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**THE ASSESMENT OF MARKETING MIX ELEMENTS  
IN PROMOTING CUSTOMER SATISFACTION:  
A CASE STUDY ON HABESHA BREWERY  
SHARE COMPANY**

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Department of Marketing Management  
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### **APPROVAL**

The undersigned certify that they have read and hereby recommend to the Addis Ababa University School of Commerce to accept the thesis of Yohannes G/senbetDubale and entitled “The Assessment of Marketing Mix Elements in Promoting Customer Satisfaction: in case of Habesha Brewery Share Company,” In partial fulfillment of requirement for the award of Master’sDegree in Marketing Resource Management.

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## Declaration

I Yohannes G/senbet, Registration Number/I.D GSD/9108/08, do here by declare that this Thesis is my original work and that it has not been submitted partially or in full, by any other person for an award of a degree in any other university/ institution.

**Yohannes G/senbet**

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Name

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Signature

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Date

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**Yohannes G/senbet**

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## **Abstract**

*The marketing mix is the means by which marketing objectives of the organization will be achieved and comprises of product, price, promotion and place of the marketing activities. Companies can win the competition by doing a better job in order to satisfy the customers' needs and wants, and customer-centered companies are adopt at building customers not just building a product. This study focuses on the assessments of marketing mix elements in prompting customer satisfaction of the Habesha Brewery Share Company. The main objective of the study was that to find out whether customers are satisfied with regard to the four controllable variable marketing mix factors (product, price promotion and place/distribution). Such study helps the factory to be aware of its customer's satisfaction level that will move in parallel with the changing customers need and want. The necessary data have been collected using primary sources of data collection (Questionnaires) from a total of 384 respondents. The data were processed, analyzed and interpreted using Descriptive statistics (mean and St. Deviation). This study concludes that customers are satisfied with the promotion and place attributes more than price and product attributes. From the finding we can noted that Habesha beer customers are highly satisfied with its promotion attributes and least satisfied with its product attributes. so I recommended that the factory must assure the quality of its products and other product related attributes (like packaging & labeling) in order to win customers' satisfaction and consequently achieve a competitive advantage and long run survival.*

**Keywords:** *customer satisfaction, marketing mix, product, price, promotion, distribution,*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Today's companies are facing toughest competition than ever. Companies can win the competition by doing a better job in order to satisfy the customers' needs and wants, and customer-centered companies are adept at building customers not just building a product (Johansson J, 2000:12). Customer satisfaction is a person feeling of pleasure or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his/her expectation (Kotler P and Armstrong G, 2010:7). It may be clear from the above definition customers' satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied, and if the performance exceeds expectations, the customer is highly satisfied or delighted.

There for Due to the growing competition in the market place, more demanding and assertive customers, and rapid advancement in technology has changed the marketing environment dramatically and is becoming more turbulent. In order to be successful in the business, companies should have a competitive marketing mix strategy. The main reason that makes marketing mix a powerful concept is, it makes marketing easy to handle and allow the separation of marketing activities from other activities of the firm and the delegation of marketing tasks to specialists (Goi, 2009).

The company should constantly compare the value and customer satisfaction delivered by its products, prices, distribution channels and promotion with those of its close competitors. By doing this, the company can identify areas of potential advantage and disadvantage. By the competitor analysis the company can start to formulate their marketing mix strategies (Kotler, 2002).

The term marketing mix has its origins when Neil Borden identified the controllable marketing elements that properly managed would result to a profitable business operation. But McCarthy reduced Borden's factors to a simple four-element framework commonly known as the 4Ps, i.e., Product, Price, Promotion and Place (McCarthy, 1960 in Shaw, 2012). According to Dacko (2008) marketing mix is all the key activities which are used in marketing business products.

As a result of the country continuous economic development, the beer market of Ethiopia exposing an amazing increasing trend every year, especially in recent years. Because of this attractive industrial growth new domestic and foreign investors are investing in the sector. This makes the competition stiff and brewery companies should have sound marketing mix strategy to satisfy their consumers.

This study will be conducted in beer manufacturing company. Brewing has been mentioned in history as early as Egyptian times and has continued on to the present day with relatively few changes to the basic recipe. Beer is the world most widely consumed alcoholic beverage; it is the third-most popular drink overall, after water and tea. For instance, according to the Brewing Industry Report (2011), in Europe beer is one of the most favorite drinks, best enjoyed and valued in a social atmosphere.

