



Effect of Marketing Programs on Consumer Purchase Behavior: In the Case of Anbessa Shoe Factory

Submitted by: Dawud Berhanu
ID number: GSD/5776/09

Thesis Advisor: Dr. Tewodros Mesfin

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Declaration

I, **Dawud Berhanu**, hereby declare that this Thesis titled the effect of marketing programs on consumer purchase behavior: A case of Anbessa shoe factory in Addis Ababa is my original work. I have carried out the present study independently with the guidance and support of the research advisor, **Tewodros Mesfin (Ph.D.)**. Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Name of the Student: Dawud Berhanu

Signature:

A small, square image showing a handwritten signature in black ink on a light-colored background. The signature appears to be 'Dawud' with some stylized flourishes above it.

Date: June 20, 2021

Addis Ababa University

College of Business and Economics School of Commerce

Marketing Management Graduate Program Unit

This is to certify that the thesis prepared by Dawud Berhanu, entitled; the effect of marketing programs on consumer purchase behavior: A case of Anbessa shoe factory in Addis Ababa. 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.

Approved by the Board of Examiners:

Dr. Tewodros Mesfin



August 29, 2021

Thesis Advisor:

Signature

Date

Name of Examiner

Signature

Date

Name of Examiner

Signature

Date

Abstract

Anbessa shoe factory, the first shoe manufacturer in Ethiopia holding large customers, is experiencing competition from new entrants in the shoe market industry. The study tried to discuss the influence of major factors that affect the response of consumer purchase behavior by focusing on the marketing mixes. The research tried to cover the impact of 4p marketing mixes which are product, price, promotion, place. Comfort, modesty, well preparedness, and quality are covered under the product factor. Competitor price, cheap price, quality, and price match are investigated under the price factor. Salesperson attitude, word of mouth, and creative promotion are covered under the promotion factor. Convenience, accessibility in time and space, and distribution are covered under the place factor. The research used primary data collected through a structured questioner on 399 samples that are selected by purposive sampling and proportional stratified sampling techniques. Analysis was done using a statistical package for social science (SPSS) version 26. Considering product, price, promotion and place as an independent variable and consumer buying behavior as a dependent variable the study disclosed the relationship between the variables using multiple linear regression methods. The finding of the study reveals that factors namely product, price, promotion, price have a positive and significant effect on the consumer purchasing behavior of Anbessa shoe.

Key words: Marketing programs, 4Ps, Consumer Purchase Behavior.

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Abbreviation and Acronym

4Ps – Product, Place, Price, and Promotion

7Ps - Product, Place, Price, Promotion, Physical Evidence, People, and Processes.

9Ps - Planning, Product, Price, Place, Promotion, Partners, People, Passion and Presentation

ANOVA - Analysis of Variance

CPB – Consumer Purchase Behavior

ETB – Ethiopian Birr

FDI – Foreign Direct Investment

SMEs - Small and Medium Enterprises

SPSS- Statistical Package for Social Science

VIF - Variance Inflation Factor

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Chapter One

1. Introduction

This chapter consists of the background of the study, statement of the problem, research question, research objective, research hypothesis, the significance of the study, the scope of the study and delimitations of the study.

1.1. Background of the study

In today's globalized market, there is high competition among business companies to get a bigger market share in order to increase their revenue. To have a big market share, organizations need to invest in continuous research and study to know more about their consumer purchase behavior and major factors that influence such behavior.

According to Hawkins and Mothersbaugh (2010), the field of consumer behavior is the study of individuals, groups, or organizations, and the process they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on consumer and society. Successful marketing decisions by organizations require extensive information about consumer behavior. All marketing strategies and tactics are based on an explicit or implicit belief about consumer behavior. Decisions based on explicit assumptions on sound theory and research are more likely to be successful than decisions based solely on hunches or intuition. The knowledge of consumer behavior can be an important competitive advantage, it reduces the odds of making bad decisions and creating market failures. Therefore, analysis of consumers is the foundation of marketing strategy, and consumer reaction to the total product determines the success or failure of the strategy which would influence the profitability of the organization (Hawkins and Mothersbaugh, 2010).

To survive in a competitive environment, an organization must provide its target customers more value than is provided by its competitors. In order to provide a superior value to the customers, the organization must do a better job of anticipating and reacting to its customers' needs than the competition does by applying different marketing strategies or programs.

Marketing study on consumer behavior will give a bigger insight into the customer that will lead to developing more effective marketing strategies and tactics to influence the way consumers behave. Marketing strategy starts with an analysis of the market the organization is considering, which requires a detailed investigation of the organization's capabilities, the strength and weakness of competitors, the economic technological forces affecting the market, and the current and potential customers in the market. Based on consumer analysis findings, the organization identifies groups of individuals and firms with similar needs. After differentiating different segments, the marketer selects its target segment to develop an appropriate marketing strategy by providing customer value. A marketing strategy is formulated in terms of marketing mix/programs, which is determining the product features, price, communication, distribution, and services that will provide customers with superior value. Mostly, the marketing strategy answers the question of “How a superior customer value is provided to a selected target market?” (Hoyer and MacInnis, 2010).

The concept of marketing mix focuses on the means of executing marketing into practice. Kotler (2003) identified the marketing mix as the set of selling tools for helping companies to aim the target customers in marketing. The most well-known marketing strategy tools are the 4ps model suggested by McCarthy and Perreault (1994). The 4ps model encompasses four factors product, price, promotion and place. Product is anything a consumer acquires or might acquire to meet a perceived need. It is described by quality, design, brand, durability, packaging, comfort etc. Price is the amount of money one must pay to obtain the right to use the product. It states the price of a product or service offered for sale to benefit the customer. Promotion includes advertising, personal selling, sales promotion, public relations, direct marketing and any other signal that the firm provides about itself and its product whereas place having the product available where target customers can buy it. Place includes market coverage, and product distribution channels.

Howard and Sheth (1969) developed a Buyer Behavior model which states that the external stimuli that consumers respond to include the marketing mix and other environmental factors in the market. The marketing mix (the 4p) represents a set of stimuli that are planned and created by the company.

Ethiopian Shoe industries are all owned by the private sector mostly Foreign Direct Investment (FDI). The industry is increasing its production and export in recent years. According to UNIDO, about 24 million pairs of shoe are produced both for the local and export market from leather and non-leather materials and most of them are plastic shoe. However, only 3.54 million pairs of shoe

are exported to the international market, of which 95% is from leather and more than 91 % of the export is done by FDI (UNIDO, 2018).

The shoe industry faces many challenges the main one is poor quality and quantity supply of rawhide and skin, lack of technology to detect a defect of hide and skin, weak value chain linkage among stakeholders and lack of supporting industries like Chemical manufacturing companies, and Poor market linkage with customers are the main challenges identified by the shoe manufacturing companies (UNIDO, 2018).

Refu (2016) studied supply chain performance and challenges faced by Anbessa shoe. The study founded out that the company has many performance problems which are related to a shortage of inputs, poor production planning and control, low productivity, high manufacturing cost and lack of marketing strategy. The study mainly recommends that Anbessa Shoe factory should do more research to develop a consumer-focused marketing strategy and programs to increase its local and export market share.

With this background, this research seeks to determine the effect of the marketing programs/mix of Anbessa Shoe factory on consumers buying decisions in Addis Ababa city. The study focuses in analyzing the relationship between the 4Ps and consumers purchase decisions of Anbessa Shoe factory customers.

1.2. Background of the company

Founded in 1935, Anbessa Shoe factory is one of the oldest and experienced shoe makers in Ethiopia owned and operated by an Italian firm. In the year 1942. The company was sold to an American who had a side-lined tannery company. After that, the company was named DARMAR Shoe Factory with a registered capital of 217,000 ETB.

In 1975 DARMAR went to full nationalization and become two state-owned companies; Anbessa shoe factory and Awash tannery under Ethiopian government supervision, it had 334 employees and a paid-up capital of 445,000 ETB.

Anbessa shoe factory was reorganized in 1993 as a public enterprise with 782 employees and registered capital of 6,335,000 ETB. In 2011, Anbessa was privatized and named as Anbessa shoe share company with a production capacity of 4,500 pairs of shoe per day. The company has 34 outlet shops all over the country of which 14 are found in the capital city of Addis Ababa. The

main products of the company are casual shoe for Gents, ladies and children; Military and safety shoe. The company serves both the domestic and international markets like USA, EU, Asia and Africa.

1.3.Statement of the problem

According to Kotler and Keller (2014), a Marketing Mix is a set of tactical marketing tools a company blends to produce the response it wants in the target market. The tools are categorized under 4P's: Product, Price, Promotion and Place. Developing the 4P's will help the company to know and understand the customer to provide a product or service that is suitable for the customer which will significantly impact the consumer buying behavior (Londre, 2007).

Various researchers have studied the impact of the marketing mix elements on consumer buying decisions either collectively (with all 4P's) and separately (each 4Ps) on consumers purchase decisions. The findings of some studies are similar, and some found a different result.

Mohan (2014) found out that for a footwear industry in India, product factors are more significant for determining the consumer purchasing behavior than place factors whereas a study made by Hanaysha (2017) on the Malaysian retail market, concluded that that store environment (Place) has a significant positive effect on consumer purchase decision and promotion has a negative effect on a purchase decision.

A study done by Pajaitan et al (2019), finds that product, prices, places, and promotion have a partial significant effect on consumer purchase behavior. Krishnan and Nandhini (2017) concluded that motivation of bathing soap purchase comes with product, price and promotion factors whereas place doesn't have a significant influence on buying decisions. Similarly, Sanghvi and Srivastava (2019) revealed that product and price are the major factors that influence consumer's buying decisions for a sport's footwear in India. Astutia et al (2015) found out that the most influential marketing mix variable is price on a study made for apple buying decision in Indonesia whereas Azam and Ali (2019) studied indicated that Products (product quality, brand name and package) and promotion (information) have a significant positive relationship on consumer purchasing behavior in Jordan. Rahma et al (2017) emphasized that promotion has a positive impact on consumer purchase decision of footwears in Bangladesh however Adamu (2018) revealed that in Addis Ababa, Ethiopia Product (quality and style) and price influenced the choice of shoe, while Promotion advertisement played the least role in influencing customer's buying purchase.

The results of the above studies are different depending on the geographic scope and the sectors of focus. As Kotelr (2014) suggested the impact of marketing mix on consumer behavior is different for a respective company and geographical location. Therefore, companies should invest in research to understand the effect of their marketing mix in influencing the consumer buying decision.

Therefore, this research will fill this gap and provide information on how marketing mix elements affect consumer buying decisions in Anbessa shoe factory. Also, it tries to show the importance of this mix and its degree of impact on consumer buying decisions at Anbessa shoe factory. In particular, it examines the extent Anbessa shoe factory customers have a positive attitude towards the 4ps and to what extent does the marketing mix leads to the specific brand choice.

In addition, most of the above studies explained the relationship each factor has on consumer purchase behavior, but they did not show the degree of interdependence of one factor on the other. This research examined the relationship of each factor on the other in affecting consumer purchase behavior.

