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SCHOOL OF COMMERCE

Department of Marketing Management

Graduate Program unit

THE EFFECT OF MARKETING MIX ELEMENTS ON

CONSUMER BUYING DECISION

(THE CASE OF MOHA SOFT DRINKS)

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Addis Ababa university school of commerce

June, 2021

Addis Ababa Ethiopia

**THE EFFECT OF MARKETING MIX ON CONSUMER
BUYING DECISION IN THE CASE OF MOHA SOFT DRINK
CONSUMER IN ADDIS ABABA, ETHIOPIA**

**Addis Ababa University College of Business and Economics
School of Commerce Marketing Management Graduate**

Program Unit

**A Thesis Submitted to the School of Graduate Studies of Addis
Ababa University School of Commerce in Partial Fulfillment for the
Award of Masters of Arts degree in Marketing Management**

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This is to certify that the thesis is prepared by Yared Zebene, entitled; The Effect of Marketing mix elements on Consumer buying decision in MOHA soft product user in Addis Ababa, Ethiopia, in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

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Statement of Declaration

I, Yared Zebene Awoke, hereby declare that this research paper entitled “The Effect of marketing mix elements on consumer buying decision in MOHA soft drink consumer in Addis Ababa, Ethiopia” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been duly acknowledged.

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Statement of Certification

This is to certify that Yared Zebene Awoke has carried out his research on the topic entitled “The Effect of Marketing mix elements on consumer buying decision in MOHA soft drink product users in Addis Ababa, Ethiopia”. The research is his own original work and suitable to submission for the award of Master’s Degree in Marketing Management.

Andinet Worku (PhD)

(Advisor)

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Acronyms

CBD:-Consumer buying decision

S.C:-Share Company

4Ps:-Product, price, promotion and place

TV:-Television

SPSS:-Statistical package for social science

AMA:-American Marketing Association

SD:-Standard deviation

M:-Mean

MOHA: Mohammed Hussein Alahmudin

EBK:-Engel, Blackwell and Kollat

GUM: - Growing up Milk

VIF:-variance inflation factors

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Abstract

The main objective of this study was to investigate the effects of marketing mix elements on consumers buying decision in the case of MOHA soft drink consumers in Addis Ababa city. To achieve the objective of the study the researcher developed conceptual frame work by reviewing previous literature as well as collected data from target respondents in order to test the formulated hypotheses. The researcher used descriptive and explanatory research design and the quantitative research approach. The target populations of the study were the consumers of MOHA soft drink in Addis Ababa City. Non-probability sampling technique, such as convenience sampling was used to collect the data from the respondents. Primary source of data was collected from MOHA soft drink consumers by using the five point likert scale whereas secondary source of data was collected from books, journal article, published and unpublished research, websites and others. The study has 91.49% response rate.

The analysis was performed through descriptive and inferential statistics using multiple regressions with the aid of statistical package for social sciences (SPSS). Four assumption tests were checked before regression analysis was undertaken. These are Normality, Linearity, Multi-collinearity and homoscedasticity. It was found that there is a reasonable normal distribution and linearity on the collected data and less multi-collinearity between the variables. The variation explained by the regression of all the predictor variables on consumer buying decision is 72.4%. The remaining is explained by other variables not included in the models.

Multiple regression and correlation analysis were used to determine the relationship between the independent variables (i.e product, price, promotion and place) and the dependent variables (consumer buying decision).The result indicates that all the marketing mix elements have a positive and significant effect on consumer purchase decision. MOHA Soft Drink Company should give more emphasis on marketing mix elements to attract and increase the number of their customers.

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

CHAPTER ONE

1. Introduction

This section discusses issues like; background of the study, the reason why the research is conducted, objective of the study, significance of the study, scope of the study, limitations of the study, organization of the paper and definition of terms.

1.1 Background of the study

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

In the past few decades' business organizations have technically always used marketing tools to promote and sell their product, but the term marketing mix was coined in the mid-20th century. Marketing mix was developed by Neil Borden who first started using the phrase in 1949. He groups the marketing mix elements in to twelve categories: product, planning, price, branding, distribution channels, personal selling, advertising, promotions, packaging, display, servicing, physical handling, and fact finding analysis.

The twelve ingredients were later grouped by E. Jerome McCarthy into four categories which we now refer to as the four P's of marketing (NetMBA, 2007). McCarthy (1960) was the first person to suggest the four P's of marketing price, promotion, product and place, which constitute the most common variables used in constructing a marketing mix. The four P's of the marketing can be briefly described as: Product, the item or service being marketed, through its features, quality, benefits and quantities; Price, includes the price of the item and product assortments and lines, price changes and payment methods; Place, refers the location where the product or service is available to the customer, including distribution channels; and Promotion, refers the market communication which is achieved by personal selling, advertising, direct marketing, public

relations, sales promotion and sponsorship. According to McCarthy (1960) the marketers essentially have these four variables which they can use while crafting a marketing strategy and writing a marketing plan.

The marketing mix is a tool that will determine marketing success for the company. In essence the marketing mix is managing the elements of the marketing mix so that it can influence consumer purchasing decisions with the aim of producing and selling products and/or services that can provide satisfaction to consumers.

Consumer purchase decision is a complex, dynamic issue which cannot be defined easily and commonly (Engel et al., 2006). According to Peter & Donnelly (2003) consumer purchase decision is an individual's purchase and consumption decision influenced by culture, social class and reference group, and price. Schiffman & Kanuk (2004) define consumer purchase decision as the study of individuals, groups, or organizations and the process they use to select, secure and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society. In totality, consumer purchase decision reflects on consumers' decisions with respect to their acquisition, consumption and disposition of goods, services, time and ideas (Schiffman & Kanuk, 2004).

Consumers make buying decisions every day but they do not even know the factors that drive them to this decision. Behind every buying decision, there are characteristics that can come from cultural, social, personal or psychological factors (Albari, 2018). Each of these factors includes 'dimensions that can be used in marketing. Marketers can use these factors so subtle that consumers might not even recognize it. Companies must formulate and implement appropriate marketing strategies in order to attract consumers to make purchases repeatedly on a product, because many things can affect consumer purchasing decisions.

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

Most of the time soft drink consumer use both intrinsic and extrinsic cues when they purchase a soft drink product and they assume that these cues are an indicator of product quality. An intrinsic product cue can be any product characteristic inherent in the product itself, such as flavor, color and nutrition content for a soft drink and changing of such will alter the fundamental nature of the product (Richardson et al., 2004). Extrinsic cue is a product characteristic not fundamental to the product itself and changes to these attributes do not alter the fundamental nature of the product. Examples of extrinsic cue include; price, brand, place of purchase, or country of origin (Lee & Lou, 2014).

The central focus of this study is the effects of marketing mix elements on consumer buying decision. The study examines the relationship between the four marketing mix elements (namely product quality, price, promotion and place/accessibility) and MOHA soft drink consumers buying decision in Addis Ababa Ethiopia. The Finding of the study will help Product and marketing manager of the company in getting the better understanding about the effects of marketing mix elements on soft drink consumers buying decision and help them to utilize those factors in designing better marketing strategies.

1.2 Statement of the Problem

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

The influence of marketing mix on consumers buying decision were studied in different countries and found similar but not exactly the same results. Doing the research in case of Ethiopia is important in order to know whether the findings in Ethiopian context differ from other country's context or not.

In the global context, Payson (2016) did a study on the influence of marketing mix on consumer buying decision of soft drink in Indonesia. The findings of the study were that there is a positive relationship between marketing mix and consumer buying decision. The study also showed that there is an influence of product, price, place and promotion on consumer buying decision.

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

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

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

A number of gaps in the extant literature serve as a departure for this study. There are studies that analyze the relationship between marketing mix and consumers` buying decision, it is not yet clear which marketing mix elements has high effect on consumer buying decision. Moreover, there is no agreed consensus on the exact relationship between marketing mix elements and consumer buying decision among researchers. With very little research on the influence of marketing mix on consumer buying decision in soft drink industry in Ethiopia, it is difficult to conclude whether the way consumers behave is influenced by marketing mix elements (Adane,

2014). In Ethiopia most research studies were done on effect of marketing mix on consumer buying decision and related issues on different areas, most of these studies were not done in soft drink sectors. Most of the studies are rather focused on alcoholic and other business organization. Hence, studies on the effect of marketing mix elements on consumer buying decision in soft drink sectors might lead to a different result.

Hence, the study focused by looking at the relationship between marketing mix elements and consumer buying decision in MOHA soft drink product users, this study therefore seeks to fill knowledge gaps. The study would provide fresh empirical data and fill empirical gaps

1.3 Research Question

The central question of this study is;

What are the effects of the marketing mix elements on consumer buying decision in the context of MOHA soft drink product buyer in Addis Ababa, Ethiopia?

These studies were attempted to answer the following Specific research questions: -

1. In what ways do products influence consumers' buying decision in the context of MOHA soft drinks?
2. How does price affect consumers' buying decision in the context of MOHA soft drinks?
3. To what extent does promotion affect consumers' buying decision in the context of MOHA soft drinks?
4. What is the effect of place on consumers' buying decision in the context of MOHA soft drinks?