Beer in Ethiopia is the most popular alcoholic beverage in Ethiopia with lager being the most consumed type of beer; Lager is a type of beer conditioned at low temperatures. The first brewery in Ethiopia was established in 1922 by St. George Beer (named after the patron saint of Ethiopia). Brands like Meta and Bedele are also older brands in Ethiopia but have since been acquired by foreign companies and re-branded. Beer industry in Ethiopia has gone through tremendous growth in the last two decades. The competitiveness of the industry has led to more investment the farming sector such as in malt production. There are lots of beer brands offered to the Ethiopian beer market currently, some of them are BGI groups, Dashen, Harar, Meta, Bedele, and Habesha. In addition to this, there are many new companies which come into to the beer market in recent times and others are under construction which indicates that the competition will becoming quite big.

This study will try to assess the marketing mix elements (product, price, promotion and place) in promoting customer satisfaction of the Habesha Brewery Share Company. Because of the Ethiopian government privatization policy of the beer industries, large and well known foreign beer companies are entering into the Ethiopian beer market and the existing breweries are expanding their production capacity. This creates a high threat to the local companies like Habesha breweries. In order to compete with these international beer companies in the local market, the factory should have a sound marketing mix strategy. This study will try to show the marketing mix elements by considering the consumers of the company's product and making the company successful.

Therefore, in order to be successful or a leading organization it should be able to satisfy in the 4p's. Habesha Beer: the authentic, golden beer, founded and owned by thousands of proud Ethiopians. Habesha stands for gratitude, and the celebration of togetherness. It defines the shared pride and culture of all Ethiopians, and encourages those who dare to be authentic. Its striking natural beauty, generous people and truly authentic culture are unique. Its ancient civilization, with colorful traditions and rich diversity, never ceases to amaze. Habesha is the reflection of the *“Ethiopian pride grounded on past achievements, and a bright outlook into the future.”* Habesha Breweries Share Company is a brewery company, engages in the production, sales, and distribution of beer in Ethiopia. The company headquarter is based in Addis Ababa, Ethiopia, and its brewery located in Debre Brehan, 130km north of Addis Ababa.

## **1.2. Statement of the problem**

Customer satisfaction is a very vital and it is a determinant factor for the long term survival of any business organization (Jeans F, 2004:54). So in today's competitive business world it has come out as a decisive factor for the success or failure of business objectives. For this reason, companies meeting their customers' needs and wants are enjoying the market with the customer loyalty and getting positive response for their product. But without satisfying customers the above mentioned marketing

success could be unthinkable. There are growing numbers of tough competitions in the beer industry of Ethiopia from time to time, as so many brewery companies are entering in to the market, but still there are unmeet customer needs.

Despite the flow in beer production in the country, industry insiders believe that the market is not saturated yet. Alazar Ahmed, a private marketing expert and consultant in the brewery industry, is among those who believe there is a mass market in the industry. "*The market is still untapped, yet to see new players in the field,*" he said. "The expansion of brewers is inevitable considering that beer consumption in the country is too low." The per capita consumption of beer in Ethiopia stands at 10 liters, which is low compared with Kenya, whose population is two times lower than Ethiopia and has a per capita beer consumption of 12 liters.

Some believe although per capita beer consumption in Ethiopia is small by regional standards, the degree of urbanization and soaring disposable income will hike up the demand in the coming years.

Recent investment seen in the brewery market indicates that there is a growing demand in the market, says Tewelde Asfaw, CEO of Raya Brewery. "*The growth in population and income helps the industry to revive. Market differentiation with the introduction of new brands to the country will further help the industry to boom in the coming years.*"

In this regard, a research should be carried out for these growing and highly competitive market environment to evaluate the customer satisfaction level of Habesha beer s.co. by assesing the marketing mix elements; product, price, promotion and place/Distribution, which are the independent variables. For the past years, a few researches have done in relating with customer satisfaction on Brewery companys and most of them are how pricing in hence the company's profitability. "*The Assessment of marketing mix in increasing Customer Satisfaction by Zelalem June, 2011 concludes that customers are satisfied with the quality of the products and the distribution (place) systems of the factory yet they are not satisfied with the price and that of the promotional practices of the factory.*" And also "*the assessment of the*

*marketing mix strategy, by hassen 2014 concludes that “when price of the product is reduced, the company should consider its impact on the consumers' perception on quality”.* but there is no research done at Habesha Breweries regarding to the Assessment of marketing mix elements in promoting customer satisfaction, but my study will helps to fill the gap related to the highly growing market competition and competitors and the level of customer satisfaction with regard to the 4p's utilized by the company and it helps the factory to be aware of its customer's satisfaction level that will move in parallel with the changing customers need and want, with regard to the product, the price charged, the promotion and available placement (distribution) utilized by the Habesha Breweries S. Co. There is the traditional thinking to get profit through increasing volume of sales should be changed to the thinking that profit should be made from customer satisfaction.