Consequently, this study inspected empirically the importance of marketing mix/program factors and their effect on the consumers purchase behavior and the impact of each marketing factor on each other in the case of Anbessa shoe factory.

1.4. Research Questions

This study answered the below research questions

- Does the marketing mix of the 4Ps affect the Anbessa shoe factory customer's purchase by consumers?
- Which of the 4Ps (marketing mix Elements) have a significant effect on the consumer purchase behavior of Anbessa shoe factory?

1.5. Objective of the study

1.5.1 General Objective

This study aims to determine and analyze the effect of marketing programs or what we call marketing mix on the buying behavior of consumers in the case of Anbessa shoe factory. The study

also analyzed the marketing programs that significantly determine the buying behavior of a consumer.

1.5.2 Specific Objective

The specific objectives of the study are:

- To determine the effect of a product on customer purchase behavior
- To analyze the impact of price on customer purchase behavior
- To examine the effect of place on customer purchase behavior
- To study the effect of promotion on customer purchase decision

1.6. Research hypothesis

The study proposes the following hypothesis for verification:

H1: There is a positive and significant relationship between product and consumer purchase behavior

H2: There is a positive and significant relationship between price and consumer purchase behavior

H3: There is a positive and significant relationship between promotion and consumer purchase behavior

H4: There is a positive and significant relationship between place and consumer purchase behavior

1.7. Significance of the study

Ethiopia, as being the second biggest population from Africa, would benefit many shoe manufacturers in the country to achieve a big market share for their product. However, Anbessa shoe factory, as it is the first and long lasted shoe factory in Ethiopia, is not fulfilling the desire and need of its target customers or by large did not reach its full potential. This study can help in distinguishing the major factors of Anbessa shoe factory that affect its potential revenue by identifying the impact of 4Ps on brand choice, brand selection and purchase behavior.

This study will support Anbessa Shoe factory to increase the demand for its products by adjusting its marketing mix. The study will also help the organization in solving its problem by identifying the factors that will help the Anbessa shoe factory to tailor its marketing and manufacturing strategies to take advantage of these influences in a way that satisfies both the consumers and

marketers. The study will as well benefit Anbessa shoe to clearly understand its consumer behavior and formulate an effective strategy that will help develop the company's market share in the local and export market to increase its revenue.

The study also helps shoe and other manufacturing companies as a reference and benchmark while tailoring their marketing mix concepts for their studies and marketing mix implementations.

1.8.Scope of the study

1.8.1. Conceptual Scope

The study determined how marketing mix elements influence the purchase decision of Anbessa shoe consumers in Addis Ababa. It includes possible and generally accepted marketing mix elements, which are price, promotion, product and place, and investigated their effect on consumer purchase behavior. It also covers the simultaneous and partial effect of marketing mixes on buying preference of consumers.

This study focuses on the 4Ps only. Recent studies show that other factors influence consumer purchase behavior known as 7Ps and 9Ps. In addition to the 4Ps, the factors include people, process, physical evidence, planning, partners, passion and presentations. This study will not analyze the effect of these factors it rather concentrates on the impact of the 4Ps of Anbessa shoe factory on consumers purchase behavior.

1.8.2. Geographical scope

Anbessa shoe factory has 34 shops in the country and 14 shops in Addis Ababa. The study focuses only on stores located within Ethiopia's capital, Addis Ababa. The study will analyze the effects of the marketing programs (Marketing mix) on the purchase behavior of Addis Ababa consumers only.

1.8.3. Methodological scope

Quantitative research methodology is selected because it is appropriate for testing objective theories by studying the relationship among variables. The study will analyze the data using a statistical software called SPSS to obtain the findings.

1.9.Limitation of the study

Even though there are many kinds of literature done on the effect of marketing mix on consumer purchase behavior, there are limited researches done on the effect of marketing mix on the shoe industry in Ethiopia. The study covered only customers of Anbessa in Addis Ababa only, customers outside of Addis Ababa are not examined here..

Chapter Two

2. Literature Review

This chapter examines the existing theoretical and empirical literatures on marketing programs/mix factors and consumer purchase behavior. This chapter shows the theoretical, empirical and conceptual frameworks of this study.

2.1 Theoretical framework

2.1.1 Consumer Purchase Behavior

Consumer behavior involves understanding the set of decisions (what, why, when, how, where, how much, and how often) that an individual or group of consumers makes over time about the acquisition, use, or disposition of products, services, ideas, and/or activities. The psychological core exerts considerable influence on consumer behaviors. Consumers motivation, ability, and opportunity affect his or her decisions and influence what a customer is exposed to, what he or she pays attention to and what he or she perceives. These factors also affect how a consumer categorizes or interprets information, how he or she forms and changes attitude, and how he or she forms and retrieve memories, each psychological core has a bearing on the consumer decision-making process, which involves 1) problem recognition, 2) information search 3) Judgment and decision making and 4) evaluation of the level of satisfaction with the decision. Overall studying consumer behavior helps marketers understand how to segment markets, whom segment to target, how to position an offer, and which marketing-mix tactics will be most effective (Hoyer and MacInnis, 2010).

The consumer purchasing decision answers different questions of the consumers. The questions are what to buy, why to buy, where to buy, how and how much to buy, and when to buy (Kotler and Armstrong, 2008). According to Hoyer and MacInnis (2010), consumer behavior is a totality of consumers decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision making units over time. Howard and Sheth (1969) developed a Buyer Behavior Model that states consumers respond to marketing stimuli and external stimuli. In this model, the marketing stimuli include the marketing mix (4Ps) and the external stimuli include other environmental factors in the market. The

marketing mix (the 4ps) represents a set of stimuli that are planned and created by the company. The model is depicted in figure one.

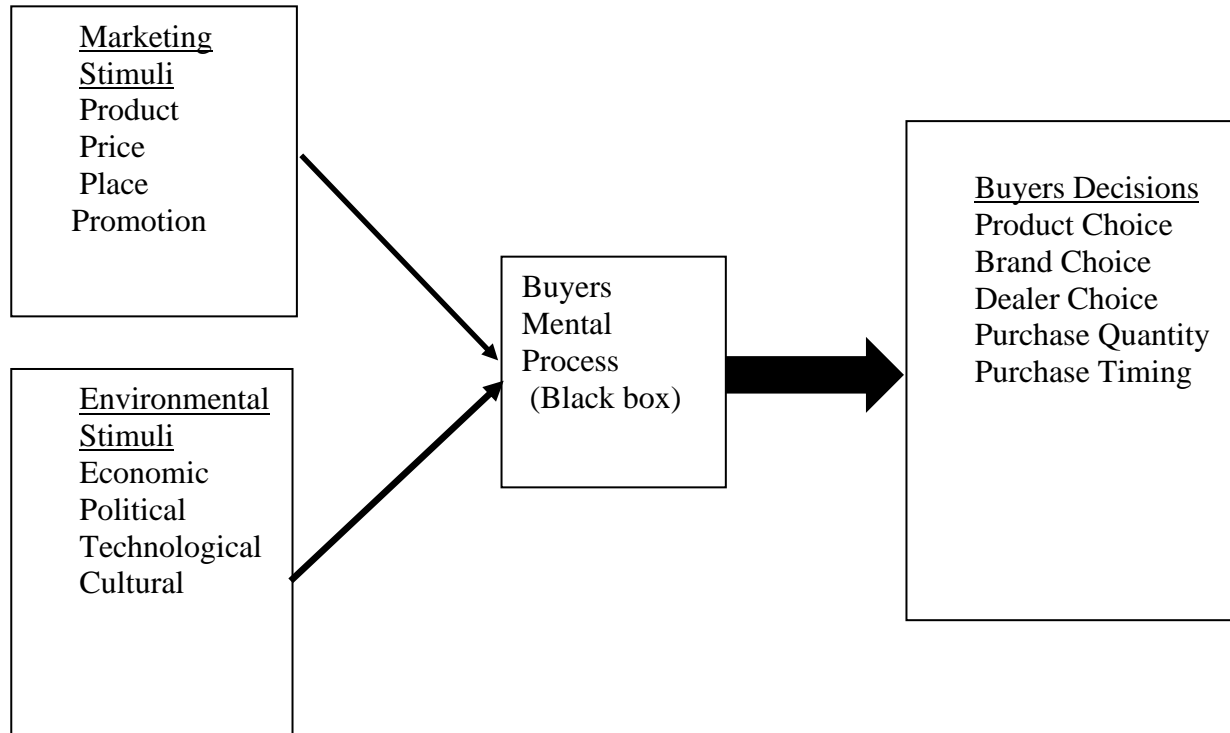


Figure 1: Buyer behavior: Stimulus-response model.

Marketing is designed to provide value to customers; thus, marketers must research to understand the various groups of consumers within the marketplace so that they can develop a strategy and specific offerings that will provide such value (Hoyer and MacInnis, 2010). Solomon (2002) explains that a consumer purchase is a response to a problem, and Stages in consumer decision - making according to him are illustrated below in figure 2.

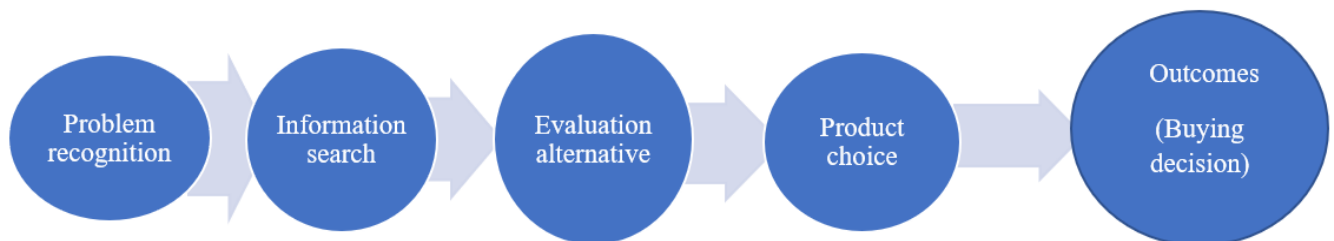


Figure 2: Decision making flow (Solomon, 2002)

The decision-making flow states that consumers first recognize what the problem is, then they will search for information about a better product and evaluate alternative products available in the market. Then they identify a product that best fits them in context to the problem recognized, the next thing the consumer will do is to make a product choice and make a buying decision.

2.1.2 Marketing mix

The marketing mix is the set of selling tools for helping companies to aim and target customers in marketing. The common marketing mix are known as 4PS; Product, Price, Promotion and Place (Kotler, 2003).

The marketing mix (4Ps) was originally proposed by marketer and academic E.Jerome Mc Carthy in 1994 where he provided a framework of marketing decision making. Since then McCarthy's Marketing mix has become one of the most enduring and widely accepted frameworks in marketing.