1.4 Objectives of the Study

1.4.1 General Objective

The general objective this study is to understand the effect of marketing mix elements on consumer buying decisions in the case of MOHA soft drink products in Addis Ababa, Ethiopia.

1.4.2 Specific Objective

The specific objectives of the study are:

1. To appreciate the influence of product on consumers buying decision of MOHA soft drinks in Addis Ababa.
2. To measure the effect of price on consumers buying decision of MOHA soft drinks in Addis Ababa.
3. To identify the influence of promotion on consumers buying decision of MOHA soft drinks in Addis Ababa.
4. To recognize the effect of place/distribution on consumers buying decision of MOHA soft drinks in Addis Ababa.

1.5 Significance of the Study

The finding of this study will have potential value to MOHA soft drink Company. By identifying which marketing mix elements are very important in influencing consumer buying decision and which are less important, the finding of study will help the organization to develop a sound marketing mix strategy. The study will also help for the employees of company to get knowledge and awareness about the effect of marketing mix on consumer buying decision.

Furthermore, the study will enrich the existing literature on the effect of marketing mix elements on consumers buying decision by adding new empirical evidences drawn from soft drink products of Ethiopia. Finally, the study will be used as a source of information for further studies in the area of marketing mix elements effect on consumers buying decision of soft drink factory in Ethiopia context.

1.6 Scope of the study

The study was conducted at Addis Ababa, Ethiopia about the effects of marketing mix elements on consumer buying decision of MOHA soft drink products.

The conceptual scope of the study was limited to the effects of marketing mix elements (product, price, promotion and place) on consumer buying decision in the case of MOHA soft drinks, particularly in Addis Ababa City. Besides, consumer buying decision can be determined by other potential variables so that these studies not consider the possible factors.

The study fill the discrepancies by taking only the 4Ps marketing mix elements and excluding the extended 3Ps among the 7Ps, because 3Ps are used for service industry.

The target scope of the study was customers of MOHA soft drinks product buyer in selected Addis Ababa sub city.

The researcher was used quantitative research approach in order to measure the relationship between variables. Use both descriptive and explanatory research design. The primary source of data will be collected from the consumers of MOHA soft drink product users through questionnaire as an instrument.

1.7 Limitation of the study

Currently, there are two soft drink factories exist in Ethiopia. The study only address marketing mix elements (4Ps), even though there are a number of factors that affect consumer buying decision like cultural, social, personal or psychological and others. In addition, geographically it covers a sample of sub-city from the total Addis Ababa city. Accordingly, the areas outside Addis Ababa and the remaining sub cities are not addressed. Therefore the findings of the study only describe consumer buying decision of this population, so it is not generalized to consumer purchase decision of the whole populations.

Another limitation was lack of related literature regarding the effect of marketing mix elements on consumer purchase decision of soft drinks products in Ethiopian context.

Finally, due to the spread of COVID-19 in our country, the researcher has encountered a problem in distributing and collecting the data. Some of the respondent's unwillingness to participate in filling the questionnaire is the major problem.

1.8 Definition of term

- **Product:** According to Kotler & Keller (2012) product is anything that can be offered to a market to satisfy a want or a need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.
- **Price:** is the amount of money that is charged for either a product or service or the total of values Consumers will exchange for the benefits for making use of or having the product or service (Kotler and Armstrong, 2008).
- **Promotion:** Promotion also refers to the activities carried out to communicate the benefits of products or services in order to motivate customers to purchase the products and services (Kotler, et al., 2009).

- **Place:** Jones, (2007) defines place as any way that the customer can obtain a product or receive a service.
- **Marketing mix** is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, et al. 1999).
- **Consumer:** A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires (Walters, 2004).
- **Buying decision:** According to Kotler (2009), the definition of a buying decision is process of problem solving consisting of analyzing or recognizing needs and wants, searching information, valuing sources of selection on alternative purchases, purchasing decisions and behavior after purchase.

1.9 Organization of the Study

This study is organized in to five consequential chapters and each chapter has sub topics. The first chapter clarify about introduction, background of the study, statement of the problem, research questions, research objectives, significance of the study, scope of the study, limitation of the study, definition of terms and organization of the study. Chapter two focuses on literature review that includes theoretical framework, empirical review, conceptual framework and hypothesis testing. The third chapter discuss about research methodology which includes, description of the study area, research approach, research design, target population and the sample size, sampling procedures, sampling technique, inclusion and exclusion criteria, data source and types, data collection instrument, data collection procedures, validity and reliability, multiple regression model, Pearson correlation, method of data analysis, and ethical considerations. Chapter four discuss about the finding of the study with data analysis, presentation and interpretation/discussion. Finally, chapter five contain summary of the research findings, conclusions, recommendations, limitations and implications for conducting research in the future in related issue.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Introduction

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

2.2 Theoretical review

2.2.1 Consumer buying decision

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

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

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

2.2.2 Consumer purchase decision models

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

2.2.2.1 Stimulus-Response model of purchase decision making

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

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

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

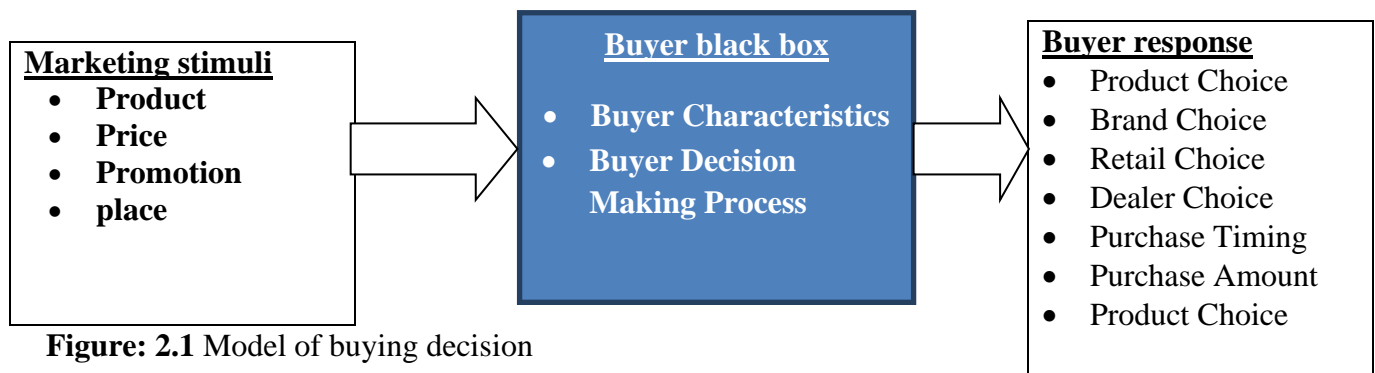


Figure: 2.1 Model of buying decision

Source: Jisana (2014)

2.2.3 Consumer buying decision process

The consumer buying decision process is the procedure begins by the consumer to buy the goods or services in exchange of money in the market before, during and after the purchase of goods or services (Lumen, 2012).

Different authors state different purchasing decision process. According to Solomon et al. (2006) characterized the decision-making process as the amount of effort that goes into the decision each time it must be made. They describe by three stages; such that routine response behavior, limited problem solving and extended problem solving. Many decisions are made in the middle and characterized by limited problem solving.

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

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

In 1968, researchers Engel, Blackwell, and Kollat developed a five-step model of the consumer buying decision process (known as the Engel-Blackwell-Kollat or EBK model), and that model is still useful for marketers today.

The buying process model show that weather a consumer has complex or habitual buying behavior they pass through a common buying decision process. In fact, consumers pass through

all five stages with every purchase, but in more routine purchases, consumers often skip or reverse some of these stages (Kotler & Armstrong, 2016).

The researcher uses the EBK models to show the purchasing process of the consumers.



Figure 2.2 Five-Stage Model of the Buyer Decision Process

Source: Armstrong and Kotler (2009)

- **The five stage of buying decision process**

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

- ❖ **Need recognition**

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

- ❖ **Information Search**

The consumers drive is strong and a satisfying product is not around the buyer will store the need in memory and try to undertake gathering information related to the need this is called information search, which is the second stage. The consumer can search information about the product, when he/she want to try new product (Clow & Baack, 2016).They can obtain information from several sources; commercial sources (advertising, sales people, dealer and manufacturer, web and mobile sites, packaging, displays), public sources (social media, mass media, consumer rating organization, online searchers and peer reviews), experimental sources (examining and using the product) and personal sources (family, friends, neighbors, acquaintances) (Kotler et al., 2017).

Experienced consumers may not need information search to buy a product. They go to the market to purchase good recall his/her thinking about the product, if the past experience of the buyer is good satisfaction then buy that product and search of information end itself. But the past-experience is not good then the buyers begin to search information about the product.

❖ **Evaluation of alternatives**

The third stage is evaluation of alternative brands in the choice set. The consumer wants to buy a product or brand, firstly gather information then, rank from least to higher quality product, after that the next step is evaluating it. Once information search is completed and necessary data is collected, consumer's third step will be comparing the brands where the consumer's choice evaluated on the basis of price, product quality, convenience or any other factors Dewey (2010). In some cases, consumers use complex and deep evaluation for some type of product and in other times the same consumer simply decide to use a given product. (Kotler et al., 2016).