### **1.3 Objective of the Study**

#### **1.3.1 General Objective of the Study**

The general objective of the study was to assess the marketing mix elements of the Habesha Brewery share company; the product, price, promotion and distribution, in promoting customer satisfaction.

#### **1.3.2 Specific Objectives of the Study**

While assessing the marketing mix of the Habesha Brewery, the researcher will focus on the following specific objectives;

- ✓ To examine the product quality and the customer satisfaction.
- ✓ To assess the price of the company's product and the customer satisfaction.
- ✓ To analyze the effect of promotion on customer satisfaction.
- ✓ To examine the impact of product distribution on customer satisfaction.

### **1.4. Research Questions**

The researcher will try to address the following questions: -

- ☞ How product quality affect customer satisfaction?
- ☞ To what extenet price of the product affect customer satisfaction?

- ☞ What is the effect of promotions on customer satisfaction?
- ☞ Does product distribution affect customer satisfaction?

### **1.5 Significance of the study**

Under taking such study will be very crucial or vital for any business entity (special regard to Habesha Breweries S. Co) to know its customer satisfaction level with regard to the product, Setting price, promotion and placement (distribution) of the company that will move in parallel with the changing customers' need and wants. Because in today's, competitive business world effective manipulation of these marketing mix elements strongly determines the long run survival of the company. Furthermore, the study will acquire knowledge about the way of conducting a research with Identified problems, and it will contribute further explanations for studies on the subject matter.

### **1.6 Definition of Key Terms**

**Marketing:** - is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value to each other's.

**Product:** - a product is anything that can be offered to a market for attention, use or consumption that satisfies a want or need.

**Price:** - it is probably the single most important decision in marketing and it is the mechanism which ensures that the two forces (demand and supply) are in equilibrium.

**Promotion:** - it is a marketing activity that disseminating information about a product, Products line, brand, or the company.

**Distribution:** - it is the set of firms and individuals that take title or assist in transferring title to a good or service as it moves from the producer to the consumer.

**Customer Satisfaction:** - It is defined as a result of a cognitive and effective evaluation, where some comparison started is compared to the actually perceived performance.

## **1.7 Limitation and Scope of the study**

### **1.7.1 Limitation**

While doing this research the researcher will face the following limitation. First as the case is marketing research, the researcher also studies the customer behaviors that are rational. Sometimes, they may not express their feelings correctly what they think. In such cases, their habits, practices, references will not be assessed without limitation of bias. Second because of applying non-probability (judgmental or deliberate/purposive). sampling approach the unit in the universe do not enjoy equal chance of getting included in the sample. As a result there will be element of bias in selection too and finally the researcher has not participated in such a research at a post graduate level before, so the study will face limitation of the researcher experience.

### **1.7.2 Scope**

This research paper will try to focus on, “The Assessment of marketing mix elements in promoting customer satisfaction” of Habesha beer share company individual customers found in Addis Ababa city administration. While doing this paper Both probability (simple random sampling) and non-probability (deliberate or purposive or judgmental) sampling approach will be applied in contacting target units (respondents) of the study using questionnaire in both English and Amharic languages considering that target audiences will be Ethiopian citizens.

## **1.8 Organization of the study**

The arrangement of the research paper will be organized into five chapters; The first chapter deal about background of the study, statement of the problem, research question, research objectives, significant of the study, definition of key terms, Limitation and Scope of the study and organization of the study. The second chapter of the study will be concerned on presenting the review of the related literatures. The third chapter will focus on research design and methodology. The fourth chapter will devote to data presentation, analysis and Interpretation and finally the fifth chapter deals with the summary, conclusion and recommendation of the study.



## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **Introduction**

Under this part of the research the researcher will try to assess the related literatures and specifically the theoretical, empirical and conceptual reviews of the research topic.

#### **2.1 Theoretical Review**

The starting point for the discipline of marketing lies in human needs or wants. All human beings have a need to satisfy human needs are states of felt deprivation. Therefore, human beings try to satisfy these needs by exchanging goods and services with other interested parties. Thus, the concept of exchange leads to the concept of a market. Kotler P and Armstrong G, (2010:7) defines a market as: “A public gathering consisting of all the potential customers sharing in exchange to satisfy that needs or wants”. From the above definition we can interpret that marketing is the exchange between the customer and the marketer and each party gives something of value to the other, with the goal of satisfying their respective needs and wants, and then in the process both parties gain as much as possible.

Marketing can be defined as series of activities to promote and sell products and/or services to gain profit (Amit & Zott, 2001). Marketing activities concentrate on organization efforts to satisfy needs and desires of customers by offering competitive valuable products and services (Barney, 2001). The aim of Marketing is to create value for beneficiary individuals and groups whom are the most important customers (Jafar Nejad, 2006). While customers have a major influence on marketing decisions, companies are devoting more attention than ever before to customers' wants and needs (Anderson and Vince, 2004:4).