2.1.2.1 Product

According to McCarthy (1994), a product refers to an item that satisfies the consumer needs or wants, a product can be tangible (goods) or intangible (services, ideas, or experiences). The marketing decisions for a product can be product design (features, quality), product assortment (product range, product mix, product lines), branding, packaging and labeling, services (complementary services, after-sales services, service level), guarantees and warranties, returns, managing product through the life cycle.

In addition, Hoyer and MacInnis (2010) stated that product and services that satisfy consumers want and needs are critical in marketing activity. Marketers need to design and offer a product that matches what consumer wants, therefore marketers should conduct consumer research when making decisions regarding their product.

When customers see products on the shelf, they are usually forced to make a quality evaluation of the product through experience with the product itself to evaluate it and to make the final decision to buy it again or not (Holmes and Paswan, 2012).

The quality of the product (product quality) is one of the most important elements in the purchase decision-making process for a customer. When the consumer shapes an opinion about the product,

the quality element is highly important. Consumer goods expectations are created by quality elements such as labeling and product information. The quality combined with product price can influence the purchase (Mazengia, 2014).

Another important element of a product is product design which is a set of constitutive elements of the product that consumers perceive and organize as a multidimensional construct. A product design comprises three dimensions of aesthetics, functionality, and symbolism. Aesthetic design refers to the perception of the beauty or physical appearance of a product. Functional product design refers to the basic functionality of a product or the product's intended purpose. The symbolic design focuses on the specific meaning or signs that are communicating, might be status, self-image, or social roles based on visual elements (Homburg et al, 2015)

2.1.2.2 Price

McCarthy (1994) stated price refers to the amount a customer pays for a product. Price also refers to the sacrifice consumers are prepared to make to acquire a product (eg, money, time, or effort). According to McCarthy, price is the only variable that has implications for revenue and also considers customers perceived value. Its marketing decisions can be price strategy, price tactics, price-setting, and payment terms (credit payment methods). Hoyer and MacInnis (2010) emphasize that a price of a product has a critical influence on consumers acquisition, usage and disposition decisions. It is therefore very important for marketers to understand how consumers react to price and to use this information in pricing decisions.

Researchers also suggest that consumers have different views on the importance of price in making consumers buying decisions. Some consumers are very price-sensitive, meaning that a small price change will have a large effect on consumers' willingness to purchase the product (Hoyer et al, 2012).

2.1.2.3 Promotion

McCarthy (1994) defined promotion as marketing communication through advertisement, public relations, direct marketing and sales promotion. Its marketing decisions can be a promotional mix (appropriate balance of advertising, public relation, direct marketing and sales promotion), message strategy (what is to be communicated), Channel/Media strategy (how to reach the target audience) and message frequency (how often to communicate). The main promotion marketing

communication tools include, advertising, and sales promotion (premiums, contests, free samples, coupons and rebates), personal selling and public relation.

Consumer research can be very useful in determining advertising objectives. It may reveal, for example, that a few people have heard of a new brand, suggesting that the advertising objective is to enhance brand name awareness. If consumers have heard of the brand but don't know anything about it, the advertising objective is to enhance brand knowledge. If consumers know the brand name but don't know the characteristic of the brand that makes it desirable, the advertising should aim to enhance the brand knowledge and encourage a positive attitude about it. If consumers know neither the brand name nor the product's benefit, the advertising should educate the target market both (Hoyer and MacInnis, 2010).

Similarly, Kotler and Armstrong (2008) defined the promotion (marketing) mix as a specific blend of advertising, public relations, personal selling, and direct marketing tools that a company uses to persuasively communicate customer value and build customer relationships. They mentioned the major promotion mixes are Advertising, personal selling, public relation and Direct marketing.



Figure 3: Marketing Mix of Kotler and Armstrong (2008)

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor to provide a specific and clear concept and the idea of a product or service to a community or group of people, It includes TV and Radio broadcast, social media

and websites. While sales promotion is the short-term incentive to encourage the purchase or sale of a product or service and increasing sales volume, this tool helps to create a relationship between the marketer and the customer. Some of the sales promotion tools include discounts such as cash discounts, quantity discounts and Seasonal discounts (special event pricing). Cash discounts offer the buyer an incentive to pay a slightly lower price for a short period. Quantity discounts encourage the customer to order in larger quantities and Volume. A seasonal discount is offered when there is a special event/holiday (Kotler and Armstrong, 2008).

2.1.2.4 Place

McCarthy (1994) explained that providing customers with access, providing convenience for consumers could influence the consumer buying decision. Marketing decisions regarding place can be distribution strategies (intensive distribution, selective distribution, exclusive distribution), franchising, market coverage, channel member selection and channel member relationship, assortment, location decisions, inventory, transport, warehousing and logistics.

Marketers, who understand the value of consumers time and convenience, have developed distribution channels that allow consumers to acquire or use goods and services whenever and wherever it is most convenient for them. Making distribution decisions is another important marketing decision that involves how products are distributed and sold to consumers in retail stores. Therefore, developing a distribution channel that allows consumer to acquire or use goods and services convenient for them by marketers is one aspect of understanding the value of customers (Hoyer and MacInnis, 2010).

2.2 Empirical Review

Hanaysha (2017) conducted a study to identify factors affecting consumer purchase decisions in Malaysia by surveying 278 sample retail store customers. The study focused on the effect of social responsibility, social media, marketing, sales promotion, store environment and perceived value. The study disclosed that store environment and social responsibility have a significant positive effect on a purchase decisions, whereas sales promotion has a negative effect on the purchase decisions.

A study done by Pajaitan et al (2019) tried to show the effect of marketing mix on consumer purchase decision behavior on a Bright gas products in Medan, Indonesia. The study employed a non-probability sampling method using Solvin formula and sampled 100 households. Using a multiple linear regression method the results stated that that marketing mix elements products, prices, places, people, processes and physical environment simultaneously have a significant effect on consumer purchasing decision however three elements people, processes and physical environment partially have no significant effect on consumer purchasing decisions.

Research conducted by Mohan (2014) on 256 samples in Bangalore, India on a footwear sector tried to identify the effect of product and place factors on consumer buying behavior. The research disclosed that product factors are important for customers than place factors. Among the product factors, comfort is more important for customers followed by quality, durability, and brand. Under the place factor, convenience is an influential factor for the place factor. The study also concluded that male customers prefer branded product and female customers give more attention to style. Also, male customers are ready to pay for branded and comfortable wear and they have less purchase frequency whereas female customers purchase frequently due to the changing design and style.

Krishnan and Nandhini (2017) conducted research on 110 sample customers in the city of Kerala, India to understand the relation of the marketing mix and customers behavior for a bathing soap. They selected four supermarkets using a judgmental sampling method. The research revealed that Product (Brand awareness and Brand image), promotions (word of mouth, publicity, advertisement, and celebrity), and price are motivators for customers buying decisions.

To understand the marketing mix influence on purchasing decisions of Malang Apples consumers in Indonesia, Astutia et al (2015) conducted a study on 100 consumers determined using a Solvin method with an age gap from 17 – 55 years. The study used an AHP method which is a method used for ranking decision alternatives on selecting the best one when the decision-maker has multiple criteria (Taylor, 2004). The study concluded that the most influential marketing mix variable was a price factor, of which odd pricing was the best strategy.

A study on the relationship between product mix elements and consumer behavior in Jordan was conducted by Azzam and Ali (2019). The researchers considered four aspects of the product mix element (product package, product brand name, product quality, product information). 500

samples were selected randomly, and a descriptive analysis was used to analyze the data. The result has indicated that product quality, information, brand name, and package have a significant positive relationship with consumers purchasing behavior. The study concluded that these factors are one of the most important factors to be considered when purchasing consumer goods.

Singhvi and Srivastava (2019) studied to identify the important factors that influence the consumer buying decisions. The variables used were price, style, color, brand name, quality, comfort, and any kind of endorsement by celebrity. The research disclosed product and price are the major factors that influence consumer's buying decisions for a sport's footwear in India. However, Rahman et al (2017) emphasized that promotion has a positive impact on consumer purchase decisions of footwear in Bangladesh.

Adamu (2018) gathered data from 180 leather shoe consumers in Addis Ketema shoe market to investigate the major factors that influenced the consumers' shoe choices. The study revealed that in Addis Ababa, Ethiopia Product (quality and style) and price influenced the choice of shoe, while Promotion advertisement played the least role in influencing customer's buying purchase.

A study done by Abubeker (2019) concluded that Brand name has positively affected consumer purchase decisions for smartphones in Addis Ababa. Also, the research disclosed that features like design, and operating systems have a significant effect on consumer purchase decisions.

Research conducted by Desale (2018), focused on the effect of the marketing mix elements in influencing consumer buying decisions of Awash wine customers. The study considered product packaging, product quality, price, promotion, and place. These elements were found to have a positive and significant relationship in influencing a consumer buying decision.

According to Astweay (2019), product, place and promotions significantly affect the buying decision of customers of SMEs. However, the study disclosed that price doesn't have a positive and significant effect on consumer purchase behavior.

2.3 Conceptual Framework

The researcher developed a conceptual model after reviewing the theoretical and empirical literatures presented in figure 3. The conceptual framework shows the relationship between

dependent and independent variables using a diagram. For this study the independent variables are product, price, place and promotion and the dependent variables are consumer purchase behavior.

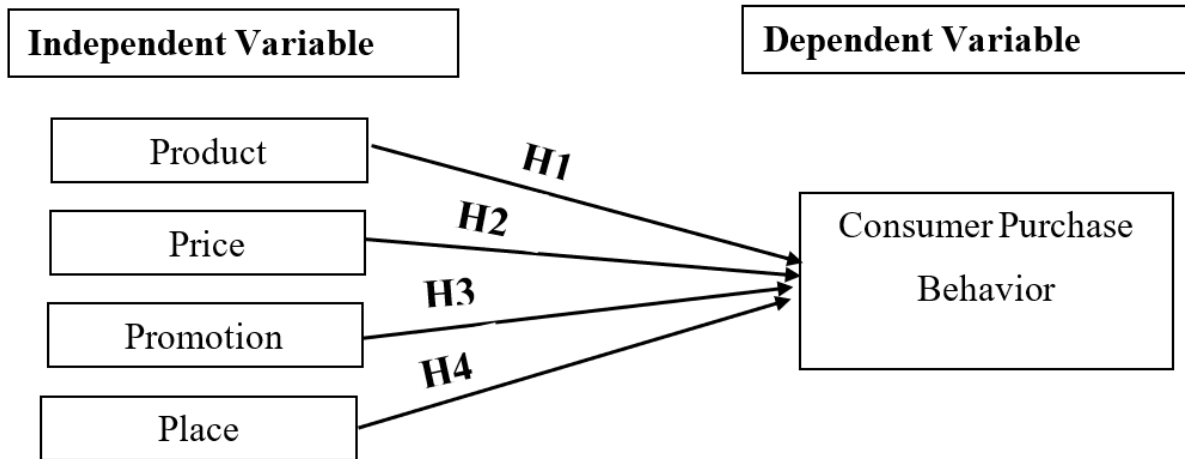


Figure 4: Conceptual framework

Source: Compilation from different sources

H1: Product has a positive and significant impact on consumer purchase behavior

Product: refers to any product an organization put for sale, it can be a new or upgraded product ranging to different packaging and additional services and warranties.

