency, also known as the absence of error, is the goal of reliability. In a questionnaire used in this study, the reliability coefficient has been used to assess the internal consistency between the various measures of a variable. Hair, et al. (2006) assert that this test is the one that is most frequently used to assess the scale's overall consistency. The reliability of the questionnaire-extracted components will be described using Cronbach's alpha, which has a value between 0 and 1. Zikmund et al., (2010) and associates Suggests, according to research Scales are regarded as reliable when their Cronbach's alpha value is greater than 0.7.

The greater the internal consistency of the scale's items is, according to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient is to one. The Cronbach's alpha coefficient can be

interpreted as follows: " $\alpha > 0.9$ - Excellent, $\alpha > 0.8$ - Good, $\alpha > 0.7$ - Acceptable, $\alpha > 0.6$ - Questionable, $\alpha > 0.5$ - Poor and $\alpha < 0.5$ – Unacceptable. The result of the Cronbach's alpha for this study instrument was found to be good range i.e. > 0.8 . Since all four components of the marketing mix product, price, promotion, and place as well as brand performance perform above 0.8 points it is evident that the scale is acceptable for further analysis. The table below shows the Cronbach's alpha coefficients for the four brand awareness dimensions.

Variables	Cronbach's alpha	Number of items
Product	0.829	5
Price	0.892	4
Promotion	0.805	4
Place	0.887	3
Brand Performance	0.920	5
All Variables	0.948	21

Table 1 Reliability Analysis of Variables

3.9 Ethical Consideration

According to (Bell & Bryman 2015) ethical considerations cannot be avoided or disregarded while collecting data for a quantitative study's questionnaire. The four primary ethical principles are recognized as invasion of privacy, deception or fraud, lack of consent, and injury to participants in any way or form.

Throughout the entire study process, the violation of respondents' privacy must be stressed, and personal information must be used honestly and appropriately. According to (Bell & Bryman 2015) the questionnaire contain all necessary data and provide a broad foundation for responders to use when answering the questions. With these changes, the research issue can be fully understood by the respondents, having less of an impact on their responses.

CHAPTER FOUR

4.1 Data Presentation analysis and interpretation

The research findings from the study are presented in this chapter. Statistical methods for processing the data included both descriptive and inferential methods. Data is displayed graphically and in tabular form. A statistical package for social science (SPSS.23) analysis was performed on the research findings and presented using figures and tables, which are thought to be the most suitable format for outlining the specifics of the findings. Data's are presented in accordance with the research goals and pertinent research questions.

4.1.1 Questionnaire response rate

Out of 154 questionnaires created and distributed, 145 (94.15 percent) were returned. After the questionnaires were edited for errors and 5 incomplete ones were removed, 140 (90.09 percent) were left for analysis.

4.1.2 Demographic Profile of Respondents

Demographic information about respondents is included in the first section of the questionnaire. There was not much information requested in this section of the survey about the respondents' personal and demographic circumstances.

Gender of respondents

Table 2 Demographic Profile of Respondents

	Frequency	Percent	Valid percent	Cumulative percent
Valid Female	46	32.9	32.9	32.9
Male	94	67.1	67.1	100.0
Total	140	100.0	100.0	

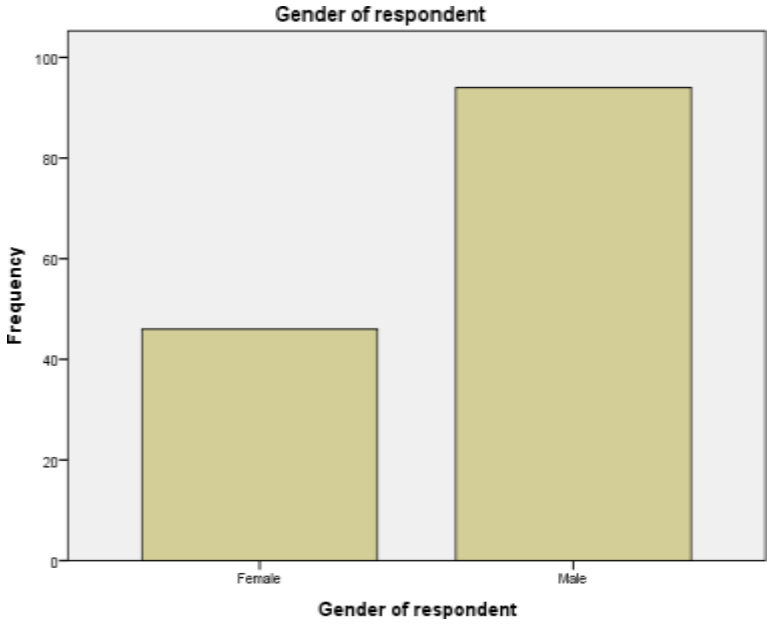


Figure 2 Demographic Profile of Respondents

It is evident from the aforementioned table and graph that 46 female respondents, or 32.9% of the total 140 respondents, made up the remaining 94 male respondents, who account for 67.1% of the total.