Hence, marketing efforts are more focused on attracting, retaining and developing relationship with their present and potential customers. Therefore, it is necessary to know precisely who the customers are, why they buy, and what it takes to satisfy

them. Marketers have four tools to use to develop an offering to meet the needs of their targeted customers. Collectively they are called as the marketing mix (Product, Price, placement and promotion). The basic idea is first the product of the factory produced, then setting the affordable price, and then promoting that product on the basis of customer's media habit and finally distributes the product on the targeted customers. According to McGraw, (2004) states that the marketing mix is the tools organizations use to develop offerings to satisfy their target market(s). If your marketing mix doesn't meet their needs, they won't be satisfied-and if they aren't satisfied, you are unlikely to meet your objectives. Thus, the more the marketer is effective in combining the four elements of the marketing mix, the more the customers are satisfied and stay loyal, and as a result, the more the profitable sales of the product should result.

In general, there are four marketing mix elements which impact on the sale rate and producer success in competitive markets (Hakkak & Ghodsi, 2015). The four elements of the marketing mix (**product, price, promotion and place**) are discussed as follows:

#### **2.1.1. Product**

The first element in the marketing mix is the product of the company as I have mentioned above. A product is defined as: "a set of tangible and intangible attributes, including packaging, color, price, quality and brand plus the reputation of the seller" (Hart.S.et al, 2004:168). Since one of the basic function of marketing is that developing products and services that will meet legitimate customer (consumer) needs, then, consumers are buying more than a set of tangible attributes. They are buying want satisfaction in the form of product benefit. Product is the most significant element of marketing mix as firms' celebrity is based on their products (Keegan, 1989). Kotler and Armstrong (2010) also define the product as anything which is offered to a market to attend, acquire, use or consume and it may satisfy the consumers.

### **i. Product Quality**

Product quality is the overall characteristics of a product that allow it to perform as expected in Satisfying customer needs (Jean F, 2004). Level of quality is the amount of quality possessed by a product and consistency of quality is the degree to which a product is the same level of quality overtime. It can also be compared across competing products.

Therefore, simply we can say that quality is the satisfaction for customers and it is an investment for owners. Poor product quality can destroy the reputation of your company's products, but in most cases has an even more serious impact-when people see a company put out poor quality products, they strongly associate those poor quality products as coming from a poor quality company.

A company that attains good reputation for the quality of its products and able to build the confidence of its customers and attracts them not only earns personal satisfaction and benefit but also contributes to the country's economic development" (Quality and Standards Authority of Ethiopia,Dec,2003 Vol.4.No 5,pp-29). Thus, we can interpret that poor quality products imply a poor quality company.

One important point what we have to know is that products fail for a variety of reasons such as failure to match product offering to customer needs, therefore, in order to protect such problems effective planning and management systems are critical that will be successful.

### **ii. The Product (Service) Strategy**

The product strategy, the route by which to reach your long term product objectives will need to be developed specifically for each product or service. But, in general there are said to be four basic products strategies for growth in volume and profit:

- ✓ **Market penetration:** the most frequently used strategy is to take the existing product in the existing market and try to obtain improved penetration of that market (Kotler P and Armstrong G, 2010, .pp. 29-30).

- ✓ ***Product development:*** this involves a relatively major modification of the product or service, such as quality, style, performance, variety and so on (ibid, pp. 31-32).
- ✓ ***Market development:*** this depends on finding new uses for the existing product or service by taking it in to entirely new markets (ibid, pp. 33-34).
- ✓ ***Diversification:*** this quantum leap to a new product and market, involves more risk, and is more normally undertaken by organization which find themselves in markets which have limited, often potential (ibid , pp. 35).

### **iii. Branding, Packaging and Labeling**

When conceiving, developing and managing its products, a firm needs to make and enact a variety of decisions regarding the brand, package and labels used with each item.

#### ✓ **Branding**

A brand is a name, term, design, symbol, or other features that identifies the goods and services of one seller from those of other sellers (Armstrong, 2009, pp. 21). Marketers should realize that the more customers equate quality with their brands, the more they will buy. Consumers simply do not purchase brands that they either do not recognize or do not trust, no matter how much promotional activity is put behind them (Engle,2004,pp.29-31). Therefore, managers need to brand their products in the best way possible to gain brand awareness by uses in a better way than competitors.

#### ✓ **Packaging**

Packaging is the activity of designing and producing the container or wrapper for a product (McDonald, 2004:90). Since in recent times, packaging has become a potential marketing tool, a company needs to design the package for the safety of the product, to make the product identifiable, and to make it more appealing so as to increase profit.