❖ **Purchase decision.**

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

❖ **Post-purchase decision**

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

2.2.4 Marketing mix

Most of the organization use marketing mix element to achieve their goal. Marketing mix is a set of important factors and solutions that enable customers to meet their needs and achieve the goals set by the company (Pruskus, 2015). A clear understanding of the marketing mix elements will help the marketing manager to influence existing and current customers to continue doing business and become loyal customers. Marketing mix decisions are made in order to influencing an offering mix of products, services, and prices, and utilizing a communications mix of public

relations, sales promotion, advertising, events, experiences, direct marketing, and personal selling to reach the trade channels and target customers (Keller & Kotler, 2006).

2.2.4.1 Product

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

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

2.2.4.2 Price

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

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

According to Kotler and Armstrong (2004) suggest that price is one of the most important element of marketing mix.

2.2.4.3 Promotion

Promotion is a marketing activity that firms use to attract consumers into stores and generate sales by publicizing current offerings to targeted consumers (Dunne et al., 2010). Many customers do not have an intention to buy prior seeing promotional activities. However, after seeing the fascinating promotion by a brand, consumers become interested and later buy (Yang, 2016). Promotional tools not only can stimulate interest to buy a product brand but can increase sales by sales switched from other stores or brand (Mughal et al., 2014). A good communication is important in building and maintaining any kind of relationship and it is a critical element in a company's efforts to build customer relationships (Kotler, 2008). Promotion is one way of communication, attraction and motivation of customer in order to purchase the company products.

Soft Drink Producer Company needs to communicate its product to the target market through promotion. Promotion is one of the most powerful and useful elements in the marketing mix. It is a company's activity in communicating the advantages of a product or service, to persuade the target market to buy the product (Kotler & Armstrong, 2003). Promotion is done through by the means of direct marketing, sales promotion, personal selling, advertising and publicity. The aim of promotion is to increase the consumers' awareness in terms of their products, leading to the increase in sales, and also creating brand loyalty.

2.2.2.4 Place/distribution

Place or location is one of the marketing mix elements and situational factor that affect consumer purchase decision. When choosing a location for business, marketers need to consider several factors such as demography of customers, competitors, local socio-economic conditions, law, government policy, facilities and other infrastructure (Md Ali et al., 2005). Place consists of two parts: channel of distribution, which refers to the path through which goods or services transportable from the seller to the consumer or cost for those products to transportable from the consumer to the seller and market logistics. It means "activities involved in moving goods from the vendor to the consumer. The concern of the process is transportation, storage, warehousing and inventory management. Thus, the agents of the process are a producer,

intermediaries and consumers. Location often associates with convenience, accessibility and availability of a premise.

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

2.2.5 Factors Influencing Purchase of Soft Drinks

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

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

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

Future price expectations of the consumers also another factor that influences the purchase decision. This means that the consumer expect the price of the product will be decreased in the

future, currently they do not decide to buy any product and also the consumer expect that future price of the product will increase they will decide buy more and more.

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

2.3 Empirical Reviews

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

2.3.1 The effect of product on customers' buying decision

There are a lot of researches studies were conducted by different researchers in different countries between product and consumer buying decision and observe different result between the two variables.

(Sunardi et al., 2016) analyze the effect of product quality in purchasing decision of Growing up Milk. The result of attributes of 'Product' did significantly affect purchasing decision of GUM products. The assessment of consumer on product based on quality is very essential characteristic in purchasing processes and consumers are conscious of quality difference of all products (Nugroho & Wihandoyo, 2009).

The study of (Bratal et al., 2017) aims to examine and analyze the effect of product quality, price, promotion, and location on consumer purchase decision in nitchi product at PT Jaya Swarasa Agungin Central Jakarta. The study was conducted based on the data gathered from a sample of 115 nitchi product users in Jakarta and analyze using inferential statistics. The finding show that product has a positive and significance influence on consumer purchase decisions of

nitchi products in Central Jakarta. This shows the better the quality of products; it will increase consumer purchasing decisions.

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

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

2.3.2 The effect of Price on customers’ buying decision

According to (Faith and Agwu, 2014) price is an important factor in the consumer purchasing decision, especially for products that are frequently purchased, and in turn, influences the choices of which store, product, and brand to patronize.

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

Another study was conducted by Harahap and Amanah (2020) with the title of “determinant of consumer purchase decision” in Indonesia and the aim of the study was to analyze the influence of location and price on consumer purchasing decisions at the Pajak USU (Pajus) Medan, Indonesia. The study uses quantitative research approach, explanatory research design and multiple regressions for data analysis. The finding of the study shows that partially, location has no effect on consumer purchase decision while price has positive and significance effect on consumer purchase decision.

Komaladewi and Indika (2017) also indicated that most respondents consider price as an important factor influencing their purchase decisions. Lee et al., (2010) try to find that “price is a strong predictor of consumer buying decisions”. According to Lichtenstein et al., (2013) points out that price is central to consumer purchase decision due to its presence in all purchasing situations. Others challenge this arguing those consumers who primarily wish to get quality product are ready to pay high prices (Dodds, 2012). *Jegethesan* (2012) suggested that price considered as one of the most concerned issue whenever making a buying decision.

2.3.3 The effect of Promotion on customers’ buying decision

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

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

2.3.4 The effect of Place on customers’ buying decision

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

2.4 Conceptual Framework

According to Mugenda and Mugenda (2003) conceptual framework is a diagrammatic presentation of the relationship between dependent and independent variables. In this research, the dependent variable is Consumer Buying decision while independent variables are Product, Price, promotion and place. Based on the finding of the previous study and empirical review the following conceptual framework or research models will be developed.

Independent Variables

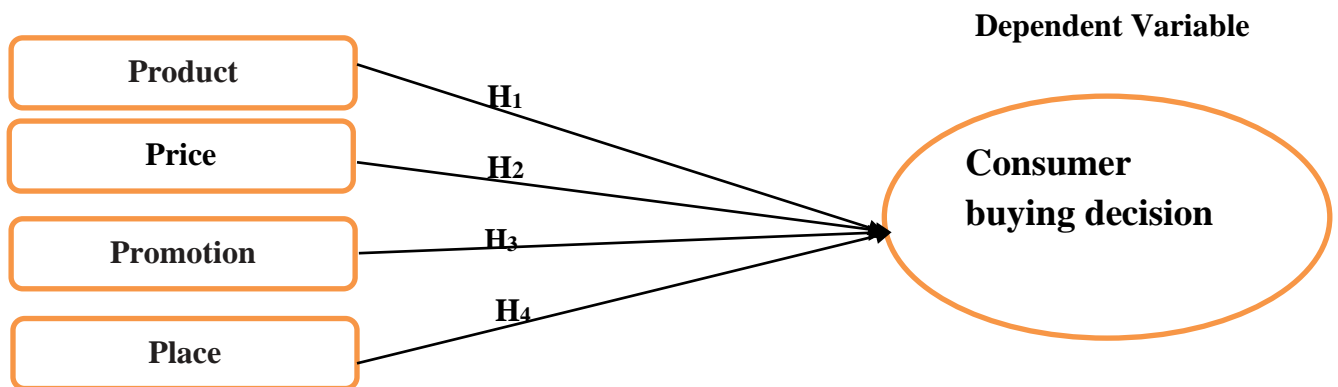


Figure 2.3 Conceptual Framework

Source: Brata et al., (2017)

2.5 Research Hypotheses

Under this study in order to examine the effect of marketing mix elements on consumer buying decision of MOHA soft drink consumer, the following hypotheses was tested, using appropriate statistical tools.

H1: Product has positive and significant effect on consumer buying decision of MOHA soft drink product user in Addis Ababa, Ethiopia.

H2: There is a positive relationship between price and consumer buying decision of MOHA soft drink product user in Addis Ababa, Ethiopia.

H3: Promotion has positive and significant effect on consumers buying decision of MOHA soft drink product user in Addis Ababa, Ethiopia.

H4: Place has positive and significant effect on consumer buying decision of MOHA soft drink product user in Addis Ababa, Ethiopia.

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 Introduction

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

3.2 Description of the study area

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

3.3 Research Approach

In this study the researcher used quantitative research approach. According to Creswell (2012) Quantitative research is research approach in which researcher decides what to study; asks specific, narrow questions, collects quantifiable data from participants, analyses these numbers using statistics and conducts the inquiry in an unbiased, objective manner. Quantitative approach also used for collecting the data using quantitative measurements and to examine the relationship between dependent and independent variables and analyzing the data using statistical procedures (Creswell, 2008).

Accordingly, the researcher was used quantitative research approach to answer the research questions by collecting quantitative data from consumers of MOHA soft drinks in Addis Ababa. It is also helpful in measuring the relationship between the study variables (dependent & independent) quantitatively.

This study was designed on specific phenomena of things to generalize the effect of marketing mix elements on consumer purchase decision. It pursues the deductive approach in order to generalize the effect of marketing mix elements on consumer purchase decision.