H2: Price has a positive and significant impact on the consumer purchase behavior

Price: any adjustment in price to boost sales of a product,

H3: Promotion has a positive and significant impact on the consumer purchase behavior

Promotion: a communication channel to boost sales by creating awareness of a product.

H4: Place has a positive and significant impact on the consumer purchase behavior

Place-where and when an organization presents a product to customers also contain distribution in its stream it ranges from shelf to web page placement.

Chapter Three

3. Research design and Methodology

This chapter discusses the methodology and the research design that will be used by this study. This chapter will explain the research paradigm, approach, method, research design, population and sampling, data collection and analysis and ethical considerations that will be employed throughout the study.

3.1 Research Paradigm, Approach and Method

3.1.1 Research Paradigm

This research tried to test the hypothesis of an existing theory therefore this paper used a deductive approach to test the hypothesis of this study. This approach starts with a theory, based on the theory a hypotheses is drawn, and then the hypotheses is tested by collecting and analyzing data.

3.1.2 Research Approach and Research Methods

The research used a deductive approach to test the hypothesis of this study. The research employed a quantitative research method using a survey questionnaire. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. This research methodology is selected because it is appropriate for testing the objective theories by studying the relationship among variables. The data were analyzed using a statistical software called SPSS to obtain the findings.

3.2 Research design

The research design of this study used descriptive and explanatory studies. Descriptive studies classify and explain the behaviors of the 4Ps the research variables. The study is also classified as explanatory since it shows the cause and effect relationship by formulating the characteristics of the sample in relation to the effect of the marketing mix elements (product, price, promotion, and

place) on consumer buying behavior. Also, the contribution of the independent variables (the 4Ps) on the dependent variable (consumer buying behavior) is analyzed.

3.3 Population and Sampling Size

The target population for this study is all Anbessa shoe customers in Addis Ababa city without excluding gender age and other factors. Since the total population size of the Anbessa shoe company is unknown, Cochran formula(1977) is appropriate in such situations, which allows us to calculate ideal sample size given a desired level of precision, and desired confidence level.

$$n_o = \frac{Z^2 pq}{e^2}$$

Where:

e is the desired level of precision (i.e the margin of error)

p is the estimated proportion of the population that has the attribute in question,

q is 1-p

Z² is the abscissa of the normal curve that cuts off an area α at the tails (1 - α equals the desired

confidence level, i.e. 95%). The Z value is found in a normal table.

n_o is the sample size

Using this formula, a 95% confidence level gives a Z value of 1.96 per the normal table. Therefore, planning a 95% confidence level and assuming that half of the people entering the shops are frequent customers of the Anbessa would give a maximum variability, therefore p=0.5. Inserting this value in the Cochran formula (1977);

$$385 = \frac{((1.96)^2 * 0.5 * 0.5)}{(0.05)^2}$$

A sample of 385 customers for the target population is enough under a 95% confidence level and desired precision. However, according to Naing et al (2006), it is good to add a 10% to 20% of margin on the computed sample size considering the problem of non-response and missing values.

Therefore, by adding 10% margin for non-response or missing values, the sample size for this study is 424.

3.4 Sampling technique

As explained above, this study planned to collect 424 samples based on the Cochran formula (1977). The sampling technique employed first was purposive non-probability sampling to identify the sample shops. The samples for this research were selected from five shops out of the fourteen shops in Addis Ababa. The shops were selected based on the customer traffic (by the number of customers visits) at each shop. The customer traffic information was acquired from the Anbessa shoe factory Head Office. Accordingly, the branch shops selected for this study are Merkato branch, Kera branch, Piasa branch, Hayahulet branch, and Olompiya branch. Based on the customer traffic the shops were grouped into three strata. Large traffic, Medium traffic, and Small traffic. Accordingly, Merkato and Kera branches are identified as Large traffic, Piasa and Hayalulet branches as medium traffic and Olompiya branch as small traffic. To identify the number of samples in each shop, a proportional stratified sampling was adopted using the below equation,

$$\frac{(Number\ of\ shops\ in\ Strtata \div Total\ Sample\ Shops) \times total\ number\ of\ Shops}{Number\ of\ Samples\ in\ the\ strata} =$$

The computed results for:

Large Customer traffic $\rightarrow 2/5 * 424 = 169.6$

Medium Customer traffic $\rightarrow 2/5 * 424 = 169.6$

Small Customer traffic $\rightarrow 1/5 * 424 = 84.8$

According to the above results 85 samples should be collected from each shop.

3.5 Data collection

Data was collected using a primary source by distributing a survey questionnaire to the selected five sample Anbessa shoe shops in Addis Ababa. The data was filled in by Anbessa shoe customers

The questionnaire was prepared by referring to similar previous studies. The research employed a self-designed and closed-ended questionnaire was used to effectively trace the marketing mix factors that influenced the consumer purchase decision of Anbessa shoe customers.

3.6 Data Analysis

The data of this study is analyzed using quantitative methods and the collected data was encoded using SPSS software. Statistical tools like mean, standard deviation, correlation and multiple linear regression are implemented. Lind et al (2010) mentioned that a linear regression analysis can determine the relationship of many independent variables to the dependent variables (Lind et al.,2010). Therefore, a multiple regression analysis was used using SPSS version 26.

3.7 Validity Test

Before conducting the survey, the validity of the questionnaires should be tested. This will help in checking if the responses were actually what they appear to be and measure what they intended to measure (Saunders et al., 2003). According to Kothari (2004), content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If an instrument contains a representative sample of the universe, the content validity is good.

To ensure whether an instrument covers the topics under study, a pilot test was collected for five days on 20 people. The responses of the pilot were valid, and the test confirms the study questionnaire/instruments well cover the topic of the study.

3.8 Ethical Considerations

Data was collected based on the full willingness of the consumer to participate in the survey. This helped to collect fair and unbiased information which is vital for accuracy. The information mentioned in questioners is used responsibly for the study purpose only and was treated as strictly confidential.

Chapter Four

4. Data analysis presentation and interpretation

This chapter presents the data and analysis results of the collected data. The analysis was conducted using the filled questionnaire by Anbessa shoe customers. A total of 424 questionnaires were prepared and distributed. 399 usable questionnaires were collected from five shops in Anbessa with a response rate of 94%. 21(5%) questionnaires were returned blank and others (1%) were unreturned back. The data were analyzed using the statistical package for social science (IBM SPSS Statistics 26.0)

4.1 Reliability Test

The reliability test of this research was assessed by examining the Cronbach's Alpha, which measures internal consistency of reliability (Hair et al, 2006). According to Hulin et al (2001), a generally accepted rule is that Cronbach's Alpha of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater signifies a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy. However, for most research objectives a Cronbach's Alpha above 0.7 is considered acceptable (Allen & Bennett, 2012). Table 1 shows that the overall Cronbach's Alpha is 0.923, which indicates a high level of internal consistency for this study. Therefore, the results of the study data are acceptable for further analysis.

Table 1: Reliability test for independent and dependent Variables, Own Survey result May 2021,(n=399)

Variables		Number of items	Cronbach's Alpha Coefficient
Independent Variable	Product	4	.882
	Price	3	.668
	Promotion	5	.851
	Place	3	.882
Dependent Variable	Consumer Behavior	4	.801
Overall		19	.923

Source: Own Survey

4.2 Descriptive Statistic Analysis

4.2.1 Demographic Factors

The demographic information of the samples for this study are shown in Table 2. Table 2 shows the frequency and percentage of the demographic variables. Out of the 399 respondents, 231 were male which accounts for 57.9% and the rest 42.1% were females representing 168 respondents. This shows that Anbessa shoe has more male customers than females.

About 44.1% of the respondents were between the age group of 31-45, 34.8% accounts for the age group between 18-30, 19% accounts for the age group between 46-60 .and respondents with age more than 60 were only 2%. This indicates most (79%) of Anbessa shoe customers are Adults and youth.

Of the 399 respondents, 171 (42.9%) earn an income level below 5000 birr and 152 (38.1%) earn an income level of 5,000 –10,000 birr. 55 (13.8%) and 21 (5.3%) of the respondents earn an income of 10,000 – 15,000 birr and above15,000 birr respectively. This reveals that most of the customers of Anbessa shoe are low-income and middle-income earners.

With regards to Education level, 34.1% of the respondents are First degree holders whereas respondents with a Diploma hold second place by 30.6%. 2.5% (10) of the sample are uneducated.

Table 2:: Socio-demographic characteristics among respondents of Anbessa Shoe Customers, May 2021 [n=399]

Variables	Category	Frequency	Percentage
Gender	Male	231	57.9
	Female	168	42.1
	Total	399	100
Age	18-30	139	34.8
	31-45	176	44.1
	46-60	76	19.0
	>60	8	2.0
	Total	399	100.0

Income	<5000	171	42.9
	5000 - 10000	152	38.1
	10000 - 15000	55	13.8
	>15000	21	5.3
	Total	399	100.0
Education	illiterate	10	2.5
	Elementary	25	6.3
	High School	56	14
	Diploma	122	30.6
	First Degree	136	34.1
	Second Degree and above	50	12.5
	Total	399	100

Source: Own Survey

4.2.2 Marketing Program (Marketing Mix) Factors

The developed questionnaire has Five-Point Likert Scale items for the independent variables (the 4-marketing mix) and dependent variables. A descriptive statistic of mean and standard deviation is used for each Likert-scale item to examine the effect of the 4Ps on consumer purchase behavior. The calculated mean score of an item is classified in intervals to suit the five Likert-scale. Table 3 depicts a range of Mean scores for five scales Likert's response developed by Al-sayaad et al (2006). Henceforth, for this research, the mean score method is adopted and the response mean score was calculated and classified using the range in table 3 below.

Table 3: Mean Score range developed by Al-sayaad et al (2006)

Mean	Response
From 1.0 to less than 1.80	Strongly Disagree
From 1.80 to less than 2.60	Disagree
From 2.60 to less than 3.40	Neutral
From 3.40 to less than 4.20	Agree

From 4.20 to less than 5.00	Strongly Agree
<i>Source: Own Survey</i>	

4.2.2.1 Effect of product on consumer purchase behavior

According to McCarthy (1994), a product refers to an item that satisfies the consumer needs. The marketing decisions for a product can be product design (features, quality), style, and product assortment. For this study, the product was measured by four parameters of product quality, modesty, comfort, and well preparedness. A summary of the descriptive results of the questionnaire for the product is shown in table 4 below.