### ✓ **Labeling**

A label is a tag or sticker attached to a container or package that provides information about the seller or the manufacture (McDonald, 2004: 203-204). Labeling performs several functions:

- It identifies the product or brand and might also grade the product.
- It also convey such information as who made it, where it was made, when it was made, what it contains, how is it to be used, and how to use it safety . But one thing what we have to know is that misleading information is illegal action. Therefore, careful labeling should be necessary for the factory.

#### **iv. Product quality and customer satisfaction**

Product quality is a dominant factor of customer satisfaction and loyalty, and it is an important aspect in marketing theory and practice.

Increased product durability or design lifetime mapped into an additional flow of utility from the system (Saleh, 2008). Product quality has direct link with positive effect on market share (Tellis, Yin, & Niraj, 2009). Improving insights of the quality of goods motivate customer satisfaction (Cameroon, Moizer, & Pettinicchio, 2010). Hence, quality impact on customer satisfaction affects higher lifetime value for consumers and businesses (Bolton, 1998; Hogan et al., 2002; Fetscherin & Toncar, 2009; Verhoef, & Lemon, 2013).

Superior product quality (Besio & Pronzini, 2010; Knudsen, 2010; Tsekeris, 2010, Fetscherin & Toncar, 2009; Wolf, 1986) lead to good reputation of firms (Yen-Kuang-Kung-Don, 2009) hence, great number of CEOs establish strategic goals for quality improvement and performance monitoring to improve product quality (Joanna, Locke, & Bass, 2008). Therefore, taking corrective actions to improve customer perception of quality changes is of paramount importance because the strategies motivate consumer behaviors to incremental revenue acquisitions (Iyer & Kuksov, 2010). Herrington and Weaven (2009) echoed Feigenbaum (1991) findings and argued for the introduction of quality control and high-quality production to appraise product safety that leads consumer satisfactions. The postulation of Weaven (2009) contain a

range of diversified knowledge of quality product and services, such as total quality control, buyer's profile, quality responsibility, system approach to quality, quality assurance inspection, modern quality-control equipment, and product reliability. These concepts argue for product control systems that minimize product cost without negatively compromising on product costs so that consumer satisfactions related to safety achieved (Mahapatra, Kumar, & Chauhan, 2010; McCollough, 2010).

*H1; There is a significant relationship between product and customer satisfaction.*

### **2.1.2 Price**

As mentioned earlier price is the second marketing mix element and probably the single most important decision in marketing is that of price. Price could be considered an attribute that must be sacrificed to obtain certain kinds of products or services (Kushwaha et al., 2015). Price is the most sensitive element of marketing mix and it entails of money that customers pay for delivered products. Pricing a product is the only element in marketing mix that creates income whereas the other elements are costly (Haghighi, 2009). This is partly because price may have an impact on sales volumes. According to Jean F, (2004) if the price is too high, and the market is competitive, sales may be correspondingly reduced. Indeed, many economists would see price as the main determinants of sales volume. "On the other hand, many of the most sophisticated marketers have found ways to reduce the impact of price (Kurtz and Boone, 2007:87).

Therefore, you need to balance the costs of producing a product with competition and the perception of your target customers to select the right product price. That is the reason why pricing takes creativity, time, research, good record keeping and flexibility. This Price consists of themes such as Trade Discount, Quantity Discount, Cash Discount, Seasonal Discount and Trade Allowances (Kotler & Armstrong, 2010).

- ✓ **Trade Discount-** Members of supplier's distribution chain (for example retailers and wholesalers) will demand and payment for their services (Kotler and Armstrong, 2010, .pp. 29-30).

- ✓ **Quantity Discount**-these who offer to buy larger quantities of the product or service are frequently given incentives). Sellers use the quantity discount to encourage buyers to buy more. This in turn can help the seller to reduce their own production costs, which can help reduce price for the buyers (Kotler and Armstrong, 2010, .pp. 31).
- ✓ **Cash Discount**- Where credit is offered, it is sometimes decided to offer an incentive for cash payment or for prompt payment (Kotler and Armstrong, 2010, .pp. 32-33).
- ✓ **Seasonal Discount**- Suppliers to markets which are highly seasonal (such as holiday market) will often price their product or service to match the day and with the highest prices at peak demand (Kotler and Armstrong, 2010, .pp. 35-36).
- ✓ **Trade Allowances** -In the durable goods market suppliers often attempt to persuade consumers to buy a new pieces of equipment by offering allowance against trade-in of their old one(Kotler and Armstrong, 2010, .pp. 40-41). Generally speaking, these are simply hidden discounts targeted at a group of existing competitive users.
- ✓ **During Holiday seasons**-simply the holidays is an annual festive period that surrounds Christmas and various other holidays (Kotler and Armstrong, 2010, .pp. 45-46).
- ✓ **Defective products are among those purchased products**- are also one of the seasons that price discount takes place.

