



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

LOGISTICS AND SUPPLY CHAIN MANAGEMENT DEPARTMENT

Assessment of Beverage distribution automation system adoption on customer satisfaction: The case of ASKU PLC and Yehule Gebeya Distributer

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The assessment of Beverage distribution automation system adoption on customer satisfaction: The case of ASKU PLC and Yehule Gebeya Distributer, Addis Ababa, Ethiopia.

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Declaration

This is: "Assessment of beverage distribution automation system adoption on customer satisfaction: The case of ASKU PLC and Yehule Gebeya Distributer." I, Tsehayu Taye, hereby certify that this is my original research work and has never been submitted to any other university for any diploma or degree. I further declare that all sources used in this study have been properly credited.

Name _____

Signature _____

Date _____

Letter of Certification

With my permission as a university advisor, this final research paper will be submitted to Addis Ababa University's School of Commerce, Department of Logistics and Supply Chain Management for review.

Advisor: Matiwos Ensermu -PhD

Date: June, 2023

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Abbreviations and Acronyms

IT	Information Technology
ICT	Information Communication Technology
ABIG	Asku & Berhane Investment Group
CSD	Carbonated Soft Drinks
GPS	Global positioning system
PLC	Private Limited Company
SPSS	statistical package for social sciences
DSSs	decision-support systems
EDI	Electronic Data Interchange
3PL	third-party logistics

Abstract

With the primary goal of achieving efficiency and productivity for the company, automation has proven to be extremely important in improving the efficiency in most business processes, resulting to an increase in sales, profits, customer satisfaction, and relative gain in market share for most firms. This study's primary objective was to assess the adoption of beverage automation distribution system on customer satisfaction on ASKU-PLC. This study attempts to see the effect of Automation distribution system on customer satisfaction of the company. Both primary and secondary sources of data were used in the investigation. The questionnaire was used to gather the main data. From journal articles, websites, yearly reports, and magazines, secondary data was gathered. 195 valid responses were gathered from a total of more than 40,000 populations. Descriptive data analysis method through the use of Statistical packages for STATA version 14 software was used to analyze the data. The study used four independent variables, each of which was assessed using a 5-point Likert scale. Evidently, central tendency was measured using a percentage. According to the findings, Asku Plc's customer satisfaction might be improved by implementing an automated distribution system. The study's three research questions were highly scored, all of which were accepted, and have a significant impact on the distribution of beverages, which actually points the organization's customer satisfaction in the proper direction. Additionally, the study suggests that in order to satisfy clients and remain viable in the business environment, the organization must switch from a manual to a digital distribution method. The researcher, along with the responders, suggested using an automated distributed method to close this gap.

Keywords: Beverage Automation, customer satisfaction, service quality, on time delivery and responsiveness.

CHAPTER ONE

1.1 Introduction

Background of the study, a problem statement, the study's objective, a research question, the study's scope and limitations are all included in this section.

1.2 Background of the Study

Technology history has demonstrated that there is a lot of hype surrounding new technologies, and that following the first giddy anticipation comes the trough of disillusionment. Companies are eager to hop on the new technology rollercoaster and accept technical solutions without thinking about if they are worthwhile and justify their mystique/novelty as a result of trade press and social media posts touting the merits of new technologies (Mangina & Lias, 2014). As a result of the digital revolution, the meaning of marketing is evolving, and new approaches to engaging customers and ensuring their happiness are emerging. The cultural and social developments that have advanced consumer requirements and preferences and increased competition brought on by firms' technology resources are also affecting the beverage industry (Mangina & Lias, 2014). Marketing has taken on a whole new meaning as a result of the extraordinary change in sales from conventional to digital that has been seen over the past few years. Regardless of industry, many businesses have invested substantial resources into incorporating digital technologies and marketing practices like social media marketing, digital advertising, and e-word of mouth into their plans in an effort to gain a significant competitive advantage. The beverage industry is attempting to identify itself in this period of unprecedented conversion from traditional to digital marketing since experience is at the center of the industry's intangible and transient value chain.

In the digital age, maintaining customer happiness is still of utmost importance (Ryu et al., 2010). According to Nogueira et al. (2021) the rising amount of e-commerce transactions is linked to shifting consumption habits, which could place additional pressure on sustainability factors. The transition to sustainable consumption has been a significant issue for societies. Manufacturers must not only develop sustainable products but also inform consumers about the effects of their decisions if they want to convert to sustainable consumption. As a result, they play a significant

part in steering consumer behavior in the direction of more environmentally friendly behaviors (Tseng et al., 2020). By considering the implications of environmental sustainability on their purchase decisions in addition to economic and financial concerns, consumer behavior has become crucial in the process of enhancing the sustainability of supply chains. An important technique to alter consumer behavior and enhance the sustainability of supply chain operations is to raise e-consumer knowledge (Banerjee & Longstreet, 2016). According to a structural equation analysis of 373 online shopping transactions, perceived cycle time, in-stock availability, and customer responsiveness of all logistics customer service activities vary inversely with perceived website usability and content vividness and positively with product information content (Ali, et al., 2022). In several cities throughout the world, bottled water is frequently used as drinking water. The transportation of bottled water is a crucial component of the bottled water market. It is a practical solution for homes and workplaces to regularly acquire affordable, high-quality drinking water. According to studies, drinking filtered water at work improves employee health overall and boosts productivity. Ali and others, 2022 As an illustration, the International Bottled Water Association reports that US bottled water consumption increased from 9.1 billion gallons in 2011 to 9.67 billion gallons in 2012. Over 73 billion half-liter bottles of water are consumed annually in the United States. (2014) Matiwos, Particularly in sub-Saharan Africa, usage has decreased

1.3 Organization Background

In 2013, Addis Ababa, Ethiopia, saw the founding of Asku & Berhane Investment Group (ABIG). ABIG is an umbrella management firm that has assembled a special team of professionals to manage a varied investment portfolio across many industries. The company began operations with the management of a group of varied partners and sister companies active in the food and beverage, petrochemical, manufacturing, import & export, engineering and construction & property management, healthcare, and other service sectors. Founded in 1999 by Ethiopian investors, ASKU PLC, the Food and Beverages Group, is a manufacturer with the ambition to grow to be the greatest food and beverage firm in the nation. Currently, the business manufactures carbonated soft drinks (CSD) in bottles under the Aqua Addis brand and bottled water under the Aqua Addis trademark. Both the company's carbonated soft drinks and juices are made using USA concentrate imported through their franchise agreement with Cott Beverage Inc, a company with headquarters in Columbus, Georgia, the USA. Cott Beverage Inc. operates in soft drink, juice, water, and other

beverage bottling facilities in the United States, Canada, the United Kingdom, and Mexico and sells beverage concentrates in more than 50 nations worldwide. The Food and Beverages Group is home to businesses including Yid Edible Oil Industry PLC and Berossa Agro Industry PLC (milk cows). In addition to the Food and Beverages Group, the ABIG corporation, as previously indicated, has subsidiaries in a variety of industries. For instance, the Kechenamba Trading P.L.C.'s Import & Export division specializes in exporting agricultural goods like coffee, oilseeds, and pulses.