Table 4: Product results of Mean and Standard deviation, May 2021 [N=399]

Questionnaire Items	N	Mean	Std. Deviation	Overall Response
I prefer Anbessa shoe because of its high quality	399	3.78	1.120	Agree
I prefer Anbessa shoe because of its modesty	399	3.5238	1.15997	Agree
I prefer Anbessa shoe because of its Comfort	399	3.7945	9.8882	Agree
I prefer Anbessa shoe because of its well preparedness	399	3.6867	1.16248	Agree
Product	399	3.8195	1.09247	Agree
Valid N(listwise)	399			
<i>Source: Own Survey</i>				

As table 4 shows, the response of the total product factor falls under the agreed response range with a mean score of 3.82 and standard deviation of 1.092. This indicates that the respondents prefer Anbessa shoe because of its product dimension of high quality, modesty, comfort, and well preparedness. Therefore, this shows that product has a high influence on customer purchase behavior.

4.2.2.2 Effect of price on consumer purchase behavior

McCarthy (1994) stated that price refers to the amount a customer pays for one good. The marketing decisions for the price factor to this study are measured using three items; cheap price, quality and price match and competitive price. A summary of the descriptive results of the questionnaire for price is shown in table 5 below.

Table 5: Price results of Mean and Standard deviation, May 2021 [N=399]

Questionnaire Items	N	Mean	Std. Deviation	Overall Response
I prefer Anbessa shoe because of its cheap price	399	3.2607	1.23485	Neutral
I prefer Anbessa shoe because of its quality and price match	399	3.7193	1.08965	Agree
I prefer Anbessa shoe because of its competitive price	399	3.3985	1.20054	Neutral
Price	399	3.5188	1.02188	Agree
Valid N (listwise)	399			
<i>Source: Own Survey</i>				

As table 5 shows that respondents responses on total price factors fall under agree response range with a mean score of 3.52 and standard deviation of 1.021. Two factors like preferring Anbessa shoe because of cheap price, and preferring Anbessa shoe because of competitive price fall under the neutral range. This means that respondent does not consider choosing Anbessa shoe because of its cheap price or because of its competitive price. However, the respondents agree that they prefer Anbessa shoe because of quality and price match. Therefore, this shows that price has a high influence on customer purchase behavior.

4.2.2.3 Effect of promotion on consumer purchase behavior

McCarthy (1994) defined promotion as marketing communication through advertisement, public relations, direct marketing and sales promotion. The marketing decisions for promotion to this

study are measured using three items: Salesperson attitude, Friends/Family recommendations, and creative promotions. A summary of the descriptive results of the questionnaire for promotions is shown in table 6 below.

Table 6: Promotion results of Mean and Standard deviation, May 2021 [N=399]

Questionnaire Items	N	Mean	Std. Deviation	Overall response
I prefer Anbessa shoe because the salesperson attitude affects your buying decisions	399	3.3459	1.31885	Neutral
I prefer Anbessa shoe because it is recommended by Friends or Relatives	397	3.4232	1.18802	Agree
I prefer Anbessa shoe because it uses creative promotion.	399	3.1554	1.25451	Neutral
Promotion	399	3.2581	1.11230	Neutral
Valid N (listwise)	399			
<i>Source: Own Survey</i>				

As the above table 6 shows, the total respondent response on promotion falls under the neutral range with a mean score of 3.26 and standard deviation of 1.11. Factors like respondents preferring Anbessa shoe because of the salesperson attitude affecting respondent buying decision and respondents response on preferring Anbessa shoe because of its use in creative promotion lies under neutral range. This means that these two factors did not have any influence on respondent's purchase behavior. However, recommendation by a friend or relative (Mouth advertisement) influences their buying decision. Overall, the influence of promotion is less on customer purchase behavior.

4.2.2.4 Effect of place on consumer purchase behavior

McCarthy (1994) explained that providing customers with access, providing convenience for consumers could influence the consumer buying decision. The marketing decisions for a place to

this study are measured using three items: convenience, accessibility, and distribution. A summary of the descriptive results of the questionnaire for the place is shown in table 7 below.

Table 7: Place results of Mean and Standard deviation, May 2021 [N=399]

Questionnaire Items	N	Mean	Std. Deviation	Overall response
I prefer Anbessa shoe because of its convenience to your place, living, work area.	399	3.3985	1.32396	Neutral
I prefer Anbessa shoe because of its accessibility in time and space	399	3.5739	1.20881	Agree
I prefer Anbessa shoe because it is widely distributed all over the country.	399	3.5388	1.23103	Agree
Place	399	3.5288	1.22927	Agree
Valid N (listwise)	399			
<i>Source: Own Survey</i>				

The above table 7 shows that the overall response for the place factor lies in the agree range a mean score of 3.52 and a standard deviation of 1.22. All the items in the questionnaire fall in the agree range except the convenience factor. Besides, Anbessa Shoe shop conveniency to a place, living area and work area falls under a neutral range which shows this factor doesn't influence the buying behavior of respondents. Factors of accessibility and wide distributions fall under response range of agree which indicates these factors have some influence on customer purchase decision. Therefore, it can be summarized that place has a high influence on customer purchase behavior. The overall place factor Due to these the total response range for the place factor fall under agree response range.

4.2.2.5 Effect of marketing mix factors on consumer purchase behavior

To understand the influence of the 4ps marketing mix factors, in this study four of the marketing mix factors (independent variables) have been included in the questionnaire to understand their

influence on consumer purchase decisions. Table eight below shows the descriptive results of consumer purchase behavior.

Table 8: Consumer purchase behavior results of Mean and Standard deviation, May 2021 [N=399]

Questionnaire Items	N	Mean	Std. Deviation	Overall response
I decided to purchase Anbessa shoe because of its product quality	399	3.9348	0.99029	Agree
I decided to purchase Anbessa shoe because of its price.	399	3.6792	1.14626	Agree
I decided to purchase Anbessa shoe because of its promotion	399	3.4361	1.12768	Agree
I decided to purchase Anbessa shoe because of its place.	397	3.7456	1.09326	Agree
Consumer Purchase Behavior	399	3.7845	0.99175	Agree
Valid N (listwise)	399			
<i>Source: Own Survey</i>				

The above table 8 shows that the overall response for consumer purchase behavior factors falls on the agree response range with a mean of 3.78 and standard deviation of 0.99. It can be shown that the individual 4ps have some influence on the buying decision as they all fall in the agree response range. Therefore, this indicates that consumer purchase behavior is influenced by the 4ps.

4.3 Correlation Analysis

The most commonly used method to show the correlation between the independent and dependent variables is the Pearson Correlation coefficient. The coefficient shows the degree of relationship between the variables. Accordingly, this study has used this method to know the correlation between the dependent variable (Consumer Purchasing Behavior) and the independents variable of the 4Ps (marketing mix). Table 9 below illustrates the correlation between each variable.

The Pearson correlation coefficient confirmed that there is a positive and statistically significant correlation between the variables. As can be seen in table 9, the Pearson correlation coefficients for the product, price, promotion, and place are $r=.525$, $r=.495$, $r=.463$, and $r=.446$ respectively with the dependent variable. Therefore, since p -value is <0.000 , could be concluded that there is a strong and significant correlation.

Table 9: Correlations between Independent variables (4P) and dependent variables (consumer purchase behavior)

Correlations						
		Product	Price	Promotion	Place	Consumer Purchase Behavior
Product	Pearson Correlation	1	.541**	.386**	.438**	.525**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	399	399	399	399	399
Price	Pearson Correlation	.541**	1	.477**	.363**	.495**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	399	399	399	399	399
Promotion	Pearson Correlation	.386**	.477**	1	.606**	.463**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	399	399	399	399	399
Place	Pearson Correlation	.438**	.363**	.606**	1	.446**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	399	399	399	399	399
Consumer	Pearson Correlation	.525**	.495**	.463**	.446**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	399	399	399	399	399
**. Correlation is significant at the 0.01 level (2-tailed).						
Source: Own Survey						

4.4 Multiple Regression Analysis

4.4.1 Testing Assumptions for Multiple Linear Regression Analysis

Mooi et al (2018), emphasized that in order to do multiple regression analysis, the basic five assumptions should be fulfilled. Failing to meet these assumptions will result in invalid results. Therefore, this paper has done an assumption test on the five assumptions: linear relationship, expected mean error, normality, multicollinearity and homoscedasticity.

Assumption 1; - There should be a linear relationship between the dependent variable and each of the independent variables. And also, between the dependent variable and the independent variables jointly. According to Mooi et al (2018), linearity between the dependent and independent variables could be checked using a scatter plot with a straight and slopping line. If the results are close to the straight line the linearity assumption is fulfilled.

In this paper, the dependent variable is Consumer Purchase Behavior (CPB) whereas the independent variables are the four marketing mix elements (Product, Price, Promotion and Place). To check for the linear relationships, a scatterplot graph was created using SPSS. The first graph of Figure 5 shows the linearity between Consumer Purchase Behavior and each marketing mix variable, whereas the second Figure 6, shows the linearity between Consumer Purchase Behavior and the four-marketing mix collectively. As depicted in both graphs below the variables are close to the straight line, therefore, the linearity assumptions are satisfied in this study.

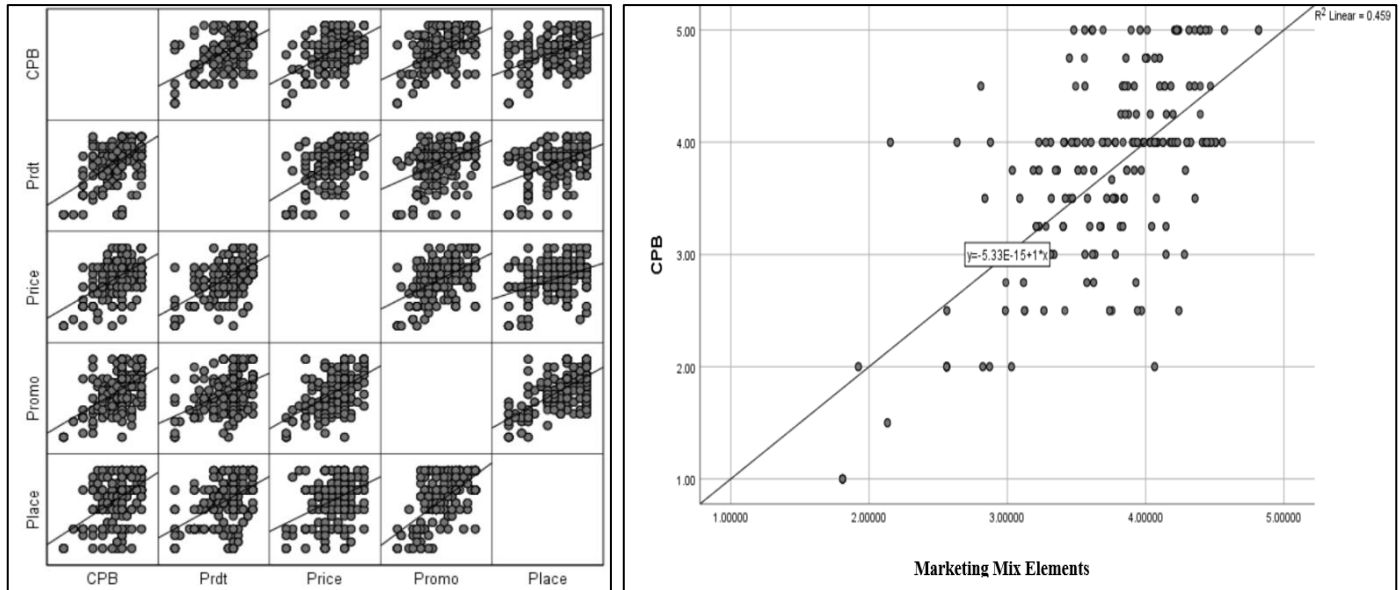


Figure 5: Scatterplot graph of Consumer purchase behavior and the independent variables individually and collectively to test linearity Assumptions

Assumption 2: - According to Mooi et al (2018), the sum of the expected mean error should be zero. If it is not zero, the results would be biased. This assumption could be simply tested by summing the standardized residual. Table 3 clearly shows that the mean error of this study is zero which has satisfied this assumption.