Respondent age group

Table 3 Respondent age group

	Frequency	Percent	Valid percent	Cumulative percent
Valid 18-25	32	22.9	22.9	22.9
26-36	48	34.3	34.3	57.1
37-50	41	29.3	29.3	86.4
>50	19	13.6	13.6	100.0
Total	140	100.0	100.0	

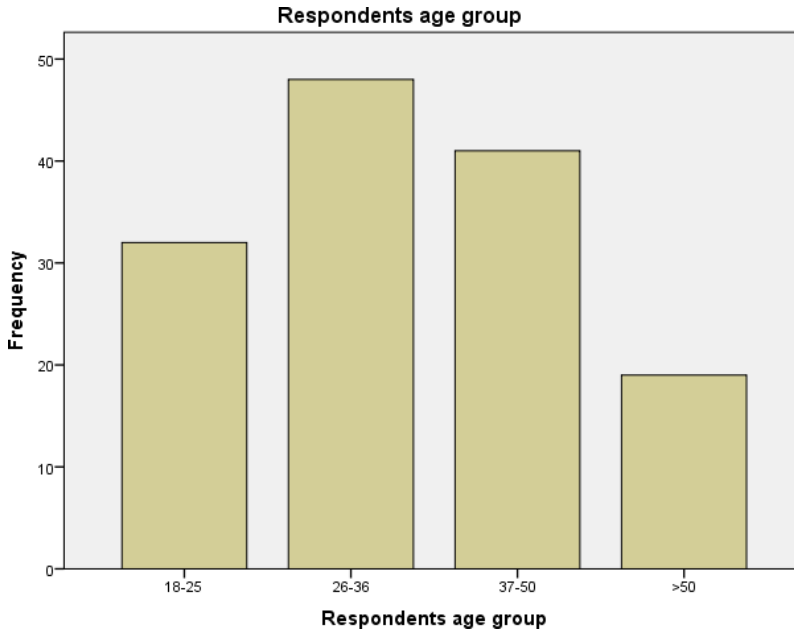


Figure 3 Respondent age group

The majority of the respondents who participated in this research were between the ages of 26 and 36, according to a careful examination of the information above, which made up 34.3% of the total. The next largest age group was those between the ages of 37 and 50, which made up 29.3 percent of the sample. Only 13.6 percent of people were over 50, compared to 22.9% of people in the 18 to 25 age range.

Educational level of respondent

Table 4 Educational level of respondent

	Frequency	Percent	Valid percent	Cumulative percent
Valid diploma	27	19.3	19.3	19.3
1st degree	59	42.1	42.1	61.4
2nd degree	39	27.9	27.9	89.3
other	15	10.7	10.7	100.0
Total	140	100.0	100.0	

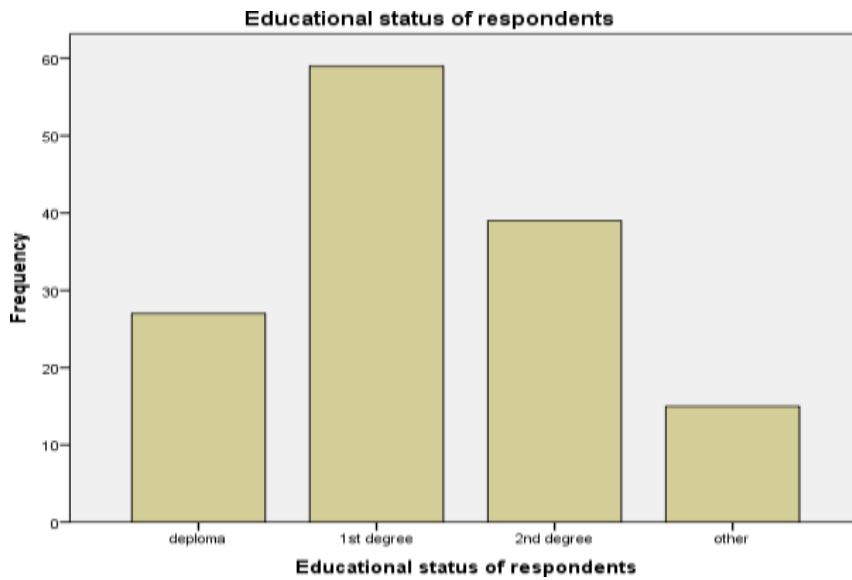


Figure 4 Educational level of respondent

According to the above table, respondents with first degrees held the highest percentage of participants (42.1%) and those with second degrees held the second-highest percentage (27.9%) of respondents. 10.7% of respondents had other educational statuses, while 19.3% of respondents had a diploma.