**i. Price and customer satisfaction**

Here below we will see the relationship between price and customer satisfaction. Price is one of the biggest factors that can affect a customer's satisfaction. Pricing is complex and has many components, but it is important to keep psychological pricing in mind. Sometimes customers aren't looking for the cheapest products, because a low price can be associated with low quality.

To determine price, it is important to benchmark against the competition to understand the industry standards and fluctuations. Furthermore, by measuring the price elasticity of demand you can gain insights on how much the quantity demanded changes with a shift in price. The trick is to test pricing strategies to find the sweet spot that maximizes sales and margins at the highest price consumers are willing to pay. This can ensure the customer is happy with their purchase and the value they received for the price which can increase customer satisfaction.

Customers love reasonable prices, not necessarily low prices. The key term above is *reasonable*, not necessarily low or high. When pricing appears to be fair and in line with the amount of value the product provides, customers are more likely to develop a trusting, loyal commercial relationship, as per the report of a 2004 study by the Solvay Brussels School.

Other studies, such as the study by Vinita Kaura, show that perceived price has a significant positive impact on price fairness. When people believe prices are fair, they're far more likely to form a positive opinion of the product, company and brand.

If your product is underpriced – which means that it offers value far greater than its cost your pricing strategy could be damaging both your profit margin and your ability to maximize satisfaction from customers who view its pricing as too good of a deal.

Low pricing can also affect your ability to support your product and its customers. If your weak profit margin makes it hard to offer good support or a generous return policy, for example, it's likely to have a negative effect on customer satisfaction. Successfully pricing products or services will create happy customers that are content with their purchase and the amount paid for the value received, making them more excited to return to shop with you again.

*H2; There is a significant relationship between price and customer satisfaction.*

### **2.1.3 Promotion**

Promotion is the third marketing mix element that disseminating information about a product, product line, brand or company. Promotion is concerned with any vehicle you



employ for getting people to know more about your product or service. Advertising, public relations, point-of-sale displays, and word-of-mouth promotion are all traditional ways for promoting a product. Promotion can be viewed as a way of closing the information gap between would-be sellers and would-be buyers (Jones, 2007). Zeithaml et al. (1995) described promotion as part of a specific effort to encourage customers to tell others about their services (Owomoyela and Oyeniyi, 2013).

According to Keller (2005) before a business can be successful, it must attract people in buying its goods or services. Even though the product is available or where it can be purchased, customers will not usually know what the product does or how it is performing than other products they are currently using (ibid, pp. 43). Thus, particularly a business uses a product promotion in order to convince prospects to select its products or services instead of competitors. If the marketer effectively combines the four elements of the marketing mix, the more customers are satisfied and stay loyal, and as a result the more profitable sale of the product should result (ibid, pp. 98). Therefore, promotion is necessary for the success in serving customers.

Consumers also benefit from promotion because it is through this process that they determine which product or service will satisfy their needs. Promotion consists of themes such as advertisement, personal selling and public relations to achieve super aims of sales (Kotler & Armstrong, 2010). (Journal of Business and Management, Volume 3, Issue 6 (Sep,-Oct. 2012) Advertising is a powerful element of promotion mix. The main aim of the advertising is to create and develop the image of a product in the market. It is one of the important tools of competition which maintains the dynamism of industry. Promotion mix decides the positioning of the product in the target market. It should be considered as expenditure and hence added to the cost of a product.

#### **i. Promotion and customer satisfaction**

Promotions are another big factor that affect customer satisfaction. personalized promotions can be very effective at increasing customer satisfaction. The

personalization of promotions is now very easy to do with technology to track customer preferences and history. Companies can leverage historical promotions and sales data to see which discounts resonate most with customers on what products and when. By providing personalized promotions based on past actions, customers feel important and catered to, and are more likely to follow through with purchases, which can decrease cart abandonment rates. Furthermore, providing personalized and relevant promotions can lead your customers to feel important and catered to, causing customer satisfaction to increase.

*H3; There is a significant relationship between Promotion and customer satisfaction.*

#### **2.1.4 Place**

It is one of the four marketing mix elements. Kotler and Armstrong (2006), defined place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Jones, (2007) defined place as any way that the customer can obtain a product or receive a service (Owomoyela and Oyeniya, 2013). As Engle, (2009, pp.: 189) states that the marketer must choose distributors that reach its customers most effectively and other intermediaries that add value to the distributive process. To support the above-concepts, it is the fact that the objectives of distribution channel is to make the products effectively available to the greatest possible number of users at the lowest possible distribution and selling cost.