3.4 Research Design.

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

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

Kumar (2005) mentioned that a better research design is one that allow for valid, accurate objective and economic data to be gathered. Selecting the most appropriate research design is helpful to eliminate mistakes and avoids the wastage of time on the part of the researcher.

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

This study was focus in the effect of marketing mix elements on consumer buying decision of MOHA soft drinks, in Addis Ababa, Ethiopia.

3.5 Population and Sample size

3.5.1 Target Population

According to Mugenda (2008), target population is the total population that the researcher specifies in his/her research. It is the specified groups of people from which questions were asked in order to develop the required data structures and information needed in the research (Hair et al., 2010). Accordingly, the target populations, this study were comprises all individual consumers' of MOHA soft drinks who resides in Addis Ababa city Administration.

3.5.2 Sampling Technique

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

The total numbers of Addis Ababa populations are too many, since it is difficult to contact all of them. Considering large and unknown population (no sampling frame) and wide area of the study, non-probability sampling technique which is convenience sampling was used to collect data in view of cost and time constraints. Convenience sampling has enabled the distribution and handling of the survey questionnaires effective and convenient to easily distribute for the customers located within Addis Ababa city. The researcher used convenience sampling methods in order to get accessible and reliable data. Respondents were sampled using non-probability convenience sampling method based on the accessibility and willingness to participate. It is also the easiest, quickest, and cheapest sampling techniques.

3.5.3 Sample size

According to Malhotra (2007) a sample of over 200 respondents in a survey study is likely to give an acceptable degree of accuracy. To determine a sample size and make a right decision, time, money and nature of the research must be considered. Due to the population characteristics the researcher determines sample size by using Krejcie and Morgan formula in order to gain reliable data (Krejcie and Morgan, 1970).Accordingly

n = is a sample size,

Z = is the standard normal deviation set at 1.96 (for 95% confidence level), or Critical value of the normal distribution at the required confidence level

e = the desired level of precision, i.e. the margin of error (taken as 0.05)

P = sample proportion, $q=1-p$ $p=0.5$ and $q= (1-0.5) =0.5$ and

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

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

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

3.6 Inclusion and exclusion criteria

The researcher will include the population who consume MOHA soft drink products and exclude those that do not consume soft drink due to health reasons.

3.7 Data types and source

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

3.8 Data Collection Instrument

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

The data collection instrument was developed based on the research question and the study of the research objectives. Essentially, the questionnaire was adopted from reviewing literature and assessed by using 5 point Likert scale ranging from 1-(strongly disagree) to 5- (strongly agree). Consumer Purchase decision has five items and measured using a 5-Likert scale adopted from the study of Rajeh H., (2017). The variable product has six items which were adopted from (Andreti et al., 2013; Nugroho & Irena, 2017). Price and place contain nine measurement items

which were adopted from (Nugroho & Irena, 2017). Finally promotion has seven measurement items that were adopted from (Andreti et al., 2013; Al-Dmour et al., 2013). The Likert scale method is preferred to make questions interesting to respondents and thereby enhance their cooperation (Scott and Gerald, 2010).

3.9 Data Collection Procedures

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

3.10 Validity and Reliability

3.10.1 Validity

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

3.10.2 Reliability

Reliability is a measure of internal consistency. It is concerned with whether the items responses are consistent across constructs and indicates whether the scores are stable over time when the instrument is administered (Creswell, 2009). In order to measure the reliability of the instrument the researchers was used a Cronbach's alpha to assess the internal consistency of the research instrument which is the questionnaire that the researcher developed.

Ideally, the Cronbach Alpha Coefficient value should be above 0.7 because the closer to 1 that the coefficient value is, the higher the internal consistency (John and Creswell, 2007).

3.11 Method of data analysis

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

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

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

The hypotheses were analyzed using SPSS (Statistical Package for Social Sciences) software version 26. The summary of data was interpreted through the theoretical framework of the study to arrive at a meaningful conclusion. Finally, summary, conclusions and recommendations will be drawn based on data analysis and interpretation.

3.12 Ethical Considerations

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

CHAPTER-FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

The purpose of this study is to investigate the effect of marketing mix elements on consumer buying decision of MOHA soft drink product buyer in Addis Ababa. The finding provides a better understanding about marketing mix elements and its effect on consumer buying decision.

In this chapter, the primary data was analyzed and interpretation of it is provided. To this effect, data were carried out by the using descriptive and inferential statistics. The chapter is organized into data analysis, discussion and interpretation of the collected data from primary sources.

4.1 Response rate

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

4.2 Reliability Test

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

According to **Ghozali (2013)**, the accepted standard of reliable data is one in which the value of Cronbach's Alpha (α) is greater than 0.7. If the value gets closer to the point of 1, it means that the instrument is high reliability. The Cronbach alpha value of 0.80 or higher are considered as high reliability, those between 0.70 and 0.80 are regarded as good reliability, those between 0.60 and 0.70 are fair, and value lower than 0.60 are of questionable reliability (Hair, Wolfinbarger, Ortinaw, & Bush, 2010).

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

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

Table 4.1 Reliability test of the variables under study

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

(Source: own survey, 2021)

4.3 Demographic Profile of the Respondents

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

As shown in table 4.2 below, the highest proportion of the participants 246 (63.6%) were male, whereas 141(36.4%) of the respondents were females. From this we can say that the proportion of male is greater than female, which indicates that males are becoming more participative.

Regarding the age group of the respondents shown in the table 4.2 below, the highest proportion of respondents were belongs to the age group of 18-30 years, which represent 182 (47%) of the total respondents. This is followed by those who were between 31-45 years constituting 130 (33.6%). Those respondents in the age category of 46-60 years represent 56 (14.5%), while

those above 60 years were 19 (4.9%). This shows that the majority of the respondents were in the age group of 18-30. It implies that the younger strata of populations were more volunteer and soft drink user than other age category to participate in this study.

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

In relation to frequently used products, 188 (48.6%) of the respondents use Pepsi products, 165 (42.6%) of the respondents use mirinda, and 34 (8.8%) of the respondents use 7-up products. Thus the highest numbers of respondents were those who use Pepsi products while the minimum number of respondents uses 7-up products. It implies that most of the participants desire Pepsi products from other due to different reason.

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

Table 4.2 Demographic Characteristics

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

(Source: own survey, 2021)

4.4 Descriptive analysis of the variables

In this section descriptive statistics of the responses to the survey question is undertaken. In order to carry out the analysis, consumers of MOHA soft drink were asked to rate the level of agreements for each question under the four attributes of marketing mix elements (that is product, price, promotion, and place) and consumer buying decision. From the collected data, mean scores and standard deviations were calculated for all Five-Point Likert Scale items. Then to examine the effect of marketing mix elements on consumer buying decision, descriptive statistics such that mean and standard deviation were considered. According to Zaidaton & Bagheri (2009) the calculated mean score of an item were classified in ranges to fit the five point Likert scaled measure of responses (strongly disagree, disagree, neutral, agree, and

strongly agree) as shown ,mean scores 1.00-1.50 is poor, 1.51-2.50 fair, 2.51-3.50 moderate, 3.51-4.50 is good, and 4.51-5.00 is taken to be excellent or very good.

4.4.1 Descriptive Analysis of the Product

To test the effect of product on consumer purchase decision of MOHA soft drink consumers, respondents were asked to rate six statements. The result of the analysis is shown in the table below.

Table 4.3 Mean and standard deviation of Products

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

(Source: own Survey, 2021)

As described in the table 4.3.above, the mean and standard deviation value of each product measurement items range from M=3.55 with SD=1.011 and M=4.34 with SD=0.961 (1=strongly disagree to 5=strongly agree). The overall mean for the product was 3.96 with SD=0.98, which indicate that the majority of respondents lean towards the good level of agreement with the statements they were asked to rate. This indicates product is important variable to influence consumer buying decision of soft drink product users. The finding is consistent with other studies (Resnick el at., (2014).Therefore the variable has relatively major role to influence consumer purchase decision of the respondents.

4.4.2 Descriptive Analysis of the Price

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

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

Table 4.4 Mean and standard deviation of Price

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

(Source: own survey, 2021)

4.4.3 Descriptive Analysis of the Promotion

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

Like the other elements of marketing mix, respondents were asked to rate seven statements related to promotion, which is presented in table 4.5. The mean score value and standard deviation of each measurement items were between $M=3.51$ with $SD=1.192$ and $M=4.53$ with

SD=0.993 (1=strongly disagree to 5=strongly agree). The overall (average) mean score value of all the measurement items related to promotion was (mean=3.96, standard deviation=0.0.89).

The finding is consistent with other studies (Syafriada, 2018). This indicates that the respondents agree with the effect of promotion on their purchase decision of MOHA soft drink products.

Table 4.5. Mean and standard deviation of Promotion

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

Source: own survey, 2021

4.4.4 Descriptive Analysis of the Place/Distribution

Place or distribution is one of an important marketing mix element that has a significance effect on consumers purchase decision in buying soft drink products.