Table 10: Descriptive statistics of Standardized Residuals

Descriptive Statistics						
Variable	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Standardized Residual	399	-3.23959	2.89663	.00000	.0000000	.99496218
Valid N (listwise)	399					

Source: Own Survey

Assumption 3: - The errors (residuals) should be normally distributed. According to Garson (2012), a normally distributed model mostly has a standard deviation of one and a mean of Zero.

Normality could be measured by measuring the skewness and Kurtosis when doing a descriptive statistic. A skewness shows the symmetry of distribution and normally distributed data should have a skewness range between -2 and +2. Whereas Kurtosis measures the shape of the curve (shows if the curve is flat or pick). Like the skewness case, normally distributed data should have a Kurtosis range between -2 and +2.

For this study, a normality test was conducted for all variables by measuring the Skewness and Kurtosis. The results for all the variables are shown in Table 3 below.

Table 11: Normality test using Skewness and Kurtosis May 2021, [N=399]

Variable	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Product	399	3.6974	.95389	-1.126	.122	1.041	.244
Price	399	3.4595	.91208	-.681	.122	.177	.244
Promotion	399	3.3088	.96611	-.182	.122	-.575	.244
Place	399	3.5038	1.12800	-.528	.122	-.591	.244
Consumer Purchase Behavior	399	3.6988	.86207	-.747	.122	.513	.244
Valid N (listwise)	399						

Source: Own Survey

The skewness and kurtosis of all the variables fall in the range of -2 and +2. Therefore, based on the above explanation, the data for this study is normally distributed. This is further shown by a histogram chart with a normal curve and a Normal Probability Plot (P-P) in figure 6.

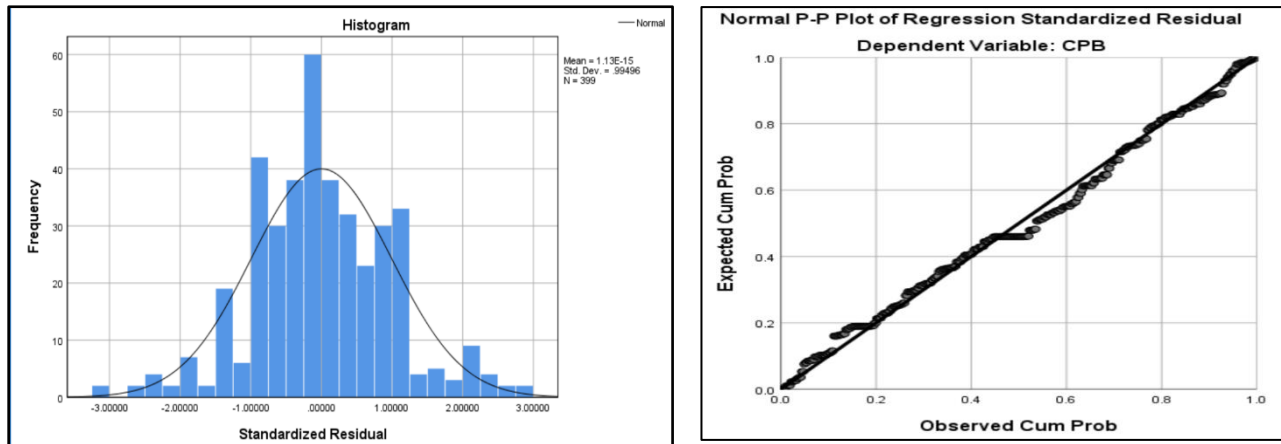


Figure 6: Normality test for the study using a histogram with a normal curve/ Normal Probability Plot (P-P)

Assumption 4: The data must not show any perfect correlation (multicollinearity) among the independent variables. The existence of multicollinearity in the data set will have an impact in doing a linear multiple regression model. Therefore, a multicollinearity test should be performed before doing the analysis. This test is conducted by doing a collinearity diagnostic and by inspecting the correlation coefficients of and Tolerance/VIF values. The collinearity diagnostics shows if the variables of the study are highly correlated or not. A collinearity problem exists among the independent variables if the variance proportions of two variables and more are above .90. If only one variable has a variance proportion of above .90, this is not a sign of multicollinearity (Hair et al, 2013). Based on the results of the collinearity diagnostics for this study, all the variables variance proportions are less than .90, which shows there is no multicollinearity issue and the assumption is satisfied.

Table 12: Collinearity Diagnostics for Multicollinearity Test

Collinearity Diagnostics ^a								
Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Prdt	Price	Promo	Place
1	1	4.850	1.000	.00	.00	.00	.00	.00
	2	.059	9.074	.12	.06	.08	.09	.43
	3	.035	11.726	.47	.01	.32	.24	.16

	4	.033	12.155	.41	.49	.01	.25	.11
	5	.023	14.599	.01	.43	.58	.42	.30
a. Dependent Variable: CPB								
<i>Source: Own Survey</i>								

The other way of testing multicollinearity is using the collinearity statistics which shows the tolerance or Variance Inflation Factor (VIF) for each variable. According to Oke (2019), a tolerance below 0.10 indicates that there is a problem of multicollinearity whereas tolerance close to one indicates there is slightly multicollinearity. VIF is the reciprocal of tolerance. It explains how much the variance of the coefficient value is being inflated by multicollinearity. If a VIF value lies between 1-10, then there is no problem of multicollinearity however if the value of VIF is less than one and greater than ten, then there is multicollinearity. The tolerance and VIF coefficients of this paper are illustrated in table 5 below. It can be clearly shown that there is no multicollinearity because the tolerance coefficients for all variables are above 0.10 and the VIF for all the variables are between one and ten. This confirms that there is no multicollinearity problem in this study.

Table 13: Collinearity Statistics for Multicollinearity Test

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Product	.603	1.658
	Price	.576	1.737
	Promotion	.500	2.001
	Place	.552	1.812
a. Dependent Variable: CPB			
<i>Source: Own Survey</i>			

Assumption 5: - The fifth assumption to be fulfilled is the homoscedasticity assumption. In a homoscedasticity situations, errors' variance should be constant (same) across all values of the independent variables whereas in heteroscedasticity (the violation of homoscedasticity) situations the error term fluctuates across all values of the independent variable and it shows a funnel shape in a scatter plot (Mooi et al, 2018). Figure 7 depicts that the homoscedasticity assumption is satisfied because the errors are constant (between -3 to +3) throughout the observations.

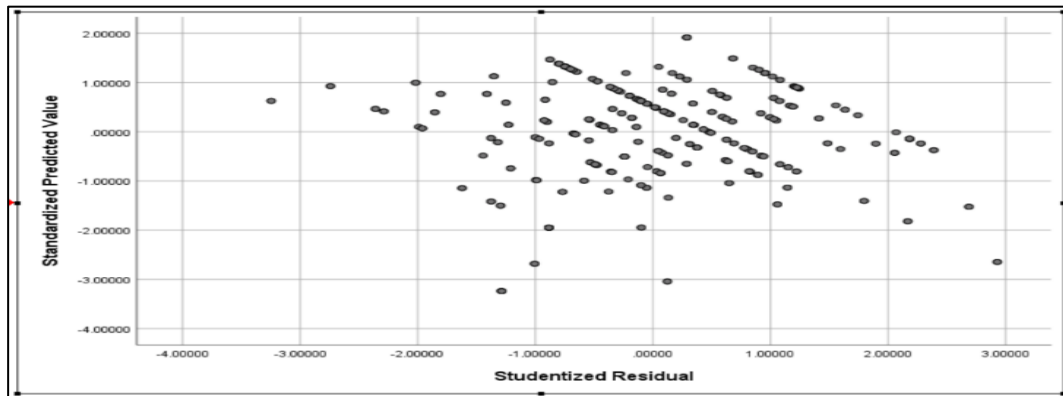


Figure 7: Scatter plot to test the homoscedasticity assumption

4.4.2 Multiple Linear Regression Analysis

Multiple linear regression analysis is carried out to predict the values of a dependent variable, Y, given a set of p explanatory variables (x_1, x_2, \dots, x_p) (Mooi et al, 2018). Most market research uses this model to analyze the relationship among the variables. Accordingly, this study will analyze the relationship of consumer purchase behavior and the 4Ps i.e Product, Price, Promotion, and Place using the multiple linear regression analysis. In the previous section, all of the five basic assumptions for the linear regression analysis model are satisfied. Therefore, it is valid to use multiple linear regression in this paper.

4.4.2.1 Model Summary

The summary of the model is illustrated in table 14 below. The value of R-square measures the percentage of variation of the dependent variable described by the independent variables. For the model below, R square equals .459 meaning that the independent variables (product, price, promotion, and place) explain collectively 46% of the variance in Consumer purchase behavior

for Anbessa shoe. The rest 54% are explained by other variables not covered in this study. The value of the model R-Square is moderate but satisfactory.

Table 14: Multiple linear regression model summary

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.677 ^a	.459	.453	.63737
a. Predictors: (Constant), Place, Price, Prdt, Promo				
b. Dependent Variable: CPB				
Source: Own Survey				

Table 15 below shows the analysis of variance (ANOVA) of this study model. The overall significance of the model is determined by F value of the ANOVA. The result is .000 which is lower than 0.05, implying the model is significant.

Table 15: ANOVA Table

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	135.723	4	33.931	83.524	.000 ^b
	Residual	160.059	394	.406		
	Total	295.782	398			
a. Dependent Variable: CPB						
b. Predictors: (Constant), Place, Price, Product, Promotion						
Source: Own Survey						

4.4.2.2 Multiple linear regression analysis of the model

The multiple linear regression analysis formula of this study is:

$$CPB = \beta_0 + \beta_1 (Product) + \beta_2 (Price) + \beta_3 (Promotion) + \beta_4 (Place)$$

The effect of each independent variable over the dependent variable is estimated by β coefficients. The output of the multiple regression analysis for this study is shown in Table 16. The table below shows the results of each β coefficient and the P-value of the coefficients. The P-value reveals if the independent variables are statically significant or not. Coefficients with a p-value of less than 0.05 are considered statically significant. Therefore, in the table below all the independent variables, Product, Price, Promotion, and Place, are statistically significant, with a value of .000, .000, .001, and .001 respectively.