Work experience of respondents

Table 5 Work experience of respondents

	Frequency	Percent	Valid percent	Cumulative percent
Valid 1-4	62	44.3	44.3	44.3
5-9	58	41.4	41.4	85.7
>10	20	14.3	14.3	100.0
Total	140	100.0	100.0	

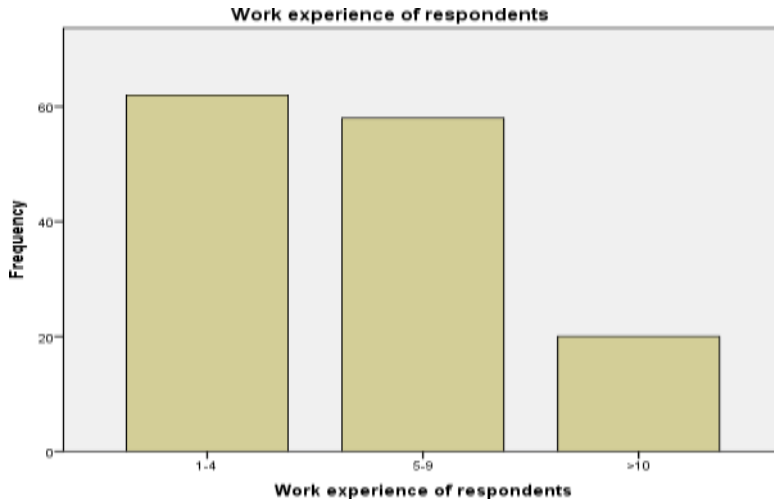


Figure 5 Work experience of respondents

The outcome indicates that (44.3 percent) has been in business for between one and four years, (41.4 percent) for between five and nine years, and (14.3 percent) for more than ten years.

4.2 Descriptive Statistics

16 questions were categorized into four levels of measurement for marketing mix strategies, namely Product, Price, Promotion, and Place, in order to analyze the respondents' overall responses.

The researcher makes use of mean and standard deviation descriptive statistics. The mean shows how strongly on average the sample group agrees or disagrees with the various statements. With respect to the statements, the respondents agree more when the mean is higher, while they disagree more when the mean is lower. In addition, the standard deviation demonstrates the variability of the observed responses. One by one, the results are discussed below.

Product

Five questions about the company's product were posed to the respondents. The results of respondents' product perception, along with the mean and standard deviation for each variable, are shown in the table below.

Variables	N	Mean	Std,devation
Your company provides a wide range of product	140	3.52	1.007
Your company uses most advanced Technology	140	3.65	.864
Your company develops and provide new products based on customers' needs	140	3.51	.948
Customers have no complains on your company Product quality	140	3.69	.960
I believe that our company uses the best product strategy that enhance its brand	140	3.36	1.018
Valid N (listwise)	140		

Table 6 Descriptive Statistics

List of the components that make up the product, as determined by the analysis of the result in table 6., the mean score of the item Customers have no complains on your company Product quality scored the highest with the mean score of 3.69 and while the item I believe that our company uses the best product strategy that enhance its brand scored the lowest with the mean score of 3.36. The overall mean score indicates that respondents have positive perception about product strategies of the companies

Price

The purpose of the study was to gauge how much the respondents agreed with the following statement about pricing strategy.

	N	Mean	Std. Deviation
Your company charges on its products is positively accepted by customers	140	3.38	1.049
Price set by your company encourages competition among other company's	140	3.37	.916
Your company charges deserves the quality of the product it delivers	140	3.32	.976
I believe that our company uses the best Price strategy that enhance its brand performance	140	3.39	.979
Valid N (list wise)	140		

Table 7 Descriptive Statistics 2

The mean value of the respective variables I believe that our company uses the best Price strategy that enhance its brand performance , Your company charges on its products is positively accepted by customers, Price set by your company encourages competition among other company's and Price set by your company encourages competition among other companies is 3.39, 3.38,3.37 and 3.32 respectively and according to the respondents this implies that the price strategies of the companies are moderately good but there is so much work to do to improve the prices of the companies to enhance its brand performance.