The field of distribution is made up of two distinct branches: channel of distribution and physical distribution that will be discussed as follow.

##### **✓ Channel of Distribution**

Channel of distribution consists of a network of intermediaries those managers that manage the flow of goods and services from the producer to the final customer. The distribution system consists of channel intermediaries that provide a link between producers and final consumers. The idea that marketing system uses channels that

maximizes efficiency and effectiveness, minimizes costs, and delivers the greatest customer satisfaction (Kotler and Armstrong, 2010:pp.: 87).

- **Merchant middlemen:** include merchant wholesalers and retailers who take title to and resell the goods.
- **Agent middlemen:** include agents, brokers and manufacturer's sales branches and offices who do not take title to the goods involved. They rather negotiate purchase, sales or both.

The longest most indirect channel includes producer, one or more wholesalers or agents, retailers and consumers. This channel is the most appropriate when the producer's objective is to achieve maximum market penetration with intensive distribution.

The shortest channel, from producer to consumers, offers the most direct and quickest distribution route because no intermediaries are involved. It is easiest to manage and control (Anderson and Vince, 2000:280-282).

#### ✓ **Physical Distribution**

Physical distribution involves planning, implementing, and controlling the physical flows of materials and final goods from points of origin to points of use to meet customer needs at a profit (Engle, 2009: pp. 196).

The starting point for designing the physical distribution system is to study what customers want and what competitors are offering.

There are a number of decisions that should be undertaken by the marketing executives of an organizations concerning physical distribution that affect customer satisfaction. They are described by Palmer (2004) as follows:

- **Order processing**

Physical distribution begins with a customer order. The order department prepares multi copy invoice and dispatches them to various departments. Items out of stock are back ordered. Shipped items are accompanied by shipping and billing documents with copies going to various departments.

- **Ware Housing**

It involves the physical facilities used primarily for storage of goods held in anticipation of sales and transfers within a distribution channel. Every company has to store its goods while they wait to be sold. A storage function is necessary because production and consumption cycles rarely match. The company must decide on a desirable number of stocking locations.

- **Inventory**

Inventory level represents another physical-distribution decision affecting customer satisfaction. Marketers would like their companies to carry enough stock to fill all customer orders immediately. The intent of inventory management is to provide a continuous flow of goods and to match the quantity of goods in inventory as closely as possible with sales demand.

- **Transportation**

Marketers need to take an interest in their company's transportation decisions. The choice of transportation carrier will affect the pricing of the products, on-time delivery performance and the conditions of the goods when they arrive all of which affect customer satisfaction (Palmer, 2000:405-410).

- ✓ **Place/Distribution and customer satisfaction**

Physical distribution is an integral part of the marketing process, which concerns the effective and efficient movement of finished goods from the end of the production operation to the consumers. It takes place with numerous wholesaling and retailing distribution channels, and covers important decision areas such as inventory control, materials handling, packaging, transportation, and warehouse site selection.

The importance of physical distribution is mostly based on its relevance to customer service and satisfaction. Including physical distribution in customer service programs is not only crucial; assessing the effectiveness of the process at satisfying customers is also a must.

Here are ways to assure and measure your physical distribution process's effectiveness to increase customer satisfaction.

i. Setting Your Customer Goal

A business must set and prioritize customer-oriented goals that relate to physical distribution activities. These include timeliness of delivery, order cycle time, and merchandise availability. Also important is the condition merchandise arrives in, as well as the percentage of inventory orders filled accurately. Other customer service goals relate to the variety and assortment of merchandise, percentage of items unavailable or out of stock, and the percentage of returns due to damaged or defective merchandise.

ii. Set Realistic Standards

Physical distribution costs can consume up to about 50 percent of a business' budget that it's important to set realistic customer service standards. You may set a lofty benchmark that is unreachable and, on the one hand, opt to provide a level of customer service above what is required or appreciated by customers. When deciding thus on service level standards, consider the trade-off between physical distribution costs and the service level you can realistically extend.

iii. Come Up with a Supplier Report Card

Keep track of the trends that affect customer service through internal evaluations typically determined by quantitative measurements. You may also analyze the rate of change over time and come up with a supplier report card. Ratio calculations such as percentage of on-time deliveries, order accuracy and percentages of stock-outs or substitutions are common — and important — metrics. Also, note evaluation items for each supplier throughout the month and conduct evaluations at the end of each month. Assess this using the customer standard you set.

#### iv. Openly Communicate with Your Customers

It is important to build an open communication with your customers. External evaluations may comprise ratio calculations but more often used are qualitative assessments. The customer satisfaction rate is a common ratio assessment too. Quantitative numbers are more helpful if a business includes questions that focus on aspects of physical distribution that point out dissatisfaction among customers. Questionnaires, surveys, focus groups and telephone or in-person interviews are among the best ways to collect qualitative customer service data.