As indicated in Table 4.6 below, accessibility of products was examined by four measurement items. The mean value score and standard deviation of each measurement items of place were between M=4.24 with SD=0.677 and M=4.36. The overall (average) mean score value of all the measurement items that describe the effect of product accessibility on soft drink consumers purchase decision was M=4.27 with SD=0.743. Thus, availability of products in the market has an effect on consumers purchase decision to buy soft drink products. Respondents as indicated in Table 4.6 below, that their purchasing decision of soft drink was influenced by its availability. These findings relate with the findings of (Harahap et al., 2017).

Table 4.6, Mean and standard deviation of Place/Distribution

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

(Source: own survey, 2021)

4.4.5 Descriptive Analysis of the consumer buying decision

Consumer buying decisions is hypothesized to be influenced by the marketing mix elements (Product, price, promotion and place).

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

Table 4.7 Mean and standard deviation of Consumer Buying Decision

Consumer Buying Decision	N	Mean	Std. Deviation
I feel good about my decision to purchase products from MOHA soft drink.	387	4.20	0.675
I will positively recommend buying MOHA soft drink products to other people.	387	4.13	0.941
I frequently purchase from MOHA soft drink products.	387	4.26	0.915
I intent to purchase again from MOHA soft drink products in the future.	387	4.34	0.961
Overall, I am satisfied about my purchase from MOHA soft drink.	387	3.55	1.133
Overall mean and standard deviation		4.10	0.925

(Source: own survey, 2021)

4.4.6 Cross tabulation Analysis

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

Table:4.8 Motivating factor * Gender Cross tabulation

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

From the table 4.8 above, we conclude that motivating factor to most male and female is product. Whereas the less motivated factor falls to place for male and promotion for female.

Table:4.9 Motivating factor * Age Cross tabulation

			Age of respondents				Total	
			18-30	31-45	46-60	Above 60		
Motivating factor	Product	Count	63	48	19	8	138	
		Percent	45.65%	34.78%	13.77%	5.8%	100%	
	Price	Count	58	45	16	7	126	
		Percent	46.03%	35.71%	12.70%	5.56%	100%	
	Promotion	Count	39	20	14	4	77	
		Percent	50.65%	25.97%	18.18%	5.2%	100%	
	Place	Count	22	17	5	2	46	
		Percent	47.83%	36.95%	10.87%	4.35%	100%	
	Total		Count	182	130	56	19	387
			Percent	47%	33.6%	14.5%	4.9%	100%

From the table 4.9 above, we conclude that the motivating factor for all age range is product; whereas the less motivated factor falls to product, price, promotion and pace for respondents above60 years old

Table:4.10 Motivating factor * Occupation Cross tabulation

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

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

4.5 Inferential Analysis

The study has employed both correlation and regression analysis to determine whether there is a statistically significant relationship between the independent and dependent variables.

4.5.1 Correlation analysis

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

The coefficient is a single number that falls between -1 and +1(Kotharie, 2004).Pearson Correlation is the most widely used method to measure the magnitude, direction of relationships either positive or negative and strength of relationship between the dependent and independent variables (Kothari, 2004).To test the effects of marketing mix elements on consumer buying decision of MOHA soft drink, the researcher used Pearson correlation analysis. According to

Gujarati (2009), correlation coefficient of ± 1 implies perfect correlation, a coefficient of $\pm 0.60-0.99$ is strong correlation, a coefficient of $\pm 0.3-0.59$ is moderate, and $\pm 0.1-0.29$ is weak.

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

Table 4.11 Pearson Correlations coefficient

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

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

(Source: own survey, 2021)

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

The finding shows that Product, price, and promotion have strong relationship with Consumer purchase decision of MOHA soft drink product users. Thus indicate that it is better predictor of consumer buying decision in MOHA soft drink product users. Among the independent variables, place has moderate effect with consumer buying decision, which make it the least

predictor of consumer buying decision in MOHA soft drink product users. Moreover, it is also shown that all variables are positively correlated with each other.

4.5.2 Assumption of multiple regression models

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

❖ Linearity Test

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

❖ Normality Test

An important assumption in regression is that the dependent variable is normally distributed. It assumes that the numerical data as collected in the sample are drawn from normally distributed populations. This means that the data values for each variable should also be normally distributed. Test for normal distribution could be checked by graphical method. The graphic normality test of the data shows the histogram is bell shaped and the disturbance is normally distributed. Screening for normality is an important early step when conducting a multiple regression.(Stevens, 2009; Tabachnick & Fidell, 2006).Graphical and statistical methods are

available for assessing whether data are normally distributed or not. These shows the residuals (disturbance) of the data are normally distributed.

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

Moreover to normal probability plots a normality test also done on the variables with a skewness and kurtosis analysis. Skewness provides information regarding the symmetry of the distribution, whereas Kurtosis provides information regarding Peakedness of the distribution (Pallant, 2005). Field, (2005), argues that the acceptable standard levels of skewness are between the absolute value of -2 and +2. In addition, according to Mardia (1970), a kurtosis statistics value less than 6 is acceptable to consider that distribution as normal. Please see (**appendix III**).

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

Table 4.12: Skewness and Kurtosis statistics of all variables

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

(Source: own survey, 2021)

❖ Multicollinearity Test

Multicollinearity happens when two or more predictor variables correlate at high levels with one another, or when one independent variable is a near linear combination of other independent variables (Keith, 2006). When independent variables are multicollinear, there is “overlap” or sharing of predictive power, which may lead to a situation where the regression model fits the

data well, but none of the predictor variables has a significant effect in predicting the dependent variable (Ho, 2006).

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

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

Table 4.13: Multicollinearity Test

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

- a. Dependent Variable: Consumer buying decision
- b. Independent variables: product, price, promotion, place
(Source: SPSS output, 2021)

❖ Homoscedasticity Test

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

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

4.5.3 Multiple regression analysis

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

Table:4.14 Model Summary

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

- a. Predictors: (Constant), Product ,Price, Promotion ,Place
 c. Dependent Variable: Consumer buying decision

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

According to Field (2005) R-square is the amount of variation in the outcome variable that is accounted by the independent variables. The finding of R^2 values for the regression model were 0.724 which indicates that the explanatory variables; Product, Price, Promotion and Place explain 72.4% of the variation in the level of consumer buying decision. While the remaining 27.6 % of the variation in the level of consumer buying decision of MOHA soft drink consumers' were determined by other variables (factors) which are not included in this study.

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

Table:4.15 ANOVA

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

- a. Dependent Variable: Consumer buying decision
 b. Predictors: (Constant), Product ,Price, Promotion ,Place
 (Source: SPSS output, 2021)

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

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

Table: 4.16 Regression analysis

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

a. Dependent Variable: Consumer buying decision
(Source: SPSS output, 2021)

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

$$\beta_0 + \beta_1x$$

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

$$CBD = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

X_1 (prod) =Product, x_2 (pri) =price, x_3 (prom)=promotion, x_4 (Pl)=place and β_1 , β_2 , β_3 and β_4 .
Accordingly;

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

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

From the above table 4.16, looking at the significance levels, the study established that there is a significant relationship between Consumer buying decision and marketing mix elements namely; Product, price, promotion and place at 5% significance level. This means that all the marketing mix elements account for the greatest contributions to influence consumer buying decision of MOHA soft drink product users.

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

According to, the multiple regression model result shown in table 4.16 above indicates that Beta (β_1) coefficient of product is about .402. This indicates the presence of a statistically significant

positive relationship between product and consumer purchase decision. In other words, keeping other variables constant, one unit increase in product will result in a .402 unit increase in consumer purchase decision, a result which is statistically significance at ($p < 0.05$) confidence interval.

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

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

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

4.5.4 Hypothesis Testing and explanation of the result

H1. Product has positive and significant effect on consumer buying decision of MOHA soft drink product user in Addis Ababa.

The finding of multiple regressions, describe in the Table 4.16 above, show that product had positive and significant effect on consumer purchase decisions ($\beta = 0.402$, $p < 0.05$). The result rejects null hypothesis and fail to reject the proposed alternative hypothesis. In this case beta coefficient value illustrate that keeping the other variables constant, a 1% improvement in soft drink product, would increase consumers 'purchase decision by as much as 40.2%. The finding thus concurs with previous studies which argue that Product Attributes has a positive and significance effect on consumer purchase decision (Akpoymare et al., 2012; and Sunardi et al., 2016).

H2: There is a positive relationship between price and consumer buying decision of MOHA soft drink product user in Addis Ababa.

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

H3. Promotion has positive and significant effect on consumers buying decision of MOHA soft drink product user in Addis Ababa.

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

H4. Place has positive and significant effect on consumer buying decision of MOHA soft drink product user in Addis Ababa.

The outcome of multiple regressions, in Table 4.16 above, shows that place/accessibility has significant and positive effect on consumer purchase decision with ($\beta = 0.039$, $p < 0.05$) values. According to the beta coefficient value, a 1% enhancement in product accessibility, increases consumers purchase decision of MOHA soft drink by 3.9%. Hence, the proposed hypothesis is failed to reject. Empirical evidence from elsewhere confirms similar results in which location variable has positive effect on consumer buying decisions (Harahap et al., 2017).