Promotion

The study's goal was to ascertain how strongly respondents agreed with the following statement regarding promotion strategy.

	N	Mean	Std. Deviation
Your company uses different advertising media to promote its products	140	3.52	.971
Your company offers various sales promotion, publicity and public relation to enhance its image.	140	3.72	.890
Your company promotes its products adequately and effectively.	140	3.39	1.009
I believe that our company uses the best Promotion strategy that enhance its brand performance	140	3.52	1.049
Valid N (list wise)	140		

Table 8 Descriptive Statistics 3

The impact of Promotion on brand performance is shown in the table above. The mean value of the relevant variables., Your Company offers various sales promotion, publicity and public relation to enhance its image, Your Company uses different advertising media to promote its products and I believe that our company uses the best Promotion strategy y that enhance its brand performance has strong effect with the mean value of 3.72 and 3.52 respectively and this implies that according to the views of majority of the respondents promotional activities and strategies in the companies are moderately outstanding. Other variable like Your Company promotes its products adequately and effectively score mean value of 3.39 which implies the companies' promotion effectiveness is questionable.

Place

A study was done to find out how much the respondents agreed with the following place strategy statement.

	N	Mean	Std. Deviation
Your company distribution channel for its product is reliable, accessible & convenient	140	3.40	1.037
The products your company offers are continuously available.	140	3.37	1.088
I believe that our company uses the best Place strategy that enhances its brand performance.	140	3.33	1.122
Valid N (list wise)	140		

Table 9 Descriptive Statistics 4

The mean value of the respective variables Your company distribution channel for its product is reliable, accessible & convenient , The products your company offers are continuously available and I believe that our company uses the best Place strategy that enhances its brand performance is 3.4, 3.37 and 3.33 respectively and according to the respondents this implies that the place strategies of the companies are moderately good but the companies have to go further in their place strategies to enhance its brand performance.

Brand Performance

	N	Mean	Std. Deviation
Your company creates successful brand awareness as compared to competitors	140	3.33	1.083
Your brand is strong and has a good Presence in the market.	140	3.71	1.000
Your company builds its brand reputation by providing a distinctive product quality	140	3.54	.962
Your company name, logo and motto initiates customers to work with you	140	3.59	.974
Profitability and market share of the Your company is better as compared to competitive brands	140	3.60	.943
Valid N (listwise)	140		

Table 10 Descriptive Statistics 4

The mean value of the respective variables Your brand is strong and has a good Presence in the market, Profitability and market share of your company is better as compared to competitive brands , Your company name, logo and motto initiates customers to work with you , Your company build its brand reputation by providing a distinctive product quality and Your company creates successful brand awareness as compared to competitors is 3.71, 3.6, 3.59 , 3.54 and 3.33 respectively and according to the respondents this implies that the Brand performance of the companies are moderately good but there is so much work to do by the companies to improve their brand performance.

4.3 Inferential Statistics

In this part of the analysis, it is demonstrated how different components of the marketing mix strategy relate to brand performance. In this study, the dependent variable Brand Performance and the independent variables Product, Price, Promotion, and Place were examined in relation to one another using correlation and regression analysis.

4.3.1 Correlation analysis

To confirm the existence and significance of an association, the researcher used bivariate correlation. Pearson's correlation coefficient, which ranges from -1 to +1, indicates the strength and direction of the association between the two variables. The Pearson's correlation coefficient (r) was used by Field (2005) to conduct a correlation analysis to ascertain the strength and direction of relationships between the dimensions of marketing mix elements and Brand performance.

Before moving on to regression analysis, correlation analysis was used to determine the relationship between all variables in order to determine the most important factor affecting the brand performance of the bottled water products Daily, Aqua Addis, and Top. The relationship between independent variables Product, Price, Promotion and Place and dependent variable Brand performance of Daily, Aqua Addis and Top bottled water products is depicted in the table below by the r value.

		Correlations				
		Product	Price	Promotion	Place	brand Performance
Product	Pearson correlation	1				
	Sig.(2-tailed)					
	N	140				
Price	Pearson correlation	.595**	1			
	Sig.(2-tailed)	.000				
	N	140	140			
Promotion	Pearson correlation	.585**	.682**	1		
	Sig.(2-tailed)	.000	.000			
	N	140	140	140		
Place	Pearson correlation	.507**	.594**	.736**	1	
	Sig.(2-tailed)	.000	.000	.000		
	N	140	140	140	140	
brand Performance	Pearson correlation	.544**	.526**	.703**	.775**	1
	Sig.(2-tailed)	.000	.000	.000	.000	
	N	140	140	140	140	140

Table 11 Correlation analysis

Based on the correlation result in table 4.10 revealed that the first variable Product is statically correlated with price. The coefficient measures the relationship between product and price is 0.595 statically and positively significant with p value of 0.000 .In addition, it is statically and positively correlated with promotion and place with a value of 0.585&0.507resepectively with P value 0.000 each. It is moderately and positive correlated with Brand performance with the value of 0.544 and p vale of 0.000.