ASKU PLC distribute its products through Yehule Gebeya distributors ; Yehule Gebeya, Established in 2018 and head quartered in Addis Ababa, operates with the philosophy of reducing distribution and logistics costs for better availability throughout the country. Yehule Gebeya has over 70 trucks running around Addis Ababa, and uses agents in some of the upcountry locations until it becomes able to do it on its own. These trucks serve Customers from the seven fully fledged Depots it owns around Ethiopia, with plans for expanding in the near future. In Addis Ababa alone, they serve more than 40,000 customers consistently every day mapped in 60 different routes that cover all sub cities, making it capable to serve 100% of the markets in Addis Ababa, in its beginning year of establishment, they distributed over half a million packs of different non-alcoholic beverages throughout Ethiopia. Since that first year, its distribution capability increased by an impressive 2,000 % and in the year 2020, had distributed over 10 million packs by investing in new technologies and transport vehicles, Armed with technology, resources and knowledge of the Market place, it strives to promote quality brands throughout Ethiopia and East Africa while expanding to new horizons in the years to come(Ambaye,.2019).but there is no automated customer order request and delivery system rather the delivery has been operating sequential searching without order receiving system. Even though ,some pre orders has been receiving via telephone “ 8778”.This study concern one of the Food and Beverages Group (ASKU PLC) and Yehule Gebeya distributor of the bottled water, Aqua Addis, distribution, order received and delivery automation (Ambaye,.2019).

1.4 Problem Statement

IT plays a significant part in every organizational element in the digital age that we currently live in. The influx of new technology led businesses to look for new ways to increase sales, leading them to implement e-commerce, automated client order receiving systems, and e-marketing techniques. (Tsekouropoulos et al., 2014)

Businesses engaged in commerce aspire to thrive and endure in the marketplace, and it is inevitable that they will adopt tactics to support this objective. Almost all businesses, no matter how big or little, must compete for customers' business and find ways to succeed in doing so. Information and communication technology (ICT) and the Internet are two significant modern developments that might give organizations the means to achieve their desired aims. ICT and e-business technology adoption offers features and benefits for expansion and increased competitiveness (Levy & Powell, 2002).

Online sales have been increasing steadily over the past few years, with a strong upward tendency. While it is predicted that e-sales in the USA would reach €327 billion by the end of 2016 Groß (2016), e-commerce profits in Europe hit €407 billion in 2015, up 15.6% from the previous year. E-commerce is a developing industry, thus there are many opportunities for the growth of new operations. The findings of the "Analysis and Forecast of the Use of E-Commerce in Enterprises of the European Union States" study from June 2022 demonstrate that companies of all sizes are continuously implementing new forms of e-commerce for sales. In this regard, e-commerce may be a crucial tool for SMEs looking to enter international markets.

In order to stand out from the competition, a modern online store marketing executive should be able to pinpoint how clients are satisfied more quickly and precisely than their rivals. The primary focus should be on making the most financial savings feasible while developing marketing tactics that are intended to satisfy and anticipate the unique needs of the target audience. This will enhance the company's reputation and financial success. Additionally, the brand name will be stronger and the market share will rise. In addition, building a long-term relationship with customers will increase their commitment to your brand (Farris et al., 2010).

One of the non-price elements in the Ethiopian bottled water market rivalry is the rising demand for bottled water and the high degree of competition because entrepreneurs may now readily enter the market using cutting-edge technology and automated systems. This study combines a variety of automated systems and smart technologies to move, store, and inventory these manufactured goods to warehouses outside and inside Addis Ababa before delivering them to retail customers and exclusive customer agents. All branch warehouses, customer stores, and exclusive agents clearly display the lack of transportation or the imbalance between product supply and client requests, as provided by the company's sales and marketing department. The number of clients and ultimate consumers is currently rising in Addis Ababa and other parts of the nation, which has an impact on how much of the company's goods distributed. Due to the lack of an automated system for handling customer requests and product delivery, the company is unable to deliver the necessary number of products to the right place and time, despite the fact that doing so would result in significant financial losses. The Aqua Addis bottling company's (Asku PLC) current distribution, delivery, and customer request handling procedures will be scrutinized in this study in an effort to highlight the differences between those procedures and the automated system that will be suggested to increase customer satisfaction, make the company more cost-effective, and maximize profits. Microsoft Dynamics NAV's ERP system is used by the corporation to fully automate its business processes. A trade audit system (TAS) and Route to Market (RTM) management system have been established by the company. Yehule Gebeya has spent a lot of money gathering, converting, and analyzing data because she values it and understands it is the future. For a seamless real-time Check and balance, it immediately synchronizes and reconciles daily transactions. The company uses more than 70 trucks to facilitate route sales, and every one of them has a mobile phone POS (Point of Sales) system that integrates with Microsoft Dynamics NAV in real time. As a result, whenever a salesperson makes a sale for a route customer from his or her Sales VAN, the invoice is automatically synchronized and stored in to Microsoft Dynamics NAV. In addition, ASKU PLC and Yehuke Gebeya have been providing services by sequential searching without any order receiving system, with some pre orders being received via telephone "8778". GPS devices are installed in all of the trucks and send real-time geo-location data of each specific Truck to our situation room. The existing distribution method has a direct negative impact on customer satisfaction (services and quality of service, on-time delivery, responsiveness, feedback control, and communication) and is financially costly to the organization.

1.5 Study's Objectives

1.4.1 General Objective of the Study

This study's overarching goal is to assess the adoption of automated beverage distribution systems on customer satisfaction.

1.4.2 Specific Objectives

1. To assess adoption of beverage distribution automation system on customer service quality.
2. To assess adoption of beverage distribution automation system on time delivery.
3. To examine the adoption of beverage distribution automation system on responsiveness.

1.5 RESEARCH QUESTION

1. What is the assessment of beverage distribution automation system adoption on customer service quality?
2. What is the assessment of beverage distribution automation system on time delivery?
3. How does beverage distribution automation system adoption impact on responsiveness?

1.6 Significance of the Study

Importance of this study was to reveal information about the adoption of beverage (bottled water) distribution automation system towards customer satisfaction in beverage industry. The findings from this study could help with future supply chain automation use studies as well as better beverage distribution automation use and installation, optimization and monitoring.

1.7 Scope of the Study

Ethiopia's Addis Ababa ASKU PLC and Yehule Gebeya distributor were the sites of this study. The distribution of beverages (bottled water) using atomization is the main topic of this work.

1.8 Limitation of the study

There have been both large and minor issues that the researcher has had to deal with during the course of the research; some of these issues were simple to resolve without having an impact on the study, while others were outside the researcher's purview. The primary drawback was the lack of an automated system for the beverage distribution industry, and the application of the study to an existing system. It was difficult for the researcher to obtain qualitative data from the business and to gather both primary and secondary data from customers.