The entire hypothesis test rejected the null hypothesis and hence for all independent variables beta value is positive and p-value is significance ($p < 0.05$). Therefore, we fail to reject all

alternative hypotheses, which imply the statistically significant effect of marketing mix elements (product, price, promotion and place) on consumers purchase decision of MOHA soft drink product users in Addis Ababa Ethiopia.

4.5.5 Underlying Factors Affecting consumer buying decision based on Respondents Profile

In order to achieve the objective that aims to examine if there is a difference between the demographic profile of consumers and the factors they consider to be important in influencing their buying decision, one inferential statistics techniques were employed. One- way ANOVA to compare demographic characteristics and investigate how they are related with product, price, promotion and place. Similarly, ANOVA is a test of mean comparisons. ANOVA can compare means across more than two groups or conditions Marczyk, et al., (2005). Hence, One-Way ANOVA analysis between the factors (marketing mix elements) and four age groups, six Occupational category and two gender groups, were executed.

4.5.5.1 Underlying Factors of buying decision based on Gender

Table 4.17 One Way ANOVA between gender and Marketing Mix Elements

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	11.552	1	11.552	17.022	.000
	Within Groups	364.033	385	.712		
	Total	375.585	386			
Price	Between Groups	10.198	1	10.198	14.128	.000
	Within Groups	338.822	385	.728		
	Total	349.020	386			
Promotion	Between Groups	7.961	1	7.961	10.226	.012
	Within Groups	367.068	385	.779		
	Total	375.029	386			
Place	Between Groups	12.756	1	12.756	16.283	.000
	Within Groups	353.654	385	.624		
	Total	366.410	386			

ANOVA result in Table:4.17 shows that there is a significant difference between gender of respondent's and the marketing mix elements as their p-value <0.05. According to the finding of the research, there are all factors perceived differently among respondents, who are in different gender category.

4.5.5.2 Underlying Factors of buying decision Based on Age Group

As shown in the Table 4.18 below different age groups perceive product, price, promotion, and place differently at $F=3.932$, 7.878 , 7.929 , and 1.794 respectively. The result of the analysis shows that all factors perceived differently between different age group of respondent as p-value less than 0.05 except place with $p\text{-value} > .168$

Table 4.18 One Way ANOVA between Age and Marketing Mix Elements

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	5.520	2	2.760	3.932	.020
	Within Groups	269.540	384	.702		
	Total	275.060	386			
Price	Between Groups	13.756	2	6.878	7.878	.000
	Within Groups	335.263	384	.873		
	Total	349.020	386			
Promotion	Between Groups	6.443	2	3.221	7.929	.000
	Within Groups	156.000	384	.406		
	Total	162.442	386			
Place	Between Groups	.836	2	.418	1.794	.168
	Within Groups	89.474	384	.233		
	Total	90.310	386			

4.5.5.3 Underlying Factors of consumer buying decision Based on Occupation

The results of the analysis are presented in Table: 4.19 show that, from the four factors, there is a significance difference between Occupational categories and marketing mix elements (product, price, promotion, and place) is observed with $p\text{-value} < 0.05$. According to the finding of the research, there are all factors except place are perceived differently among respondents, who are in different Occupational groups.

Table 4.19 One Way ANOVA between Occupation and marketing mix elements

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	10.132	5	2.026	2.914	.014
	Within Groups	264.928	381	.695		
	Total	275.060	386			
Price	Between Groups	13.438	5	2.688	3.051	.010
	Within Groups	335.582	381	.881		
	Total	349.020	386			
Promotion	Between Groups	7.013	5	1.403	3.438	.005
	Within Groups	155.429	381	.408		
	Total	162.442	386			
Place	Between Groups	.857	5	.171	.730	.602
	Within Groups	89.454	381	.235		
	Total	90.310	386			

4.6 Discussion of the finding

The main objective of this study was to investigate the effect of marketing mix elements on consumers` buying decision using the case of MOHA soft drink product users residing in Addis Ababa Ethiopia. In addition, this study has also tried to answer the research questions stated on the introduction part. In order to do this, the four determinants of marketing mix elements were used. These marketing mix elements are product, price, promotion and place.

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

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

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

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

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

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

The regression analysis of product quality and consumer buying decision indicates that 41.2% of the variance in consumer buying decision has been significantly explained by product quality. The finding of Spinks and Bose (2002) concluded that consumer buying decision is influenced by product characteristics of nutrition, taste, health benefit and ease of preparation. Therefore, the result of this study on product quality is similar to the above findings that product quality has the power to influence consumers buying decision.

The other factor that is included in the dimensions of marketing mix is price. It was found to have positive and strong relationship with consumer buying decision. Price is one of the important factors to influences consumers in their buying decision. If this is the case, companies shall charge a competitive and affordable price so as to influence their customers buying decision in favor of them. As a result, price has power to influence consumers buying decision in purchasing soft drink products. With regard to the regression analysis of price and consumer buying decision, 35.9% of the variance in consumer buying decision is significantly explained by price. The finding of (Barbara, Lois, & Bobby, 1996; Pan & Zinkhan, 2006) showed a high retail price which reflects immediate monetary costs are likely to hinder consumer purchase decision while a low price or competitive price leads to an increase in store traffic and product sales.

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

The last but not the least factor included in the marketing mix factor was place. As it is indicated in the correlation analysis, place or accessibility has positive and moderate relationship with consumer buying decision. When companies make easily available their products, consumers buying decision will be positively influenced. Generally, availability of products has a positive relationship with consumers buying decision. Most researchers agree that a convenient location increase store patronage via reduced transaction costs (Berry, Seiders, & Grewal, 2002;

Huddleston, Whipple, & Van Auken, 2004; Jabir et al., 2010). Therefore the findings regarding place supports the above researcher's conclusion.

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

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

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

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

Therefore, even if some of the literatures support marketing mix elements have an effect on consumer buying decision; this research has proved that its effect on consumer buying decision is significant in MOHA soft drink in Ethiopia.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

The main objective of this study was to find out the effects of marketing mix elements on consumer buying decision in MOHA soft drink product users located in Addis Ababa. Based on the results of the study obtained through the questionnaire distributed to 387 participants, the following conclusion and recommendations were made.

5.1 SUMMARY OF FINDING

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

Correlation and regression analysis also used to show the relationship between the dependent and the independent variables. Multiple regression assumption tests were conducted by checking the normality of distribution, existence of multicollinearity between the predictor variables and dependent one, Linearity test, and homoscedasticity test. The data fulfills all the assumptions needed to undertake regression analysis.

Therefore the major findings of inferential statistics are summarizing as follows:

The inferential analysis finding summary:

The correlation value for all independent variables reveal that, product ($r=.863$), price ($r=.836$), promotion ($r=.812$) and place ($r=.584$) have statistically positive significance correlation with dependent (consumer buying decision) variable. From the correlation result of all independent variables, product, price and promotion were the most correlated variable with consumer purchase decision of MOHA soft drink product users with p-value 0.000. The result shows that, consumer buying decision was mostly determined by product (quality, variety, design, and brand), price, and promotion. As discussed earlier, the independent variable of place is moderately correlated with consumer buying decision of MOHA soft drink product users with a

correlation value 0.584. This implies that, place/distribution has a positive relationship with consumer buying decision and has least effect with beta value .039 and p value of 0.028 compared to other independent variables.

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

These results are also confirmed by the different researchers. Brata1 et al., (2017), for example, examine the effect of product quality, price, promotion, and location on consumer purchase decision in nitchi product at PT Jaya Swarasa Agungin Central Jakarta. Their finding shows that there is a positive relationship between product, price, promotion and place. All predictor variables were identified to be positively correlated with purchase decision of nitchi products. Their study indicates that product and price were the stronger predictors of consumer purchase decision. Pearson correlation test also show that a positive relationship between the four marketing mix elements (product, price, promotion and promotion).

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

5.2 Conclusion

This study examines the effect of marketing mix elements on consumer buying decision specifically, MOHA soft drink consumer in Addis Ababa.

It was valuable in examining the effect of marketing mix elements on consumer buying decision which is crucial in understanding outcomes of consumer buying decision. For this study four hypotheses were formulated in determining the relationship of marketing mix elements and consumer buying decision. Thus based on the major findings of this study, it is concluded that:-

The finding of the study shows 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 ($r=.863$), ($r=.836$) and ($r=.812$) respectively. Place on the other hand has moderate and positive correlation with consumer buying decision ($r=.584$). In addition the effect of the all independent variables on the dependent variable is significance at 0.05 levels.

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

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

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

Generally, it can be concluded that marketing mix elements positively influences in consumer purchase decision of MOHA soft drink product users in Addis Ababa Ethiopia.