The 2nd variable Price is statically and positively correlated with promotion and place with a value of 0.682 and 0.594 respectively with P value of 0.000. .In addition, it is statically and positively correlated with Brand performance with value of 0.526 and with P value 0.000. It is

also positively and significantly correlated with Brand performance with the value of 0.526 and p value of 0.000.

The 3rd variable Promotion is statically and positively correlated with place and brand performance with a value of 0.736 and 0.703 respectively with P value of 0.000.

Finally the last variable place is significantly and positively correlated with brand performance with the value of 0.775 and with P value of 0.000.

4.3.2 Regression analysis

The marketing mix strategies (product, price, promotion, and place) were the independent variables in the regression analysis, while brand performance was the dependent variable. Regression is a method for predicting or estimating a dependent variable's value based on the value of one or more independent variables. Like correlations, statistical regression examines the relationship or association between variables. Conversely, Marczyk (2005) notes that the primary objective of regression, unlike correlations, is prediction.

4.3.3 Test for Normality of Data

Normality tests are used in statistics to determine how well a data set fits a normal distribution and to calculate the probability that a random variable underlying the data set is normally distributed. A graphical tool for assessing normality is the normal probability plot of the standardized data against the normal distribution. Gujarati (2002) asserts that for a set of normal data, the outcome should roughly fall within a normal curve line.

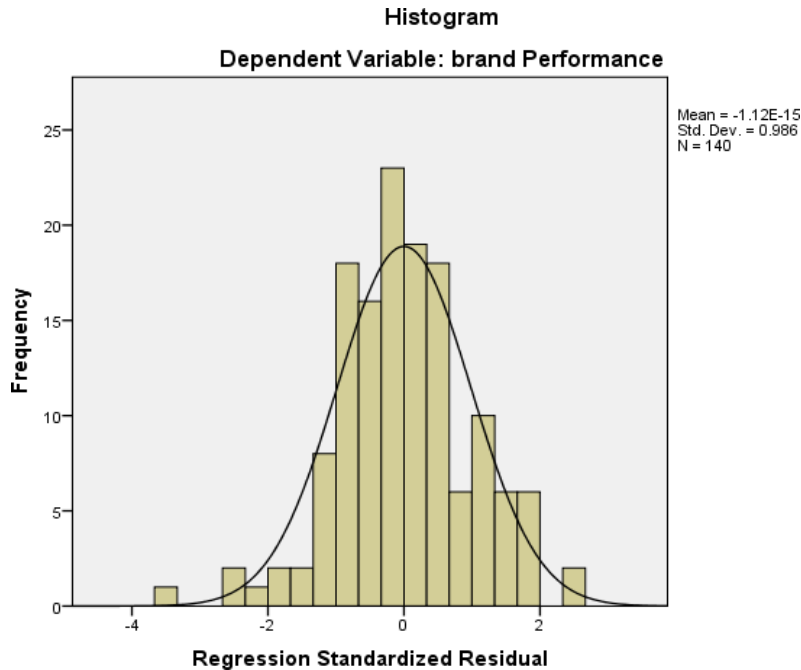


Figure 6 Test for Normality of Data

A normality test was done for this study, and the result is shown in the above figure. It is possible to conclude that the line roughly falls within a normal curve line. The study passed the initial regression test, and the data are evenly distributed.

.4.3.4 Test for Multi-collinearity

Multicollinearity, also known as collinearity, is a phenomenon in statistics where two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy.

A technique called Variable Inflation Factor (VIF) is used in this study. An indicator of the potential existence of a multicollinearity problem is the decision rule, which is a variable with a VIF value greater than 10. A lot of researchers also use tolerance (TOL), which is defined as $1/VIF$, to assess the degree of collinearity. A variable whose TOL value is less than 0.1 indicates the potential existence of a multicollinearity problem, according to the tolerance decision rule Gujarati (2002).