1.9 Definition of Terms

Beverage: Alcoholic and non-alcoholic drinks, drinks, and other drinkable liquids meant for human consumption are referred to as beverages. These include beer, wine, soft drinks, fruit juices, milk, liquid dietary supplements, and packaged or bottled water.

Automation- Automation is the development and use of technology to manufacture and provide goods and services with little or no human involvement. Many tasks that were formerly carried out by people are now more productive, dependable, and/or quick because to the use of automation technologies, techniques, and processes. Manufacturing, transportation, utilities, defense, facilities, operations, and most recently, information technology, are just a few of the sectors that use automation.

Distribution: - Order fulfillment across all distribution channels is the main goal of the distribution management system within logistics.

Online Ordering for delivery: - Online ordering refers to placing an order for physical goods, such as food, drink, clothing, or any other item, without actually getting them. On a computer or smartphone, using an app or browser, you can perform this. The ordered items can be delivered by courier, mailed directly to the buyer, picked up in person, or left at a designated location.

Customer satisfaction: - Customer satisfaction, as defined by the number of repeat customers, is the level of satisfaction offered by the products or services of an organization.

1.10 Structure of the Research

Five chapters make to the organization of the research. A brief introduction to the study, explanation of the research topic and research questions, discussion of the study's goals, significance, scope, and limitations, and definition of terms are all covered in the first chapter. The second chapter went over many hypotheses and earlier studies on the automation system's impact on customer satisfaction. What are the study's conclusions and recommendations were included in Chapter 5. The design of the study's research-methodology automation was described in Chapter 3, which also included the study's research design, population and sampling techniques, data sources and data collection methods, and methods for data analysis approaches. The study's findings are summed up in Chapter 4, which also explains how the results relate to the literature review and summary. The study's conclusions and recommendations were included in the fifth and final chapter.

CHAPTER TWO

2 LITERATURE REVIEW

An examination of the body of knowledge on the major topics the study examines is provided in this chapter. The chapter specifically discusses the key principles of beverage distribution automation and how they affect customer satisfaction. The chapter also assesses the idea of competitive advantage and worker safety. The conceptual framework of the study is presented, along with an examination of empirical literature.

2.1 Theoretical Framework

2.1.1 Automation systems

As more consumers shop online during the past ten years, the e-commerce market has expanded significantly. There are many different variables that have contributed to this change in how consumers or customers purchase; some are market- or country-specific, while others are the consequence of global shifts. These adjustments consist of an increase in disposable income, especially in developing countries, longer work and commute times, increased broadband penetration and improved security of electronic payments, a lowering of trade barriers, an increase in the number of retailers with an online presence, and a greater awareness of e-commerce by consumers (Miroso & Bremer, 2020).

The country with the fastest-growing e-commerce market is China, whose sales in 2019 were US\$1.935 trillion, more than three times the amount spent in the United States (US\$586.92 billion), the second-largest market. China alone accounts for 54.7% of the worldwide e-commerce industry, which is approximately twice as much as the combined market shares of the next five highest-ranking nations (the US, UK, Japan, South Korea, and Germany) (Ryu & Jang, 2010). The growth of e-commerce in the Asia-Pacific area by highlighting the enormous spike in spending on significant online shopping days between 2015 and 2019. The US\$38.4 billion spent on Singles Day (11.11) in the Asia-Pacific area in 2019 is noteworthy since it is

more than twice as much as the US\$9.4 billion spent on Black Friday in North America and much of Europe and the US\$7.4 billion spent on Cyber Monday in North America combined. The top e-commerce sites vary by location and include well-known sites like Flipkart in India, Alibaba in China, and Amazon in the United States. (Ryu & Jang ,2010) .

Modern information technology developments are changing how logistics are handled. Better customer service and more data are stored for subsequent analysis when the order processing function is automated. Managers' capacity for predicting and decision-making is being enhanced by the expanding use of decision-support systems (DSSs) in logistics. Another tool for information transfer that is quicker, safer, and less expensive than manual systems is EDI. (Bremer & Miroso, 2020).

In the modern world, automation plays a crucial role in company operations. Over the past three decades, the globe has transitioned from an era of the industrial revolution to one of the communication revolution, which has resulted in significant shifts in operational methods. This issue sparked a number of studies that looked at how information technology systems might boost corporate productivity in the organizations' communication sectors. Ryland (2017)

2.1.2 Theory of Absorptive Capacity

According to Raymond (2017), a company's ability to gather, use, and deploy new information technology to generate commercial value is known as its absorptive capacity. The hypothesis is predicated on past knowledge and communication in the relevant field. The ability of a company to innovate and to assess and apply outside knowledge is mostly a function of that company's prior relevant knowledge and the dissemination of related information to all parties involved. The assimilation, choice, and implementation of effective company operations are thus made possible by prior information, communication, practices, and experience. The firm's cost and desired path for future business opportunities are both included in this prior knowledge in an indirect manner. The company's main information repository is made up of 11 employees who work in several departments Raymond (2017). (Cohen & Raymond ,2017) state the following. The ability of a company to absorb information depends on the organization's structure for communication with both the outside world and its internal units to support

operational or strategic activities. There are individual members of this structure; the capacity of each individual member typically grows with time, eventually extending to corporate capability. In conclusion, absorptive capacity refers to an organization's ability to acquire information and use it for appropriate innovation.

2.1.3 Resource Based View Theory

In order to attain a competitive and strategic advantage, a firm's uncommon and precious resource—its internal and external environment—must be used in a variety of ways, according to the resource-based view theory of the firm (RBV) Raymond (2017). He goes on to say that a company's resources, including its skills, assets, know-how, and capabilities, can be used in a way that makes them difficult for competitors to copy, giving the company a competitive and strategic edge. The ability of the company to keep a combination of resources that cannot be acquired or developed similarly by rivals is a major worry in RBV. Further, this theory gives us the groundwork to comprehend that the ability of rivals to employ resources that have the same effects on a firm's performance as those used by the firm itself determines the sustainable strength of a competitive advantage. To comprehend the sustainable strength of a competitive advantage, a company's capacity to prevent resource imitation should be carefully examined. According to this hypothesis, specific existing resources that are special will produce higher performance and ultimately create a competitive edge. The ability of rivals to copy these resources will determine how long this advantage lasts. Due to the volatility of today's markets, a company's current resources might not be sufficient to meet future market demands. Given that it addresses both real and intangible resources, including e-business tools, the RBV theory appears to be pertinent to study on e-business.