5.3 Recommendation

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

- ❖ As shown from the regression result that the independent variables; product, price, and promotion has the high effect on consumer purchase decision whereas place has low effect on consumer purchase decision. Hence, MOHA soft drink should give special attention to this low influence of the marketing mix element (place).
- ❖ As majority of the respondents are Pepsi users instead of other products. Hence, all sales and service provider staff should work to encourage customers to use more other products like mirinda and 7-up.
- ❖ The majority of the respondents choose MOHA soft drink products due to its better taste. So the company should develop other quality dimensions of product to influence the consumers purchase decision to buy MOHA soft drink products. .
- ❖ The company should also increase availability of product in order to make easily accessible in the market to influence consumer purchase decision of soft drink products.
- ❖ The company should prioritize each of the marketing mix factors so that it enables to respond as per their level of influence.
- ❖ The company should produce its products by considering each of the marketing mix elements.
- ❖ The company should create unique and attractive packaging design so that it enables to influence the consumers buying decision to purchase MOHA soft drink products.
- ❖ The company should develop a mechanism to test its product quality and improve it through different quality dimensions so that it enables to influence the consumers buying decision to purchase MOHA soft drink products.
- ❖ The company shall also try to charge a competitive price that can influence the consumers buying decision in favor of purchasing MOHA soft drink products.
- ❖ The company should conduct aggressive promotional activities so as to positively influence consumers buying decision towards its products.

5.4 Recommendation for further studies

- ❖ This study is conducted in selected sub-city of Addis Ababa. Future researcher can expand the geographical reach of this study by selecting other sub-city include outline area of Ethiopia to better generalize the results.
- ❖ This study investigating the effect of marketing mix elements (4Ps) on consumer purchase decision. But, the variables included in the study were not exhaustive. Future researchers could include other variables which are not included under this study.
- ❖ This study focus on consumers only while future study can expand it to include company staff.

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APPENDIXI-ENGLISHQUESTIONNAIRE

Addis Ababa University School of Commerce

POST GRADUATE STUDIES DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire for customers of MOHA soft drink Company

In Addis Ababa

Dear respondents

I would like to express my deepest gratitude for your cooperation to express your real feeling in the questionnaire. I am a student of Marketing Management at Addis Ababa University School of commerce. I am conducting a research on the effect of marketing mix on consumer buying decision in perspective of MOHA soft drink products. The quality of the research is highly dependent on the quality of the data to be generated, so I kindly request your assistance in answering the questions listed below to the best of your knowledge. Any information you present will be kept confidential and will be used only for academic purposes. There is no wrong and right answer. Your cooperation and on-time response will be highly appreciated.

Name: **Yared Zebene**Tel. +251-910-28-70-81E-mail: yz0910287081@gmail.com

Thank you in advance for your cooperation!

Part I: General information**Directions one:** -Please answer your appropriate responses by tick mark (√) on your choice**1. Gender**1. Male 2. Female **2. Age**1. 18-30 3. 46-60 2. 31-45 4. Above 60 **3. Occupation:**1. Student 4. Retired 2. Employee 5. Unemployed and looking for work 3. Self Employed 6. Keeping house or being home maker

Part II. Questionnaires related to MOHA soft drink products

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

1. which of the following MOHA products do you consume (tick all that applies)?

- 1. Pepsi 3. 7-up
- 2. Mirinda 4. Others _____

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

- 1. It is tasty 3. It gives pleasure
- 3. Due to its preference 4. Other Please specify _____

3. What factor motivates you the most to buy MOHA soft drink products?

- 1. Product 2. Price 3. Promotion 4. Place

Part III: Marketing Mix related question

Please read each statement and indicate your level of agreement by ticking (√) against the number that best describe your answers from the given five scales. You are to rate the products of MOHA soft drink company which include Pepsi cola, Mirinda and Seven-up.

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

I. Product related question		1	2	3	4	5
1	MOHA soft drink company offer high-Quality Products from its competitors.					
2	MOHA soft drink company offers a variety of products (i.e Pepsi cola, Seven-up, and Mirinda).					
3	MOHA soft drink product has a better taste from its competitors.					
4	MOHA soft drink products give me pleasure.					
5	The design of the bottle or cans attracts me to buy MOHA soft drink products.					
6	MOHA soft drink products are a well-known brand.					
II. Price related question						
1	The prices of MOHA soft drink products are affordable.					
2	MOHA soft drink product price with related to its quality is appropriate.					
3	MOHA soft drink product has competitive price compared to its competitors					
4	MOHA soft drink product price is appropriate with the benefits I received.					
5	MOHA soft drink product price with related to its quantity is good.					

III. Promotion related question					
1	MOHA soft drink company Promotion is attractive.				
2	MOHA soft drink company use different promotional media like electronic and printed (such as TV, radio, billboards, flyers, business cards, etc.).				
3	MOHA soft drink company involvement in charitable donation improves the brand's image.				
4	Availability of free gifts affects me in deciding to purchase MOHA soft drink products.				
5	MOHA soft drink company promotional messages are easy to understand.				
6	MOHA soft drink company promotion creates a good image in my mind.				
7	MOHA soft drink company employees are very helpful in choosing the right products for me.				
IV. Place/distribution related question					
1	MOHA soft drink products are easily accessible in the market.				
2	MOHA soft drink products are found in the main road of my residence.				
3	MOHA soft drink company has an effective distribution system.				
4	MOHA soft drink company has many branches with in my residence.				

Part IV: Questions about Consumer buying decision

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

Thank you very much again.

Appendix II–Amharic Questionnaire

የአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት

ቤት የድህረ ምረቃ የገበያ ጥናት ሥራ አመራር ትምህርት ክፍል

በአዲስ አበባ ውስጥ የሚገኙ ለሞህ ለስላሳ መጠጥ ኩባንያ ደንበኞች የተዘጋጀ መጠይቅ።

ውድ መልስ ሰጪዎች

ውድ የጥናቱ ተሳታፊዎች በቅድሚያ ግዜዎን ሰውተው ትክክለኛና ታማኝ የሆነ ምላሽ ለመስጠት ፍቃደኛ በመሆንዎ ልባዊ ምስጋናዬን አቀርባለሁ። እኔ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት የገበያ ጥናት ተማሪ ነኝ። የዚህ ጥናት አላማ በገበያ ጥናት ውስጥ ምርት፣ዋጋ፣የምርት ስርጭት እና የማስታወቂያን ተፅዕኖ ለመለካት እንዲቻል የተዘጋጀ መጠይቅ ነው። የምርምር ጥራቱ የሚመነጨው እርሰዎ በሚሰጡት ሀሳብ ላይ ጥገኛ ሆኖ ስለሆነ ከዚህ በታች የተዘረዘሩትን ጥያቄዎች በእውቀትዎ እንዲመልሱ ድጋፍዎን በትህትና እጠይቃለሁ። በተጨማሪ ይህ መጠይቅ ለሁለተኛ ዲግሪ ማሟያ ጥናት በመሆኑ የሚሰጡት መረጃ በሙሉ በሚስጥር የሚያዝ እና ለዚህ ጥናት አላማ ብቻ የሚውል በመሆኑ ስምዎንም ሆነ ማንነትዎን በመጠይቁ ላይ መግለፅ አይጠቅብዎትም። ለትብብርዎ እና በሰአቱ ምላሽ በመስጠትዎ ከፍተኛ አድናቆት አለኝ።

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(yz0910287081@gmail.com)

ያሬድ ዘበነ ብለው ሊያገኙኝ ይችላሉ።

ክፍል አንድ:-ጠቅላላ መረጃ

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

- 1. ፆታ 1. ወንድ 2. ሴት
- 2. እድሜ 1. 18-30 2. 31-45 3. 46-60 4. ከ60 በላይ
- 3. ሥራ:
 - 1. ተማሪ 4. ጡረታ የወጣ
 - 2. ሠራተኛ 5. ሥራ አጥነት እና ሥራ ፈላጊ
 - 3. የግል ሰራተኛ 6. ቤት ጠባቂ ወይም የቤት ሰራተኛ

ክፍል ሁለት:-ከሞህ የለስላሳ መጠጥ ምርቶች ጋር የተዛመዱ መጠይቆች

መመሪያ ሁለት:-እባክዎ ከዚህ በታች ለተዘረዘሩት ጥያቄዎች የእርስዎን አቋም የሚገልጹትን ብቻ የ"√" ምልክት በማድረግ ይመልሱ።

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

1. ፔፐሪ 3. 7-አፕ

2. ሚሪንዳ 4. ሌላ -----

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

1. ጣፋጭ ስለሆነ 3. ደስታን ይሰጣል

2. ምርጫዬ ስለሆነ 4. ሌላ -----

3. የሞህ ለስላሳ የመጠጥ ምርቶችን ለመግዛት በጣም የሚያነሳሳዎት ነገር ምንድን ነው?