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Product	.582	1.718
Price	.466	2.148
Promotion	.349	2.867
Place	.439	2.277

Table 12 Test for Multi-collinearity

The aforementioned table demonstrates that all variable VIF values are below the acceptable value of 10, which is. Additionally, the tolerance value for each variable is above 0, which shows that this model has no multicollinearity issues.

4.3.5 Test of independent Residuals (Auto correlation)

In multiple linear regression models, the residuals are assumed to be independent of one another. By employing the Durbin-Watson statistic, it is possible to determine whether there is serial correlation among the residuals. An interval of 0 to 4 defines the Durbin-Watson statistic. The residuals are typically uncorrelated if the Durbin-Watson statistic is close to 2, and a valid range is 1.5-2.50.

ModelSummary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 ^a	.654	.644	.51629	1.964

Table 13 Test of independent Residuals (Auto correlation)

The aforementioned table shows that the assumption of residual independence is true. The 1.964 Durbin Watson value for this study is within acceptable bounds.

4.3.6 Testing For Model Fit (ANOVA)

F value is calculated by dividing the mean square of the explained data by the mean square of the residual data, according to Sekaran (2003).

Table 14 Testing For Model Fit (ANOVA)

ANOVA^a

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	67.984	4	16.996	63.763	.000 ^b
	Residual	35.984	135	.267		
	Total	103.969	139			

As the significance value of F statistics demonstrates a value (, it is possible to determine the overall statistical significance/acceptability of the model using the ANOVA table. The model is significant when (000), which is below p 0.05. P-value of 0.000, which is less than the alpha level and indicates the overall model's significance, i.e. the independent variables, or dimensions of the marketing mix strategies, have a statistically significant relationship with the dependent variable, or brand performance.

4.3.7 Model Summery analysis

The SPSS program was used to analyze each of the equation's variables. The following tables show the results that were attained.

Model	R	RSquare	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.644	.51629

Table 15 Model Summery analysis

The R, or coefficient of correlation, of the model is 0.809, or 80.9 percent, according to the model summary in the above table. This demonstrates that the independent variables and dependent variable have a strong relationship. The model's coefficient of determination, or R

sq\., is 0.654; this indicates that the total variation in the marketing mix strategies—such as product, pricing, promotion, and place explains 65.4 percent of the total variation in an organization's Brand performance. Although, other factors that are not accounted for in this study model can account for the remaining 35.6% of the change.

4.3.8 Coefficient of determination

Utilizing multiple linear regression models, the study examined the data for four key Marketing mix strategy dimensions. The researcher used a multiple regression model to analyze the information gathered by the questionnaires because none of the four marketing mix dimensions were violated.

Model	Under standardize coefficients		Standardize coefficients	T	Sig.
	B	Std.Error	Beta		
1 (constant)	.501	.235		2.136	.034
Product	.185	.077	.158	2.382	.019
Price	-.066	.075	-.065	-.881	.380
Promotion	.278	.095	.251	2.926	.004
Place	.486	.068	.549	7.190	.000

Table 16 Coefficient of determination

To ascertain which predictors significantly and which predictors insignificantly contribute to the 80.9% of explained variance in Brand performance, one should carefully examine the standardized coefficients shown in the above table.

Table 16 demonstrates that the three independent variables (Place, Promotion, and Place), with the exception of price, are significant and positive predictors of impact on the brand performance of the selected bottled water companies. When all other independent variables are held constant, these coefficients display how the dependent variable changes in relation to an independent variable.

.4.3.9 Hypothesis Testing and discussions

The discussion section is important to provide a clearer understanding of the topic being studied. The goal of the current study is to determine how the marketing mix strategy of leading bottled water, daily, and Aqua Addis brands affects brand performance. Four marketing mix metrics, including Product, Price, Promotion, and Place were examined in the study to determine their impact on Brand performance.

The following hypothesis is tested based on the analysis above, and it is discussed in the sections that follow.

H1: Product strategy adopted by the companies have positive significant impact on its brand performance.

According to table 16, a product with a beta value of 0.158 has an impact on a brand's performance. The effect is accepted as having a significant impact on brand performance because the effect is statistically significant ($P < 0.05$ with a P value of 0.019).

H2: Price strategy adopted by the companies has positive significant impact on its brand performance

According to table 16, price has a -0.065 beta value, which affects brand performance. The effect is not statistically significant due to $P > 0.05$ with a P value of 0.380, rejecting the claim that price has a significant impact on brand performance.

H3: Promotion strategy adopted by the companies has positive significant impact on its brand Performance

The effect of promotion on brand performance is statistically significant, as shown in table 16, with a beta value of 0.251. Because $P < 0.05$ and P value of 0.004 support this conclusion, the hypothesis that promotion has a significant impact on brand performance is accepted.