2.1.4 Diffusion of Innovation Theory

This theory holds that acceptance of innovations and social system members are related. A technical breakthrough's relative advantage, compatibility, trial-ability, and simplicity are taken into consideration while determining whether to deploy it Raymond (2017), Innovation, according to Raymond (2017), is the application of a concept that is considered innovative in its context, whether radical or incremental. In addition to technical innovations like new products, services, and technology, this idea also encompasses administrative innovations like new rules, procedures, and organizational structures. Innovation calls for taking calculated risks, having the capacity to combine resources and knowledge, and having a management structure that is open to change. The notion that innovations can, when put into practice, help businesses go on a winning run underlies the significance of innovation. A company's business model will have experienced innovation when a new technology is installed, and the new business model then acts as a bridge between the newly implemented technology and the value produced by altering the business configuration Raymond (2017). The Diffusion of Innovation Theory covers crucial concerns pertaining to social network effects and the adoption of new technologies. Based on the effects of automation on businesses' operations and the consequent reduction in manual labor, this study examines the automation of business software products and the corresponding innovations in business models. The diffusion of innovation model is pertinent to this research. An actual study was conducted to support this hypothesis, and it looked at how technology diffusion stages affect people and organizations. According to Raymond (2017), a sales organization had accepted computers if even one sales agent was utilizing one. Although this study did not differentiate between stages of diffusion, most adopters were likely concentrated given the relatively recent commercial availability of industrial-strength laptops.

2.2 Empirical Literature

2.2.1 Automation of distribution operation

Previously, businesses relied on the mail and letters to send and receive information from their branches or affiliated companies around the world Raymond (2017). At the time, this trend was positive, but in a dynamic environment, businesses discovered that the communication strategy wasn't working well since it was slowing down operations or hurting business. As a result, some businesses increased the budget for the communication department while lowering costs for other, less crucial departments Raymond (2017). This choice had both beneficial and detrimental impacts. The advantage of having money was that it allowed businesses to buy the greatest communication tools available at the time and influence communication networks faster than their rivals. On the other hand, the decision's negative aspects are brought on by firm delays or inadequate processes. Since some departments will need to function on a tight budget to carry out regular firm operations, the budgets that use internal funds to influence an external operation leave the corporation in a state of internal confusion Raymond (2017).

In addition, the company confronts a number of personnel management difficulties because the few employees will need to work twice as hard for the same compensation to meet the demands of the business. With these difficulties in mind, numerous studies concentrated their attention on how multinational corporations may design communications operations that could aid in reducing costs and increasing efficiency globally. Because of the difficulties in third world economies' communication infrastructure, the study utilized a number of foreign corporations. The majority of the research examined different tactics that multinational corporations utilized to adapt their systems to fit into the underdeveloped structure of the communications networks in third world countries. These investigations sparked inquiries about the firms' internal automation efficiencies. Automation might make it possible for businesses to operate their branches from a single office located kilometers away while still achieving their goals Raymond (2017).

2.2.2 Beverage Distribution

Producers encourage distributors to promote their brand exclusively as much as feasible. As long as the brands are not in direct competition, more than one is acceptable. For instance, a distributor who sells high-end beverages may also stock low-end brands like beer, soda, and bottled water. Distributors, on the other hand, are constantly driven to increase sales and offer "one stop shopping" for clients. To do this, one strategy is to combine the distribution of various beers. In addition to their agreements with producers, distributors may also agree among themselves to play a dual function in the distribution system, with one distributor acting as the other's wholesaler. One such instance is Yanshan Beer Sales Company, which, in addition to being a Qinhuangdao distributor for Snow Beer, also buys other brand items from regionally authorized distributors and wholesales them under the Budweiser and Tsingtao Beer brands (Dai & Zhou, 2008)

2.2.3 Local delivery

Local delivery refers to the distribution of goods from distributors or wholesalers to stores in the city as well as the short-distance transit from the distributor's warehouse to the transshipment station. It frequently passes through neighborhoods with high populations and traffic. The majority of city ordinances demand special registration for cargo trucks in urban areas during the day, and deliveries are typically conducted in various-sized passenger vans. Other equipment kinds, such tricycles, push carts, and trolleys, are utilized for very modest volume and short-distance deliveries. For delivery during bad weather, some shops ask for boxed or canvas-covered trucks. Typically, the distributor is in charge of handling the delivery from the transshipment station to the distributor's warehouse, and either uses its own vehicles or resources it has borrowed for spot trucking in the market. According to the findings of our survey, local delivery to stores is frequently the responsibility of distributors and wholesalers. A wholesaler often services a small city district or, in some situations, a small city. Typically, they have one or more vans. Some wholesalers, like Haoshen in Shanghai, also own 5-ton open trucks. Van delivery typically makes more stops per route than truck delivery due to the capacity limit. Trucks are frequently utilized by clients with higher demand. The participants in the survey reported that cost and efficiency concerns were the biggest barriers to using a

professional 3PL to handle their distribution needs. Once more, this fact is consistent with the results of our 2004 study on the China Road Transportation Enterprise (Dai & Zhou, 2008).

2.2.4 Customer/ Consumer satisfaction

Customer satisfaction has numerous definitions. A person's level of sensation of satisfaction is determined by how closely the benefits they receive from a product match their expectations. An emotional response from customers to their use of a good or service is the definition of customer satisfaction. Are consumer responses to expectations being met in terms of satisfaction? Contentment includes both satisfaction levels above and below the desired level and refers to how happy a consumer is when using a product or service that satisfies his or her needs Ha Nam Khanh (2020).

Service quality and satisfaction are two different ideas, according to many research on customer satisfaction in the service industry. Customer satisfaction levels are influenced by service quality. Customer pleasure is a result of providing quality service. Also mention that customer happiness is dependent on the quality of the service received and that this depends in part on the cost of the product Ha Nam Khanh (2020).

2.2.5 Service

The concept of service permeates both business and marketing (Zeithaml & Bitner, 2003) claim that, "Services are behaviors, processes, and ways of performing a task that create value for the customer to satisfy the needs and expectations of customers." Services are largely invisible, non-transferable actions that one party (the service providers) can perform for clients. A physical product can have the service tied to it or not. As a result, the service can be distinguished from actual objects by having the following fundamental qualities: invisibility, heterogeneity, inseparability, and non-storability. In order to assess the quality of a service, both the method and results of the service must be considered. According to Ha Nam Khanh (2020), the difference between what clients expect from a service and how they feel about it after receiving it indicates the service's quality.

Electronic communications between buyers and sellers, typically online, are purchased when shopping online. Online shopping enables consumers to place quicker orders, save money on

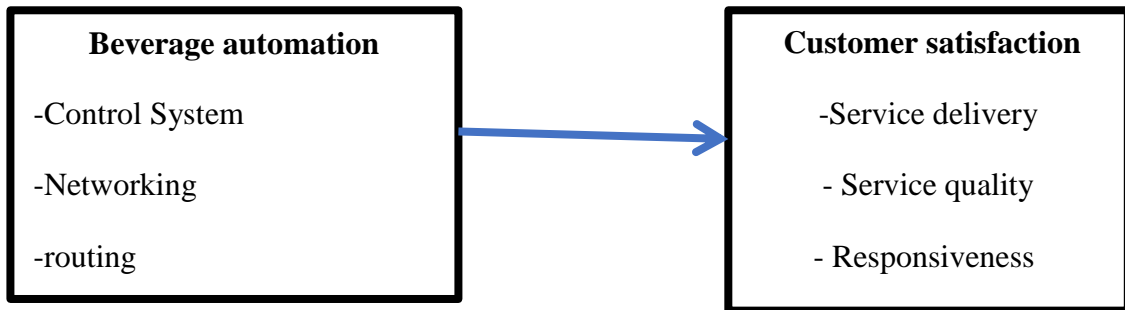
purchases, and get in touch with new providers. At the same time, marketing experts can communicate with clients online to exchange marketing knowledge, provide goods and services, offer customer assistance, and keep up previous relationships. Online shopping is a procedure where clients buy products or services from a seller directly through the internet for a set length of time, cutting out middlemen - a type of Ecommerce. In terms of consumer search, product information, process engagement, and product delivery, online shopping is advantageous for both buyers and sellers Ha Nam Khanh (2020).