1. የምርቱ ጥራት 2. ዋጋ 3. ማስተዋወቂያ 4. በታ

ክፍል ሦስት:-የምርት፣የዋጋ፣የምርት ስርጭት እና የማስታወቂያ ግንዛቤን የተመለከቱ ጥያቄዎች

መመሪያ ሦስት:- እባክዎ በጥንቃቄ ያንብቡና ከዚህ በታች በሰንጠረዥ ለቀረቡት ጥያቄዎች ምን ያህል እንደሚስማሙ ወይም እንደማይስማሙ ለመግለፅ ከተሰጡት አምስት አማራጮች ውስጥ የእርስዎን አቋም የሚገልጹትን ቁጥር ላይ የ"√" ምልክት ያድርጉ።

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

ተ.ቁ	የምርት ግንዛቤ ጥያቄ	1	2	3	4	5
1	ሞህ ለስላሳ መጠጥ ኩባንያ ከተወዳዳሪዎቹ ከፍተኛ ጥራት ያላቸውን ምርቶች ያቀርባል።					
2	ሞህ ለስላሳ መጠጥ ኩባንያ የተለያዩ ምርቶችን ያቀርባል (ማለትም ፔፐሪ ኮላ፣ ሰባት-አፕ እና ሚሪንዳ) ።					
3	የሞህ ለስላሳ መጠጥ ምርት ከተወዳዳሪዎቹ የተሻለ ጣዕም አለው።					
4	የሞህ ለስላሳ መጠጥ ምርቶች ደስታን ይሰጡኛል።					
5	የሞህ ለስላሳ የመጠጥ ምርቶችን ለመግዛት የጠርሙሱ ወይም የጣሳዎቹ ቅርፅ ይማርከኛል።					
6	ሞህ ለስላሳ መጠጥ ምርት የሚታወቅ የምርት ስም አለው።					

የዋጋ ግንዛቤ ጥያቄ						
1	የሞሃ ለስላሳ መጠጥ ምርቶች ዋጋዎች ተመጣጣኝ ናቸው።					
2	ከጥራቱ አንፃር የሞሃ ለስላሳ መጠጥ ምርት ዋጋ ተገቢ ነው።					
3	ሞሃ ለስላሳ መጠጥ ምርት ከተፎካካሪዎቹ ጋር ሲወዳደር ተመጣጣኝ ዋጋ አለው።					
4	ካገኘኋቸው ጥቅሞች ጋር ሲነፃፀር የሞሃ ለስላሳ መጠጥ ምርት ዋጋ ተገቢ ነው።					
5	የሞሃ ለስላሳ መጠጥ ምርት ዋጋ ከመጠኑ ጋር ሲወዳደር ጥሩ ነው።					

የማስታወቂያ ግንዛቤ ጥያቄ						
1	የሞሃ ለስላሳ መጠጥ ኩባንያ ማስተዋወቂያ ማራኪ ነው።					
2	የሞሃ ለስላሳ መጠጥ ኩባንያ እንደ ኤሌክትሮኒክስ እና እንደ ህትመት (ቴሌቪዥን፣ሬዲዮ፣ቪዲዮ፣ብራሪ ወረቀቶች፣የንግድ ካርዶች፣ወዘተ ያሉ) የተለያዩ የማስታወቂያ ሚዲያዎችን ይጠቀማል።					
3	የሞሃ ለስላሳ መጠጥ ኩባንያ በበጎ አድራጎት መዋጮ መሳተፍ የምርት ስሙን ያሻሽላል።					
4	የነፃ ስጦታዎች መኖር ሞሃ ለስላሳ የመጠጥ ምርቶችን ለመግዛት በመወሰኔ ላይ ተጽዕኖ ያሳድራል					
5	የሞሃ ለስላሳ መጠጥ ኩባንያ የማስተዋወቂያ መልዕክቶች ለመረዳት ቀላል ናቸው።					
6	የሞሃ ለስላሳ መጠጥ ኩባንያ ማስተዋወቂያ በአጠቃላይ ውስጥ ጥሩ ምስል ይፈጥራል።					
7	የሞሃ ለስላሳ መጠጥ ኩባንያ ሰራተኞች ለእኔ ትክክለኛ ምርቶችን ለመምረጥ በጣም ይረዳሉ።					

የምርት ስርጭት ተደራሽነት ግንዛቤ ጥያቄ						
1	የሞሃ ለስላሳ መጠጥ ምርቶች በገበያው ውስጥ በቀላሉ የሚገኙ ናቸው።					
2	ሞሃ ለስላሳ መጠጥ ምርቶች በመኖሪያዬ ዋና መንገድ ላይ ይገኛሉ።					
3	ሞሃ ለስላሳ መጠጥ ኩባንያ ውጤታማ የስርጭት ስርዓት አለው።					
4	ሞሃ ለስላሳ መጠጥ ኩባንያ በመኖሪያዬ አካባቢ ብዙ ቅርንጫፎች አሉት።					

ክፍል አራት:-የተጠቃሚ የመግዛት ባህሪ ግንዛቤ የተመለከቱ ጥያቄዎች

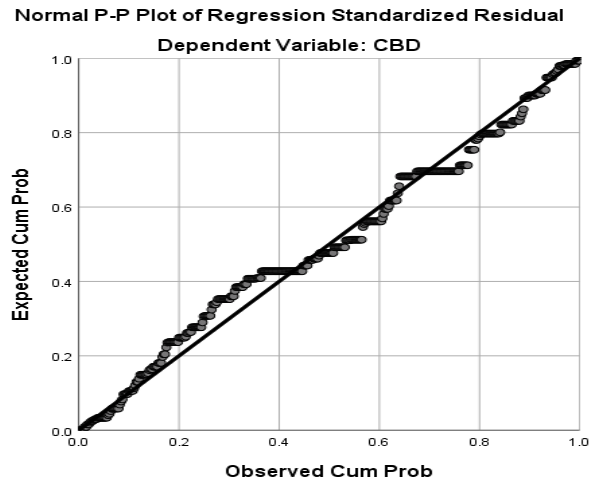
ተ.ቁ	የተጠቃሚዎች የመግዛት ውሳኔ ጋር የተዛመደ ጥያቄ	1	2	3	4	5
1	ከሞሀ ለስላሳ መጠጥ ምርቶችን ለመግዛት ስለደረግሁት ውሳኔ ጥሩ ስሜት ይሰማኛል።					
2	የሞሀ ለስላሳ መጠጥ ምርቶችን ለሌሎች ሰዎች እንዲገዙ በአዎንታዊነት እመክራለሁ።					
3	ከሞሀ ለስላሳ መጠጥ ምርቶች በተደጋጋሚ እገዛለሁ።					
4	ለወደፊቱ ከሞሀ ለስላሳ መጠጥ ምርቶች እንደገና ለመግዛት አስቤያለሁ።					
5	በአጠቃላይ፣ ከሞሀ ለስላሳ መጠጥ በመግዛቴ ረክቻለሁ።					

በደጋጋሚ በጣም አመሰግናለሁ።

Appendix- III

Normal Point Plots of Standardized Residuals

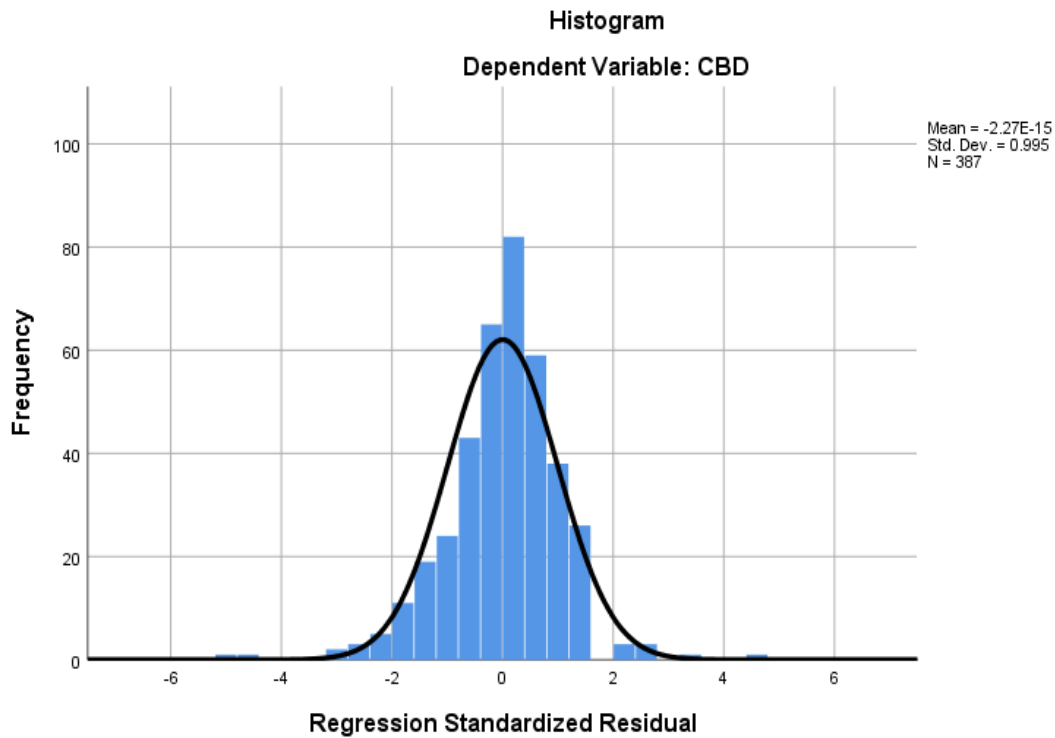
Figure



4.1

Frequency distribution standardized Residual.

Figure 4.2



Homoscedasticity Test

Figure 4.3