H4: Place strategy adopted by the companies has positive significant impact on its brand performance

Brand performance is impacted by Place, according to table 16, with a beta value of 0.549. The effect is accepted as having a significant impact on brand performance because $P < 0.05$ with a P value of 0.000 shows that it is statistically significant.

The above findings implies that place is the most important element of marketing mix strategy, which highly influence the brand performance. This means that daily, aqua addis and top bottled water companies distribution channel mechanism and the availability of their product is good as compared to other marketing mix element strategies.

Interview Analysis

To further understand how and why the company Daily, aqua addis and top bottled water is using these marketing mixes, the researcher in this section of the study used an interview as an instrument. To gain a deeper understanding of what consumers expect from a product and the motivations behind management's choices, a qualitative method has been applied.

The Marketing managers was the professionals for the study that was interviewed. Five questions in all were posed throughout the interview, and each was thoroughly answered.

1. What strategies does your company employ to draw in its target market?

The main strategy that we use is channel based and concentrated on our top clients, including small markets, hypermarkets, shops, cinemas, bar & restaurants, different lounges and hotels etc.

2. What are the marketing mix strategies offered by the company?

According to the marketing manager of the company Marketing mixes are the basic elements of the company. Products, prices, and promotion place/distribution strategies that are essential for the marketing strategy implementation. The response implies that the company uses the 4Ps marketing mix elements for the purpose of marketing strategy implementation because each ingredient affects the other and each mix must be suitable to the target customers and to maximize its profits, gain market share and for competitive advantages.

3. What is the status of promotional mixes done by the company in terms of advertising, personal selling, sales promotion, participating in bazaars and exhibitions, brochures etc.?

The company carries out its promotional campaign using different promotional tools and mechanisms. Advertising is one of the promotional tools intensively utilized by the company. Because through it the company believes that it can reach more audience than other promotional tool. Personal selling is the other promotional tools used by the company in its promotional mix.

It involves direct relationship between the sellers and the customers. In addition, the company does its promotional activity through television, radio, magazine, newspaper, participation special sponsorship programs, meeting participants as a promotion etc.

4. How can be seen products availability and accessibility of your company?

Thus, products availability is so nice that buyers can get the product easily in almost everywhere. Starting from small shops to large hotels and groceries. And the company is doing its best to access the society. By increasing its product and channels of distribution.

5. What are the bases for your pricing strategy? And what is your opinion concerning the price of the company's products?

According to the respondents response bases for price setting are the consumers who use the products, economic factors, raw material consumption and so on. And also there is no fixed pricing strategy but in general products price is affordable. It is not that cheap and that much expensive.

Chapter Five

5 Summary, Recommendation and conclusion

A discussion of the findings of this study is included in this chapter. It includes a discussion of the results and an outline of each of the stated objectives. As the study's final chapter, it offers a summary, conclusion, and recommendations. Before drawing any conclusions, a summary of the findings that were discovered while trying to find an answer to the research question is given. Finally, a recommendation was suggested based on the overall conclusions.

5.1 Summary of findings

Designing and conducting this study had the goal of determining impact of marketing mix strategies on brand performance on daily, aquaaddis and top bottled water companies in Addis Ababa. Out of the 154 respondents who received the structured questionnaires, 140 completed them and returned them on time. Based on the fact that the respondents covered 90.9% of the total expected respondents, the researcher concluded that the respondents who completed the questionnaire were sufficient to address and react to the particular objectives of the study. Regarding the gender of the respondents of selected bottled water companies as, 94 (67.1%) of the respondents were male while the remaining 46 (32.9 %) of the respondents were female.

The other factor in this survey's demographic profile reveals that the majority of respondents are between the ages of 26 and 36 and 37 and 50, with the younger age group of 18 to 25 years coming in second. Last but not least, a smaller proportion of the population was over 50.

Although they provided more or less positive feedback for all of the Marketing mix strategy measurements, when looking at how respondents responded on the questionnaires. The highest mean scores went to Place and Promotion, and the lowest to Price. According to these findings, Place and Promotion, out of the four dimensions, have the greatest impact on the brand performance of daily, Aqua Addis, and top bottled water companies.

The Pearson's Correlation Coefficient shows a positive correlation between all independent variables and brand performance. Product, Price, Promotion, and Place have a positive correlation with one another when compared to Independent Variable.

The results of the multiple regression analysis demonstrate that all marketing mix strategy metrics, with the exception of price, have a positive and significant impact on the performance of the brand.