2.2.6 Online Shopping Service

The customer's entire assessment and evaluation of the service delivery procedure in a virtual market determines the quality of online services. The business that has success and experience in offering online services typically starts off with the claim that, in addition to having a website and offering affordable prices, other factors that contribute to success or failure include aspects of a high-quality online service. Customers who use online services anticipate that the level of service will be on par with or better than traditional services Ha Nam Khanh (2020).

2.3 Conceptual Framework

The study was developed based on the opinions of various authors. Conceptual framework is a diagrammatical representation that shows the relationship between dependent variable and independent variables. a conceptual framework refers to a group of concepts that are broadly defined and systematically organized to provide a firm's rationale and a tool for the integration and interpretation of information usually expressed abstractly through word models Ambaye (2019). In the study, the conceptual Framework looked at assessment automation distribution system of Aqua Addis bottling company, ASKU PLC and Yehule Gebeya distributor



Source: Raymond (2017)

CHAPTER THREE

3 Methods of the Study

The goal of the study is too efficiently (competitively) automate beverage automation distribution system techniques on product delivery to ultimate customers in the case of Aqua Addis bottled water. Therefore, the research approach, research design, sample size, data source and type, data collection method, and data analysis mechanisms are all included in the study's research design and methodology section.

3.1 DESCRIPTION OF THE STUDY AREA

One of ABIG's food and beverage groups, ASKU PLC, is involved in the production of bottled water under the brand name Aqua Addis and carbonated soft drinks (CSD) in five distinct flavors. The business employs a distributor agent known as Yehule Gebeya and a department for product distribution. When ASKU PLC was first launched, the distribution department was set up to oversee and manage the company's overall distribution of Aqua Addis bottled water. The business supplied its goods to client shops and exclusive agents around the nation, focusing mostly on bottled water (Aqua Addis) and five distinct flavor-packed soft beverages. Without a preorder or customer order request system, the company delivers its items door to door via its trucks to merchants and exclusive agents in Addis Ababa and the surrounding areas. Only three warehouse branches (Direedawa, Hawassa, and Bahir Dar) are responsible for serving the regional markets, therefore distribution to the market and clients is handled by the company's authorized agents. Customer requests for handling features of Aqua Addis brand products on the market heavily rely on the four main beverage automation distribution system variables, where the to-be automated system is expected to provide efficient & effective distribution. Therefore, in the study, we evaluate how the automated system on the distribution and delivery process of the Asku PLc, Yehule Gebeya distributor, and its consumers will benefit the company and satisfy the customers.

3.2 Research Approach

To fulfill its objectives, the study used qualitative research methodologies. Quantitative surveys, according to Creswell (2003), were created to match a questionnaire schedule for both primary and secondary data.

3.3 Research Design

Descriptive statistics and an exploratory research methodology were used to design the study. The researcher can describe the data and learn more about the incident by using a descriptive study. Exploratory studies are studies conducted to look into issues that are not well defined. A researcher began with a broad concept and used this research as a means of identifying problems and creating a framework that may serve as the basis for further study. The study took a 12-month time horizon into account. Additionally, a cross-sectional study is advised as the best survey data gathering approach to explain the incidence of a phenomenon or to look at how several components are associated, according to Saunders, Lewis, and Thornhill (2009).

3.4 POPULATION AND SAMPLE

The study's target audience consisted of 40,000 ASKU PLC consumers based in hotels, businesses (both public and private), supermarkets, shops, bars, restaurants, wholesalers, and coffee shops in Addis Ababa City. Assuming a population of 40,000 (the number of ASK PLC customers in Addis Ababa in 2022), a sample size of 195 will be determined using the intentional sampling method, with a margin of error of 7% and a 95% confidence level. Following the determination of the overall sample size, the respondents were grouped according to their proportion. Customers of AKU PLC and Yehule Gebeya Distributor are divided into groups according to the nature of their businesses. The researcher made an effort to categorize and categorize each consumer in the table below based on how much they were taken from the business.

Table 3.1 Target population of ASKU PLC customer's side

Category by role	Customers proportion by percentage (%) out of total customer (40,000)	Target population
Shops	50	191
Cafe	6	23
Bars	2	8
Grocery	8	31
Restaurants	7	27
Hotels	7	27
pensions	8	11
Café and restaurant's	7	27
Bar and restaurants	2	8
Chat bet	4	15
Mini market	3	11
Supermarket	1	4
institutions	2	8
Juice house	3	11
Liquor store	1	4
Hospitals	0.5	2
Banks	0.3	1
Total sample size		382

3.5 Data Sources and Types

The study made use of both primary and secondary forms of data. The primary data were of the ordinal (categorical) kind to aid in scoring based on the opinions of the respondents. The ordinal (categorical) data type will be determined to be the best one to identify those variables based on their importance to the factors to be researched once the goal of the study has been achieved and the essential factors have been identified through examination of the score. Primary data will come from respondents who fill out the questionnaire. The distribution data from Asku PLC and the Yehule Gebeya data are sources for secondary data in the interim.

3.6 Data Collection Procedures

The data collection method applied for primary data was survey. Survey method provides a description of trends, attitudes, opinions of a population was used primary data to quantify. It helped the researcher to generalize about the population by studying a sample of that population Creswell (2009). The questionnaire were organized in Likert scale prepared in a close-ended (fixed alternative) form of questions to avoid waste of time that may be spent for editing the questioners were developed by self-administer ways to identify the relationships of factors between dependent and independent variables, and a closed ended form helps in standardizing alternative responses were help to compare the answers by facilitating coding, tabulating, and ultimately interpreting the data. In order to acquire objective responses, a funnel technique of constructing questionnaires was taken into consideration, starting respondents to answer generic questions before moving to particular questions. The researcher received authorization from the School of Commerce at Addis Ababa University to gather data, and a letter of acceptance was provided. 1) The objectives and benefits of the study explained in English or Amharic to the participants depending on their language of choice. 2) Collection of data done from 8:00am to 5:00pm, in working days / hours within one month. 3) The investigator obtained written informed consent from participants before dispatching the questionnaire to ensure their autonomous. 4) The participants received the questionnaire voluntarily and researcher requested them to fill it individually in private room and there were no names included on the

questionnaire, information disclosure to ensure anonymity. Completed questionnaire coded and kept secured. 5) The researcher has check answered questionnaires for incompleteness.