Based on the output of the analysis the formula is adjusted using the β value of the model.

$$CPB = 1.06 + 0.25 (Product) + 0.22 (Price) + 0.16 (Promotion) + 0.12 (Place)$$

Table 16: Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		β	Std. Error	Beta		
1	(Constant)	1.056	.148		7.112	.000
	Product	.249	.043	.275	5.767	.000
	Price	.221	.046	.233	4.779	.000
	Promotion	.159	.047	.179	3.409	.001
	Place	.123	.038	.162	3.238	.001
a. Dependent Variable: CPB						
Source: Own Survey						

The unstandardized β coefficients show that the independent variables have a direct and positive relation to consumer purchase behavior whereas the standardized β coefficients show the variables with the strongest impact. For this study, product ($\beta=.275$) and price ($\beta=.233$) have the strongest contribution to explain consumer purchase behavior, when the variance described by other independent variables are controlled.

4.5 Hypothesis testing

The hypotheses of the study are shown below:

H1: There is a positive and significant relationship between product and consumer purchase behavior

H2: There is a positive and significant relationship between price and consumer purchase behavior

H3: There is a positive and significant relationship between promotion and consumer purchase behavior

H4: There is a positive and significant relationship between place and consumer purchase behavior

These hypotheses are tested using the results of the multiple linear regression focusing on β coefficients and the P-value for the independent variables. The test and the results of each hypothesis are illustrated below.

4.5.1 Product and Consumer Purchase Behavior

H1. Product has a positive and significant effect on consumer purchase behavior of Anbessa shoe factory

The result of multiple linear regression, illustrated in Table 16, for the independent variable of the product confirmed that there is a positive and significant impact ($\beta=.275$, t-value=5.767 and significant level $p=.000$) on consumer purchase behavior. This means keeping other variables constant, a 1% change in the product variable influences the consumer purchase behavior by 27.5% of Anbessa Shoe customers. This result proved that the hypothesis is confirmed. Therefore, H1 of this study is valid.

4.5.2 Price and Consumer Purchase Behavior

H2. Price has a positive and significant effect on the consumer Purchasing behavior of Anbessa shoe factory

The result of multiple linear regression, illustrated in Table 16, for the independent variable of price showed that there is a positive and significant impact ($\beta=.233$, $t\text{-value}=4.779$ and significant level $p=.000$) on consumer purchase behavior. This means keeping other variables constant, a 1% change in the price variable influences the consumer purchase behavior by 23.3% of Anbessa Shoe customer. This result proved that the hypothesis is confirmed. Therefore, H2 of the study is also valid.

4.5.3 Promotion and Consumer Purchase Behavior

H3. Promotion has a positive and significant effect on consumer purchase behavior of Anbessa shoe factory

The result of multiple linear regression, illustrated in Table 16, for the independent variable of promotion revealed that there is a positive and significant impact ($\beta=.179$, $t\text{-value}=3.409$ and significant level $p=.000$) on consumer purchase behavior. This means keeping other variables constant, a 1% change in the promotion variable influences the consumer purchase behavior by 17.9% of Anbessa Shoe customer. This result proved that the hypothesis is confirmed. Therefore, H3 of the study is also accepted.

4.5.4 Place and Consumer Purchase Behavior

H4. Place has a positive and significant effect on consumer purchase behavior of Anbessa shoe factory

The result of multiple linear regression, illustrated in Table 16, for the independent variable of place indicated that there is a positive and significant impact ($\beta=.162$, $t\text{-value}=3.238$ and significant level $p=.001$) on consumer purchase behavior. This means keeping other variables constant, a 1% change in the place variable influences the consumer purchase behavior by 16.2% of Anbessa Shoe customer. This result proved that the hypothesis is confirmed. Therefore, H3 of the study is also accepted.

Table 17: Summary of the Hypothesis Testing

Hypothesis	Result	Reason
H1. Product has a positive and significant effect on consumer purchase behavior of Anbessa shoe factory	Accepted	$\beta=.275, p=.000 [P<0.01]$
H2. Price has a positive and significant effect on consumer Purchasing behavior of Anbessa shoe factory	Accepted	$\beta=.233, p=.000 [P<0.01]$
H3. Promotion has a positive and significant effect on consumer purchase behavior of Anbessa shoe factory	Accepted	$\beta=.179, p=.000 [P<0.01]$
H4. Place has a positive and significant effect on consumer purchase behavior of Anbessa shoe factory	Accepted	$\beta=.162, p=.001 [P<0.01]$

4.6 Discussion on the findings

This study investigated the effect of marketing programs (marketing mix) on consumer purchase behavior in the case of Anbessa Shoe. The aim is to determine the impact of the 4Ps (Product, price, promotion, place) on Anbessa shoe customers purchasing behavior.

The demographic factors for this study include gender, age, income, and education level. The research was conducted on 57.9% males and 42.1% females. The majority of the respondents (44.1%) are in the age group of 31 – 45 and about 34.8% account for the age group between 18-30. The bulk of the respondents (81%) earn an income of less than 10,000. With regards to Education level, 34.1% of the respondents are First degree holders whereas respondents with a Diploma hold second place by 30.6%. 2.5% of the samples are uneducated.

The descriptive statistics for the 4Ps revealed that the total product factor, price, and place fall under the agreed response range with a mean score of 3.82, 3.52, and 3.52 correspondingly. The promotion factor falls under the neutral range with a mean score of 3.26.

The Pearson correlation coefficient confirmed that there is a positive and statistically significant correlation among the independent and dependent variables. The correlation coefficients for product, price, promotion, and place are $r=.525$, $r=.495$, $r=.463$, and $r=.446$ respectively with the dependent variable. Therefore, since the p-value is <0.000 , there is a strong and significant correlation.

The five assumptions of linearity, zero expected mean error, normality, multicollinearity and homoscedasticity were tested for this study which revealed that all the assumptions are satisfied, and the multiple linear regression confirmed to be the best model for this study. The independent variables (product, price, promotion, and place) explain collectively 46% of the variance in Consumer purchase behavior for Anbessa shoe. The rest 54% are explained by other variables not covered in this study. The overall model is found to be significant.

According to the study analysis, all four hypotheses have a positive and significant effects on consumer purchase behavior. Specifically, the study has revealed that product has a significant positive impact on consumer purchase behavior. This result is similar to Mohan (2014) who revealed that product is important factor in the footwear sector. Krishnan and Nandhini (2017) also disclosed that product is a motivator in increasing the buying decision for Bathing soap. In Ethiopia, research conducted by Adamu (2018) similarly found that product factor (quality and style are the main influence on customers shoe buying decisions.

The study also revealed that there is a positive and significant impact of price on consumer purchase behavior. This result is in line with the study revealed by Astiutia et al (2015) which revealed that the most influential marketing mix variable was price in apple buying decisions. Other research of Singhvi and Srivastava (2019) and Pajaitan (2019) disclosed that price factor has a major influence in determining consumer purchasing behavior in a sport's footwear and bright gas respectively.

This paper has concluded that the promotion factor has a positive and significant effect on consumer purchase behavior just like the results Rahman et al (2017) whom identified promotion to have a positive impact on consumer purchase decision of footwear. However, Hanaysha (2017) found that in a retail store promotion has a negative effect on buying decisions.

The research also revealed that place has a positive and significant effect in determining the consumer purchase behavior. This result is similar with Pajaitan et al (2019) whom found place has a significant effect on the consumer purchase decision.

This study summarized that the 4Ps Marketing Mix has a positive and significant impact on consumer purchase decision of Anebssa shoe. Another research has also confirmed this conclusion. Research conducted by Desale (2018) concluded that the marketing mix elements have a direct and significant influence on purchasing of wine in Ethiopia. Similarly, a study by Asteway (2019) disclosed that Product, Promotion and Place have a positive and significant impact on buying decisions of goods sold by SMEs.

Chapter Five

5. Summary of Major Findings, conclusion, and Recommendations

This chapter provides the major findings, conclusion, and recommendations of this study. First, the summary of the findings would be explained followed by a conclusion and then recommendations for the company and recommendations for future study would be presented.

5.1 Summary of Major Findings

This study investigated the effect of marketing programs (marketing mix) on consumer purchase behavior in the case of Anbessa Shoe. The aim is to determine the impact of the 4Ps (Product, price, promotion, place) on Anbessa shoe customers purchasing behavior.

The demographic factors for this study include gender, age, income, and education level. The research was conducted on 57.9% males and 42.1% females. The majority of the respondents (44.1%) are in the age group of 31– 45 and about 34.8% account for the age group between 18-30. The bulk of the respondents (81%) earn an income of less than 10,000. With regards to Education level, 34.1% of the respondents are First degree holders whereas respondents with a Diploma hold second place by 30.6%. 2.5% of the samples are uneducated.

According to the survey, customers choose Anbessa shoe first and mostly because of product quality and comfort and next for its good preparedness and modesty. In addition, the respondents choose Anbessa shoe because of the shoe quality well matching with its price. In addition, customers choose Anbessa shoe because of a recommendation made by friends and relatives (word of mouth advertisement) unlike other creative promotions and salesperson attitudes. Customers choose Anbessa shoe since its product is well distributed across the region and is available when need arises.

The descriptive statistics for the 4Ps revealed that the total product factor, price, and place fall under the agreed response range with a mean score of 3.82, 3.52 and 3.52 correspondingly. The promotion factor falls under the neutral range with a mean score of 3.26.

A total reliability test is measured using Cronbach's Alpha which equals to 0.923 for this study. This indicates that there is a high level of internal consistency for this study. In addition, the Pearson correlation coefficient confirmed that there is a positive and statistically significant correlation among the independent and dependent variables. The correlation coefficients for product, price, promotion, and place are $r=.525$, $r=.495$, $r=.463$, and $r=.446$ respectively with the dependent variable (Consumer purchase behavior). Therefore, since the p-value is <0.000 , there is a strong and significant correlation.

The five assumptions of linearity, zero expected mean error, normality, multicollinearity and homoscedasticity were tested for this study which revealed that all the assumptions are satisfied, and the multiple linear regression confirmed to be the best model for this study. The independent variables (product, price, promotion, and place) explain collectively 46% of the variance in Consumer purchase behavior for Anbessa shoe. The rest 54% are explained by other variables not covered in this study. The overall model is found to be significant.

The multiple linear regression analysis revealed that the four marketing mix factors of product, price, promotion, and place have a positive and significant effect on consumer purchasing behavior. The results disclosed that keeping other variables constant, a 1% change in the product, place, promotion, and price variable influences the consumer purchase behavior by 27.5%, 23.3%, 17.9% and 16.2% of Anbessa Shoe customer.