5.2 Conclusions

The goal of this study is to determine how marketing mix strategies affect brand performance. Based on the analysis presented in the previous chapter, the following conclusions are made.

From the findings Brand performance of daily, aqua addis and top bottled water companies is moderate.

Based on respondent's answers product, Promotion and place have positive impact on brand performance

Price have negative insignificance impact on brand performance on those selected bottled water companies.

After reviewing all of the data provided, gathered, and analyzed by the study, it has been determined that those companies brand performance highly and positively affected by promotion place and product strategies of the companies. Therefore we can say that in order to build a positive image on their brand daily, aqua addis and top bottled water businesses must work very hard to maintain the consumer's awareness of their brand and brand performance. The business must continue to advertise and build its brand, produce quality and differentiated products, distribute their product effectively and timely, use pricing strategy that attract customers and mostly to spread rigid awareness about their brand among a large audience.

5.3 Recommendations

The following recommendation is suggested in light of the conclusion.

The majority of marketing mix strategies, according to the respondents, have a favorable impact on the performance of the brand. Manufacturers of bottled water, whether old or new, should use various marketing mix strategies to raise consumer awareness of their product by using a variety of media to advertise their product, such as print, radio, and television, depending on which is

most effective. Additionally, by launching a PR campaign for their products, which may entail writing press releases and conducting media interviews. A good way to raise awareness of the product, for instance, is to donate some of it to a good cause. .

Various studies conducted at various times have found that a wide range of additional factors can improve brand performance for bottled water products. The most important of these are timely delivery of the product, as failing to do so could result in customers switching to rival brands, as well as a company's active involvement in distribution in areas where other distributors are unable to reach. Other important factors include lowering costs so that the product is more affordable for the majority of people, raising the price of the product to attract more customers, and producing high-quality goods.

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Appendices

Appendix 1. Questionnaire

Addis Ababa University College of Business and Economics

School Of Commerce Post Graduate Program

Marketing Management Program

(Questionnaire to be filled by employees of Zemen bank S.C.)

Sir/madam,

This questionnaire is a part of a study for a Master's Degree at Addis Ababa University College of Business And Economics School Of Commerce Post Graduate Program in marketing management program. The purpose of this questionnaire is to gather data in order to determine the effect of marketing strategies on brand performance in the case of Zemen bank S.C. The study is used purely for academic purpose and thus it does not affect you in any case. Your genuine, frank, and timely response is vital for the success of the study. Therefore, I kindly request you to respond to each question item carefully.

Instruction:

- No need of writing your name.
- Use ✓ up on given choices alternatives.
- Please return the completed questionnaire in time, thank you in advance for your cooperation and timely response.
- The researcher assures that the responses you provide will be kept confidential.
- For further comments and information, you may contact me at: -

Yours sincerely

Bethelehem Mesfin

Part 1: General information about respondents

- 1. Sex Male Female
- 2. Age 18-25 26-36 37-50 above 50
- 3. Educational status Diploma 1st degree 2nd degree other
- 4. Work experience 1-4years 5-9 years above 10 year

Part 2: Marketing strategy related questions

Using the numbers from the following scale (1 to 5), evaluates each characteristics by putting tick mark (√) on one of the five alternatives.

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

Product related questions

	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Your company provides a wide range of product					
2	Your company uses most advanced Technology					
3	Your company develops and provide new products based on customers' needs					
4	Customers have no complains on your company Product quality					
5	I believe that our company uses the best product strategy that enhance its brand performance.					

Price related questions

	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

1	Your company charges on its products is positively accepted by customers					
2	Your company charges deserves the quality of the product it delivers					
3	Price set by your company encourages competition among other company's					
4	I believe that our company uses the best Price strategy that enhance its brand performance					

Promotion related questions

	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Your company uses different advertising media to promote its products					
2	Your company offers various sales promotion, publicity and public relation to enhance its image					
3	Your company promotes its products adequately and effectively					
4	I believe that our company uses the best Promotion strategy that enhance its brand performance					

Place related questions

	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Your company distribution channel for its product is reliable, accessible & convenient.					
2	The products your company offers are continuously available.					
3	I believe that our company uses the best Place strategy that enhance its brand					

	performance.					
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Part 3: Brand performance related Questions

	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Your company creates successful brand awareness as compared to competitors					
2	Your brand is strong and has a good Presence in the market.					
3	Your company builds its brand reputation by providing a distinctive product quality					
4	Your company name, logo and motto initiates customers to work with you					
5	Profitability and market share of the Your company is better as compared to competitive brands					