3.7 Ethical Consideration

To get the person's permission to take part in this research, the researcher used oral informed consent. Before the research began, the participants received information on the study's goals, duration, required steps, and advantages. The participants were only obliged to go to the following step after providing informed consent. Additionally, the potential participant has been made aware that he or she is free to leave the interview at any time and can decline to answer any questions. The researcher was expected to provide acceptable answers to any queries the participant may have. The researcher promised to keep participants' study-related information private. The unprocessed data set and the audio recordings of the interviews could only be utilized for the intended objectives.

3.8 Method of Data Analysis

Separate analyses were done on the original and secondary data. The primary data were ordinal in nature, necessitating a closer look at the relationships between variables in order to rank them. After receiving questionnaire responses, the data is examined and coded before being recorded. All unambiguous responses were recorded and analyzed with STATA 14. To illustrate customer satisfaction with reference to each factor under test, disruptive statistics like percentage and tabular were used to examine the secondary data. But both the primary and secondary findings have been used to inform the interpretations.

CHAPTER FOUR

4 RESULTS, DISCUSSION AND INTERPRITIVE

4.1 Introduction

To achieve the study's main goal, the collected data from Asku Plc clients in Addis Ababa are presented, interpreted, and analyzed in this chapter. 195 questionnaires were created and given to Asku plc customers in order to answer the research questions; 195 of these questionnaires were filled out and returned; none were left unanswered or destroyed because of missing data.

4.2 Response Rate

Due to the nature of the study, it was decided to collect the questionnaires face-to-face rather than online or using other mechanisms for data collection. All the questionnaires were filled out, edited, and checked for completeness accordingly before being used in the data analysis, yielding a total of 195 responses out of the 195 questionnaires collected, achieving an acceptable response rate of 100%.

SAMPLE	NUMBER	PERCENT
How many surveys were handed out	195	100%
returned survey forms	195	100%
Sum of all valid questionnaires	195	100%

Table 4.2- Response Rate

4.3 Demographic Profile of the Respondents

Respondents were questioned about their gender, age, level of education, and employment history. Table 4.3 displays a percentage and frequency characteristic of the responders.

Description		Frequency	Percent (%)
Gender	Male	148	76
	Female	48	24
	Total	196	100
Age	21-25	16	8.21
	26-30	47	24.1
	31-35	50	25.64
	36-40	82	42.05
	41-45	0	0
	>46	0	0
	Total	195	100
Level of Education	Non educated	165	84.62
	Diploma	9	4.62
	Degree	12	6.15
	Masters	9	4.62
	Total	195	100
Years of Experience	0-5 years	16	8.21
	6-10 years	179	91.79
	11-15 Years	0	0
	16-20years	0	0
	Above 20 years	0	0
	Total	195	100

Table 4.3- A description of the respondents' demographics

Table 4.3's data show that while 76% of respondents were men, just 24% of respondents were women. This demonstrated that more men than women answered to the surveys that were sent out. This suggests that more men than women interact directly with the population of Aqua-Addis' bottle-filling procedure. It goes without saying that more men will be aware of how the future automation of distribution would affect the current distribution system.

Customers between the ages of 21 and 25 responded with 8.21%. Customers between the ages of 26 and 30 responded with 24.1%. 25.64% of respondents who are between the ages of 31 and 35 replied. Finally, 42.05% of respondents who fall between the ages of 36 and 40 responded, showing that this age group makes up the majority of respondents.

A response of 84.62% indicated that the respondent had no education; in this study, persons without any college or university-level diplomas are considered uneducated. A answer of 4.62% indicated that the respondents had college diplomas that were certified. Finally, a response of 4.62% indicated a master's degree, bringing the total answer percentage to 6.15 percent, which signified degrees from colleges.

The clients of Aqua-Addis bottled water responded to a question about their work history as a business organization. 8.21% of respondents said they had less than five years of experience, while 91.79% of those who had worked in their company or industry for between six and ten years answered the question. This suggests that the company had a skilled worker who could implement an automated distribution system and unclog the congested current distribution channel.

4.4 Descriptive Analysis

Data was collected, edited, and coded into a quantitative form; tables and graphs were used to assess the structured data. After then, the data was cleansed to make sure the information was accurate and full. In the study, frequency distribution was used. Pie charts, graphs, and bar charts were used to illustrate the data.

4.5 Customer satisfaction

4.5.1 Assessment of on time delivery

Table 4.5 1 from the study's evaluation of customer order request performance showed that 4.1% of the 195 answers were never orders, but they nonetheless received the goods when it was manually delivered or without presale delivery. 93.33% of respondents reported ordering Aqua-Add bottled water once per week, and 2.56 percent of the population overall reported ordering the product twice or more weekly. The responses can be compared to determine that the majority of customers ordered Aqua-Addis bottled water once each week.

	Freq.	Percent	Cum.
Never	8	4.1	4.1
0-1 time/week	182	93.33	97.44
2-3times/week	5	2.56	100
Total	195	100	

Table 4.5-1 customer order per week

The study assessed the company delivery time of the requested order by the customer's as table below indicated that 7.18% responses indicated they get the order within 2-6 hours. Were 2.56% got their ordered product with in 12hours whereas 90.26 got delivery of their ordered product within 72hours, the responses can be compared to determine that the order was delivered within 72 hours.

	Freq.	Percent	Cum.
Within 2-6 hours	14	7.18	7.18
Within 12 hours	5	2.56	9.74
Within 24hours	0	0	9.74
Within 48hours	0	0	9.74
Within 72hours	176	90.26	100
Total	195	100	

Table 4.5-2 customer order request delivery

According to table 4.5.4, which summarizes the study's assessment of the company's response time to customer requests made through various channels, 97% of respondents said they received the order answer within 2 to 6 hours, while 2.56 percent received it within 12 hours after making a telephone call.

	Freq.	Percent	Cum.
Within less than 1 hour	190	97.44	97.44
Within 2-6 hours	5	2.56	100
Total	195	100	

Table 4.5-3 order request response

4.5.2 Assessment of service request and responsiveness

The study evaluated the customer's order request channels, as indicated in table 4.5.5, 97.44% of the replies said they place their orders by phone call, while 2.56 said they place their orders both over the phone and in person with sales agent representatives.

	Freq.	Percent	Cum.
Via phone Calling	190	97.44	97.44
Via phone Calling, In person	5	2.56	100
Total	195	100	

Table 4.5-4 order request channels

According to table 4.5.6, Aqua-Addis PLC uses the short code "8778" for their customer's order receiving plant form. The study determined how many customers use this platform and attempted to determine its accessibility, reachability, and convenience. All of the respondents stated that they lacked knowledge of this short code.

	Freq.	Percent	Cum.
Yes	0	0	0
No	195	100	100
Total	195	100	

Table 4.5-5 sort code '8778'

According to table 4.5.7, the study attempted to evaluate the automated or online system that the business utilized for distribution and request handling. According to the table below, all respondents said that there is no online ordering system for Aqua-Addis bottled water.