5.2 Conclusion

This study explored the effect of marketing programs (marketing mix) in consumer purchase behavior in the case of Anbessa shoe factory. Data was collected from 399 Anbessa shoe customers from five shops located in Addis Ababa. The independent variables for this study are 4Ps (Product, Price, Promotion and Place) and the dependent variable is consumer purchase behavior. The Pearson correlation coefficients show that there are strong and statistically significant relationships among the independent and dependent variables. A multiple linear regression analysis was used to determine the impact of the independent variables on the dependent variables. The independent variables (product, price, promotion, and place) explain collectively 46% of the variance in Consumer purchase behavior for Anbessa shoe. The rest 54% are explained by other variables not covered in this study. According to the regression result, the 4Ps have a positive and statically

significant impact on the consumer purchase decision with regards to Anbessa shoe. Therefore, the company should work better in 4Ps to influence the buyer decision.

5.3 Recommendations

Based on the study findings, the following recommendations are provided for Anbessa Shoe company:

- The company should strengthen its marketing programs by emphasizing more on the 4Ps.
- Anbessa shoe customers prefer the product because of its high quality and comfort; therefore, the company must develop and cope up with the changing shoe fashion industry in order to fulfill the customer needs
- The company should work on making a competitive price for its products this will influence the customer purchasing decision.
- The company should also work on various promotions as it impacts the consumer buying decision.
- The company shall provide different trainings to enhance the skill and knowledge of the salespersons in order to influence the buying decision of Anbessa shoe customers.

5.4 Suggestions for future study

- This study would have benefited more if other marketing mix elements like process, people etc are included. Therefore, another study should consider these other Ps in order to see the impact of over-marketing mix factors on consumer purchase behavior.
- This study also focused on Addis Ababa in five shops only therefore expanding the scope to other regions and other shops will provide a very concrete result. Therefore, future studies should consider this.
- Future studies should also include customers below the age of 18 to have a much better inclusive result.
- Future market research should include Product types (specialization) like sports shoe, safety shoe and sandals to understand better the diversification of products in the influence buying decision of the customer

- Rather than individual customers, future researches should focus on studying business customers, and how this marketing mix affects their purchase decisions. This can give more robust and solid findings since purchases are done through a structured and systematic procurement unit.

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ANNEX I – English Questionnaire

Questionnaire for the Effect of Marketing Programs on Consumer Purchase Behavior: A case of Anbessa shoe factory

Dear respondents

Thank you very much for your cooperation to fill out this questionnaire. I am a student of Marketing Management at Addis Ababa University School of commerce. I am currently conducting a survey on the effect of marketing mix on consumer buying decision in perspective of Anbessa shoe factory. I request you to kindly spare a few minutes and help me in completing this questionnaire. Your co-operation will be highly obliged and appreciated. This questionnaire is particularly for the completion of academic research for the requirement of Master of Marketing Management. Your survey responses will be strictly confidential and data from this research will be reported only in the aggregate and as well as the data would use for intended purpose only.

Part I: Demographic factors

Please put a tick mark (✓) on the appropriate responses category against each question.

1. Gender

1. Male

2. Female

2. Your age group

1. 18 – 30

3. 46 – 60

2. 31 – 45

4. Above 60

3. Your monthly income

1. Less than birr 5,000.00

3. Birr 10,000.00 – 15,000.00

2. Birr 5,000.00 – 10,000.00

4. Above birr 15,000.00

4. Education level

1. Not Educated

2. Secondary

4. Bachelor

3. Diploma

5. Masters and above

Part II: Marketing Mix component

The following questions are presented on a five-point Likert Scale (1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, and 5. Strongly Agree). Using the scale, please put a tick mark (✓) on the appropriate responses for each question.

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree, and
5. Strongly Agree

S.N.	Description	1.Strongly Disagree	2, Disagree	3. Neutral	4.Agree	5.Strongly Agree
Product Related Question						
1.	You prefer Anbessa shoe because of its high quality					
2.	You prefer Anbessa shoe because of its modest style (fashion) attribute (artistic elements of form, shape, line color and tone).					
3.	You prefer Anbessa shoe because of its comfort.					
4.	You prefer Anbessa shoe because its well prepared.					
Price Related Questions						
5.	You prefer Anbessa shoe because it has a low price compared to other shoe					
6.	You prefer Anbessa shoe because it has a fair price related to its quality					
7.	You prefer Anbessa shoe because of its competitive price					
Promotion						
8.	You prefer Anbessa shoe because the salesperson attitude affects your buying decisions					

9.	You prefer Anbessa shoe because of the advertisement in TV, radio and other advertisement influences your buying decisions					
10	You prefer Anbessa shoe because it is recommended by friends /related ones.					
11	You prefer Anbessa shoe because of the social activity of the company					
12	You prefer Anbessa shoe because it uses creative promotion					
Place						
13	You prefer Anbessa shoe because of its convenience to your place/living/working area					
14	You prefer Anbessa shoe because of it is widely distributed all over the country					
15	You prefer Anbessa shoe because of its accessibility in time and space					
Consumer Purchasing decisions						
16	You decided to purchase Anbessa shoe because of its product quality					
17	You decided to purchase Anbessa shoe because of its price					
18	You decided to purchase Anbessa shoe because of its promotion					
19	You decided to purchase Anbessa shoe because of its place					

ANNEX II – Amharic Questionnaire

ለማርኬቲንግ ትምህርት ድህረ ምረቃ ፕሮግራም መመሪያ ፅሁፍ አንበሳ ጫማ ፋብሪካ ላይ የተዘጋጀ መጠይቅ የተከበራችሁ መላሾች

በቅድሚያ ይህንን መጠይቅ ለመመለስ ፍቃደኛ ሆናችሁ ስለተባበራችሁኝ አመሰግናለሁ። እኔ የአዲስአበባ ዩንቨርሲቲ ኮሚርስ ትምህርት ቤት የማርኬቲንግ ማኔጅመንት ማስተርስ ፕሮግራም ተማሪ ነኝ። በአሁኑ ሰዓት የግብይት ቅይጮች በደምበኛ የመግዛት ውሳኔ ላይ በአንበሳ ጫማ ፋብሪካ የሚያመጡትን ተፅእኖዎች በማጥናት ላይ እገኛለሁ። ትንሽ ጊዜ ወስዳችሁ ይህንን መጠይቅ እንድትሞሉሉኝ በትህትና እጠይቃችሁዋለሁ። ለትብብራችሁም ከወዲሁ አመሰግናለሁ። ይህ መጠይቅ በብቸኝነት የተዘጋጀው ለማስተርስ ዲግሪ ጥናት እንዲረዳ ነው። ምላሻችሁ ሚስጥራዊነቱ የተጠበቀና የናንተ የግል መልስ ላይ ብቻ ሳይሆን የሁሉም መላሾች ተሰብስቦ በአጠቃላይ የሚሰራና ለዚሁ ጥቅም ብቻ የሚውል እንደሆነ ከወዲሁ ልገልፅላችሁ እወዳለሁ።

ክፍል አንድ: ዲሞግራፊያዊ መነሻዎች

በእያንዳንዱ ጥያቄ ምላሽዎ ላይ የ(✓) ምልክት ያድርጉ

1. ጾታ

- 1. ወንድ
- 2. ሴት

2. የእድሜ ክልል

- 1. 18-30
- 2. 31-45
- 3. 46-60
- 4. ከ60 በላይ

3. ወርሀዊ ገቢ

- 1. ከ5000 በታች
- 2. ከ5000-10000 ብር
- 3. ከ10000-15000
- 4. ከ15000 በላይ

4. የትምህርት ደረጃ

- 1. ያልተማረ
- 2. አንደኛ ደረጃ ትምህርት
- 3. ሁለተኛ ደረጃ ትምህርት
- 4. ዲፕሎማ
- 5. የመጀመሪያ ዲግሪ
- 6. ማስተርስ እና ከዚያ በላይ

ክፍል ሁለት: የግብይት ቅይጮች

እነዚህ ጥያቄዎች በአምስት መስፈርት የሚመለሱ ናቸው

- 1. በጣም አልስማማም
- 2. አልስማማም
- 3. ገለልተኛ አቁዋም ነው ያለኝ
- 4. እስማማለሁ
- 5. በጣም እስማማለሁ

ተ.ቁ	ጥያቄ	በጣም አልሰማም	አልሰማም	ገለልተኛ አቁዋም	እሰማለሁ	በጣም እሰማለሁ
ከምርት ጋር የተያያዙ ጥያቄዎች						
1	አንበሳ ጫማን የሚመርጡት ባለው ከፍተኛ ጥራት ነው					
2	አንበሳ ጫማን የሚመርጡት በዘይቱ ነው(አሰራሩ" ቅርጹ "ከለፍ)					
3	አንበሳ ጫማን የሚመርጡት ምቹት ስላለው ነው					
4	አንበሳ ጨማን የሚመርጡት በጥሩ መልኩ ስለሚዘጋጅ ነው					
ዋጋ ተኮር ጥያቄዎች						
5	አንበሳ ጫማን የሚመርጡት ከሌሎች ጫማዎች አንጻር ርካሽ ስለሆነ ነው					
6	አንበሳ ጫማን የሚመርጡት ዋጋው ከጥራቱ ጋር ተመጣጣኝ ስለሆነ ነው					
7	አንበሳ ጫማን የሚመርጡት ዋጋው ተወዳዳሪ ስለሆነ ነው					
ማስታወቂያ ተኮር ጥያቄዎች						
8	አንበሳ ጫማን የሚመርጡት የሽያጭ ሰራተኞቹ ጠባይ እና ተግባራት የመግዛት ውሳኔዎችን ስለሚያስቀይሩት ነው					
9	አንበሳ ጫማን የሚመርጡት በሬዲዮ እና በቴሌቪዥን የሚተላለፉት ማስታወቂያዎች የመግዛት ውሳኔዎችን ስለሚያስቀይሩት ነው					
10	አንበሳ ጫማን የሚመርጡት በቤተሰቦቻቸው በወዳጆቻቸው ስለተጠቀሙ ነው					
11	አንበሳ ጫማን የሚመርጡት በማህበራዊ ተሳትፎው ነው					
12	አንበሳ ጫማን የሚመርጡት ፈጠራ የታከለባቸው ማስታወቂያዎች ስለሚያስተላልፍ ነው					
ቦታ ተኮር ጥያቄዎች						
13	አንበሳ ጫማን የሚመርጡት በ ፈለጉት ብዛት ስለሚያገኙት ነው					
14	አንበሳ ጫማን የሚመርጡት በሀገሪቱ ሁሉም ቦታዎች ስለተሰራጨ ነው					
15	አንበሳ ጫማን የሚመርጡት በሰዓቶ እና በቦታው አመቺ ሆኖ ስላገኙት ነው					
የደምበኞች የመግዛት ውሳኔ						
16	አንበሳ ጫማን ለመግዛት የወሰኑት በምርቱ ጥራት ነው					
17	አንበሳ ጫማን ለመግዛት የወሰኑት በጫማው ዋጋ ነው					
18	አንበሳ ጫማን ለመግዛት የወሰኑት በማስታወቂያው ነው					
19	አንበሳ ጫማን ለመግዛት የወሰኑት በምርቱ በቦታው ምክንያት ነው					