	Freq.	Percent	Cum.
Yes	0	0	0
No	195	100	100
Total	195	100	

Table 4.5-6 Aqua-Addis online system

According to table 4.5.8, the survey attempted to determine how many respondents had actually received their orders from the company. The table below shows that 8.16% of respondents hadn't received their orders in whole, whereas 91.84% had.

Order fulfillment			
	Freq.	Percent	Cum.
Yes	180	91.84	91.84
No	16	8.16	100
Total	196	100	

Table 4.5-7 order fulfillment

Only 2.56% of the responses used online request orders or online shopping, while the remaining 97.44% of responses indicated they had never used any online shopping or request orders, as shown in table 4.5.9. The study attempted to gauge respondents' experience using online systems for their daily activities.

	Freq.	Percent	Cum.
Yes	5	2.56	2.56
No	190	97.44	100
Total	195	100	

Table 4.5-8 online application usage experience

According to table 4.5.10, the study attempted to gauge how interested respondents would be in using an online system if Aqua-Addis PLC developed an automated online order request and delivery system. As can be seen in the table below, all respondents would be open to using the beverage distribution automation system that would be developed.

	Freq.	Percent	Cum.
Yes	195	100	100
No	0	0	
Total	195	100	

Table 4.5-9 willingness for online system utilization

4.5.3 Assessment of to use automated system on service Quality, facilitating distribution process and on customer satisfaction

According to table 4.5.11, all respondents agreed that the system that will be constructed will result in lower costs, time savings, easier ordering processes, and delighted consumers.

	Freq.	Percent	Cum.
Yes	195	100	100
No	0	0	0
Total	195	100	

Table 4.5-10 automation system importance

4.5.4 Assessment of overall customer satisfaction

According to table 4.5.12, the study attempted to evaluate the total existing Aqua-Addis bottled water distribution channel from the perspective of the consumer. The table below shows that 90.26% of the replies stated the present distribution channel is Poor, while 9.74% of the responses suggested Neutral.

	Freq.	Percent	Cum.
Poor	176	90.26	90.26
Neutral	19	9.74	100
Total	195	100	

Table 4.5-11 overall customer satisfaction assessment

According to table 4.5.13, the study attempted to evaluate the overall Order request handling technique, Order Delivery waiting time, Request response time, and Order fulfillment of Aqua-Addis bottled water from the standpoint of the consumer. All respondents indicated Neutral for these characteristics.

	Freq.	Percent	Cum.
very poor	0	0	0
Poor	0	0	0
Neutral	195	100	100
good	0	0	0
very good	0	0	0
Total	195	100	

Table 4.5-12 current Order fulfillment of Aqua-Addis bottled water distribution

CHAPTER FIVE

5 SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 SUMMARY OF FINDINGS

A manufacturing company with the goal of becoming the largest food and beverage company in the nation, ASKU PLC is one of the businesses operating under the food and beverage conglomerate Asku & Berhane Investment Group (ABIG), which was founded in 1999 by Ethiopian owners. The company currently manufactures carbonated soft drinks (CSD) in five various flavors, including RC Edge, RC Cola, RC Orange, Royal Tonic, and RC Lemonade, as well as juices under the brand name Ethiopicana. It also produces bottled water under the Aqua Addis moniker.

Therefore, in order to advance its order handling and distribution processes and thus increase every business' goal of profitability and competitiveness, the organization must improve customer satisfaction in order to fulfill its goal efficiently and effectively.

The study was expected to examine the effect of Asku PLC's automated beverage distribution system on consumer satisfaction with its bottled water products. Service delivery, service quality, and responsiveness were the four primary factors that were used to assess the impact of customer satisfaction. Data from Aqua-Addis bottle-water users in Addis Ababa city were gathered in order to accomplish these goals, and they were analyzed using the qualitative approach of descriptive statistics. The following conclusions have been reached by the researcher based on the analysis and interpretation of the data gleaned from primary and secondary data sources.

- ❖ The beverage automation system is directly related to order fulfillment, order delivery wait times, request response times, and order handling methods. While the interests, willingness to use, and understanding of the effect on customer service parameters of the customers on the automated system are 100% positive, the percentage of current customer satisfaction on all customer service parameters shows 100% in neutral level, indicating that there was a gap on service quality which greatly affected customer satisfaction on the current distribution process.
- ❖ Beverage automation systems are closely related to distribution networks. The organization is far from the digitization era if the proportion of current customer satisfaction on the current distribution method and channel is 90.26% in neutral and 9.74 in poor. The majority of order handling inquiries has been handled over the phone. Customers prefer using online automated systems for order requesting and handling, and this preference is 100% positive, indicating that there is a significant gap in the current beverage distribution process, which has a significant impact on customer happiness.
- ❖ Distribution of beverages is impacted by automation, which requires delivering reliable and efficient performance. Numerous examples of automation in global company demonstrate how it increases productivity, decreases the likelihood of human mistake, decreases overall staff effort, enhances disaster recovery efficiency, and boosts overall application and system availability. These therefore allow for improved business technology management, lower operational and staff costs, prompt resolution of business and technical issues, and higher line profitability for the company. Both the list of businesses that have successfully implemented system automation and the list of those that have failed are limitless (Gebauer & Scharl, 2010). A company must know which business operations to automate and the best practice methodology. The automation in this study demonstrates the clients' interests in digitization as well

as Aqua-Addis PLC's existing position with regard to order handling, order delivery, request response, order fulfillment, and its channel of distribution.

5.2 CONCLUSION OF FINDINGS

The four dimensions of service quality that were developed and addressed in this research—service delivery, order request handling method, order delivery waiting time, request response time, and order fulfillment—were the main determinants of customer satisfaction. Unfortunately, all of the dimensions were rated at a neutral level, indicating the company has to work on customer service, now days the expectation of the customer and competitiveness of the business firms are volatile.

Automated beverage distribution systems have a direct impact on customer services that are crucial in online retail, order requesting and order receiving such as simple return policies and faster delivery services; significantly influence customers' purchase or order decisions, suggesting that more prompt and timely home deliveries raise the perceived value that customers get from their online ordering. In actuality, the underlying value proposition goals are all impacted by product delivery Customers' attitudes toward online ordering have a strong and noticeably positive impact on users' willingness to accept online delivery, even when they have faith in the company's delivery. Regardless of the channel of distribution, timely delivery, request response time, and order status of the product are among the top expectations that online shoppers have of online retailers or the company. As customers place a high value on completing online transactions and receiving their orders, businesses should offer their clients great customer service by assuring delivery timeliness, order accuracy, and ideal delivery circumstances.

5.3 RECOMMENDATIONS

The researcher offers the following ideas as solid solutions to the issue based on the study's findings. Based on its goals and findings, this study made the following suggestions:

In order to satisfy customers and remain competitive in the market, the company must switch from a manual distribution system to a digital distribution system based on the first objective beverage distribution automation system on customer service quality. According to the analysis presented in this study, customers are open to adopting newly developed systems and think that using automated systems will improve the quality of the services they receive.

The business should concentrate on the bottled water delivery time based on the second objective of the beverage distribution automation system's effect on time delivery. According to the findings, the current on-time performance is indifferent, and the respondents noted that a delivery time delay had occurred. The researcher, along with the responders, suggested using an automated distributed method to close this gap.

The distributors should assess and improve their request handling and order responsiveness based on the third goal beverage distribution automation system on responsiveness. One of their platforms for processing requests is VAS service, or the so-called short code "8778," but none of the respondents are aware of it or have ever used it to place orders; instead, they called sales personnel on the phone, which is inappropriate in the modern digitalization period. As a result, the researcher and study respondents strongly advised ASKU-PLC to switch from a manual, traditional order request handling approach to an online, automated system.

According to the study, it is probable that when businesses automate their operations, some individuals would lose their jobs as a result of the automated system. However, the solution—or rather, the advice—for such businesses is that managers should reassess the job descriptions of those particular individuals rather than terminating them because such outdated situations couldn't be desired because new technology results in increased responsibilities. In order to establish business process automation, one system must be trustworthy, increase customer

satisfaction, productivity, performance, and cost-cutting, in the manager's opinion. To get these advantages, though, you must have the willpower to get through the obstacles. It is advised that when businesses weigh these challenges against the potential advantages of automation, other company objectives shouldn't be compromised. When considering business automation, organizations should also make sure that they have enough staff on hand to support and maintain the automated systems. Additionally, businesses often assume that the main motivation for automating the distribution system is to cut costs or improve computing in the commercial sector. However, the main focus of this study is typically on enhancing customer service because as the level of service rises with automation, costs will also rise in the end.

5.4 SUGGESTED FUTURE RESEARCH

Research on the effects of automation on cost effectiveness and city transportation could be focused once the system has been designed and implemented in order to be used, in order to determine whether automation is useful in Aqua-Addis PLC. By focusing on difficulties experienced when adopting an automated system, the study fills a vacuum that future research or academic students can fill. Additionally, it is suggested that study be done to look at how organizations might obtain a competitive advantage by automating their distribution systems. One important advantage of automation in the distribution process, the development of a competitive edge for firms, was thoroughly explored and analyzed in this study.

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6 Annexes

Annex 1: Consent Form for in depth interview

Greetings!

My name is Tsehayu Taye Akalu, I'm doing research on how the customer satisfaction of beverage distribution automation systems adoption can be impacted: Case Study: ASKU PLC v. Yehule Gebeya Distributor I'll meet with employees from ASKU PLC and Yehule Gebeya Distributors as well as users of Aqua Addis bottled water. The study's goals are to determine how ASKU PLC and Yehule Gebeya Distributor in Addis Ababa, Ethiopia will be affected by the automation system for bottling water distribution in terms of customer satisfaction and cost effectiveness. The evaluation serves as a Partial Satisfaction of the Requirement for the Award of the Degree of Master of Arts in Logistics and Supply Chain Management. Dear Respondents!

This survey aims to collect data on the impact of beverage distribution automation systems on client happiness and financial efficiency. Your sincere response to the scientific inquiry will aid in the development of reliable results that will in turn assist the business in evaluating its distribution method and eligibility to use a system that is currently being built. As a result, the researcher gratefully seeks your objectivity and collaboration in order to completely address the questions. I guarantee that no names will be revealed in relation to specific responses, and survey results will only be given as an average or mean.

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INSTRUCTIONS

1. This questionnaire to collect data on the effect of Beverage distribution automation system on customer satisfaction The case of ASKU PLC and Yehule Gebeya Distributer
2. Respondent requested to answer all questions
3. Answers have to be provided in appropriate, mentioned space
4. You are not allowed to mention your name on this questionnaire

Background Information

Your business/Company name _____

Position within the company _____

Interview date _____

1. Sex

Male Female

2. Age

21-25 26-30 31-35 36-40 40-45 >46

3. Academic Background

Non educated Diploma Degree Masters PHD

4. working knowledge:

0 to5 years: (.....)

6 to10years: (.....)

11 to 15years :(.....)

16 to 20 years: (.....)

>20years: (.....)

Part one

I want to ask you a few questions on the distribution of Aqua Addis bottled water in Addis Ababa
Consequently, we kindly ask that you circle your response.

Category A: - From Question 1 to 3 question related to on time delivery

1. How often do you order Aqua Addis bottled water?
 - a. Never
 - b. 0-1 time/week
 - c. 2-3times/week
 - d. 4-5times/week
 - e. 6 and >6 times a week

If your answer is” a. never “please justify your reason?

2. If you order Aqua Addis bottled water, how often do the distributors will be arrived after order requested?
 - a. Within 2-6 hours
 - b. Within 12 hours
 - c. Within 24hours
 - d. Within 48hours
 - e. Within 72hours

3. How often do you get response for you order request from Aqua-Addis Plc.?
 - a. Within less than 1 hour
 - b. Within 2-6 hours
 - c. Within 12 hours

- d. Within 24hours
- e. Within 48hours
- f. Within 72hours

Category B: - From Question 4 to 11 question related to service request and responsiveness

4. How do you order Aqua Addis Bottled water?

- a. Via email
- b. Via phone Calling
- c. In person
- d. Online
- e. Never order

If your answer is” e “please justify your reason?

5. Do you know Aqua-Addis order receiving shot code “8778”?

- a. Yes
- b. No

6. If you know Aqua-Addis order receiving shot code “8778” have you been ever used it?

- a. Yes
- b. No

7. If you using Aqua-Addis order receiving shot code “8778” Does it reachable?

- a. Yes
- b. No

8. If you are using Aqua-Addis order receiving shot code “8778” does it covenant for ordering?

- a. Yes
- b. No

9. Is there any online system using to order Aqua Addis bottled water

- a. Yes
- b. No

10. Have you ever been using any application for online order requesting?

- a. Yes
- b. No

11. Are you willing to use online order requesting applications to order Aqua Addis bottled water? If the company develop user friendly application/ system?

- a. Yes
- b. No

If your answer is” b “please justify your reason?

Category C: - From Question 12 to 15 questions related to Quality on customer satisfaction to use automated system.

12. Do you think to be developed order requesting application will save time?

- a. Yes
- b. No

13. Do you think to be developed order requesting application faster your order request process?

- a. Yes
- b. No

14. What is your suggestion on to be developed distribution automation system to improve the distribution process?

15. Have you been received the order completely?

- a. Yes
- b. No

Category D: - From Question 16 to 20 questions related on customer satisfaction

I want to ask you a few questions on the distribution of Aqua Addis bottled water in Addis Ababa. Please rank the overall Aqua Addis bottled water current distribution system for your business using the following scale: 1 = extremely poor, 2 = poor, 3 = neutral, 4 = good and 5 = very good.

Sr. No.	Description/Item	1	2	3	4	5
16	Order request handling method of Aqua Addis bottled water					
17	Current distribution channel of Aqua Addis bottled water					
18	Order Delivery waiting time					
19	Request response time					
20	Order fulfillment					

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