*H4; There is a significant relationship between Place and customer satisfaction.*

## **2.2 Empirical Review**

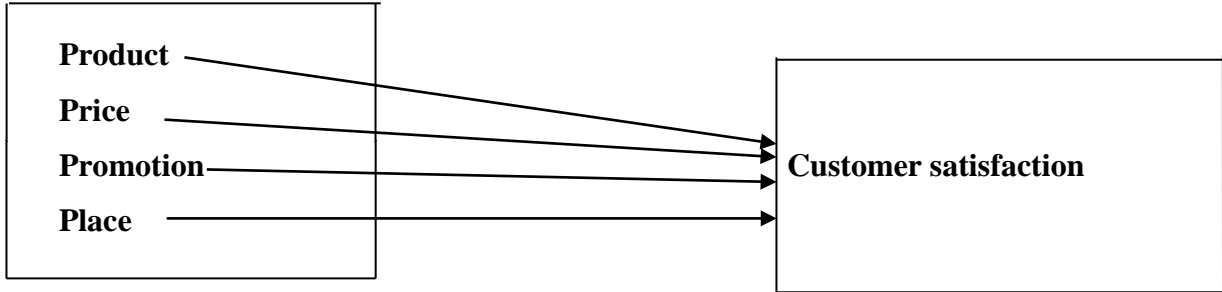
March 2013 vol.4, in the interdisciplinary journal of contemporary research in Business Research in the title of “investigating the impact of marketing mix elements on consumer satisfaction: an empirical study on Nigerian breweries plc.” The research result showed that there is strong relationship between marketing mix elements (price, product, place and promotion) and consumer satisfaction. On the basis of the findings of this study, it can be concluded that price, product, place and promotion were jointly and independently predict consumer satisfaction. This result supported Kotler, (2005) who discovered that marketing mix elements have become major business tools for company to pursue its marketing objective. It is concluded that marketing mix elements have significant effect on consumer satisfaction. Therefore, management of Nigerian breweries should produce superior products; charge competitive prices, position appropriately, promote widely, and provide other distinctive functional benefits to consumers. They also need to pay more attention to their customers in order to understand their needs and expectations as well and to keep in touch with them. Customer's satisfaction surveys should be conducted in a systematic and continues way.

Also in the International Journal of Applied Research 2016, in the title of “Effects of marketing mix on customer satisfaction: empirical study on tourism industry in

Malaysia” research result showed that there is a significant positive relationship among the four elements of marketing mix and customer satisfaction. Furthermore the results suggest that tourism industry in Malaysia should consider the importance of marketing mix while designing their marketing strategy. The findings of the study are helpful for the tourism industry of Malaysia in particular and the global tourism industry in general so as to focus on the improvement in particular elements as they have significant impact on customers’ satisfaction towards the tourism.

### 2.3 Conceptual Framework

In accordance with the research question, the conceptual framework was developed by the researcher to guide this study.



**Figure 1:** Conceptual framework

## CHAPTER THREE

### RESEARCH DESIGN & METHODS

This part of the research deals with over all approach of the research. And it includes Research Approach, Research design, source of data, Population of the study, Sampling procedure, validity, reliability, Data gathering instrument, Data Analysis techniques, and ethical consideration.

#### 3.1 Research Approach

Based on what a researcher is going to accomplish research can be divided into three, those are explore a new topic, describe social phenomena and explain why something occurs. Studies may have multiple purpose (e.g. both to explore and describe) but one purpose usually dominate.

In **Exploratory or Formative approach** you may be exploring a new topic or issue in order to learn about it. If the issue was new or the researcher has written little on it, you began at the beginning. This is called explanatory research. In this type of research the goal of researcher is to formulate more precise question that future researcher can answer. An exploratory research may be the first stage in sequence of studies. Exploratory types of research have the following goals becoming familiars with basic facts, setting and concern, develop well-grounded picture if the situation and developing techniques and sense of direction for future research.

**Descriptive approach** presents the pictures of specific details of a situation, social setting or situation. It seeks to determine the answers to who, what, when, where, and how questions. Descriptive study offers to a researcher a profile of relevant aspect of phenomena of interest and create set of categories.

In **explanatory approach** the desire to know why to explain the purpose of explanatory research. It builds on explanatory or descriptive research and goes on to identify the reason for something that occurs. Explanatory looks for causes and



reasons. It explains things not just reporting, determine which of several explanations is best, and determine the accuracy of theory: test a theories prediction or principle.

In This study the researcher was adopted descriptive method of research approach. The purpose of the researcher in using this method is it tries to explain the characteristics of the population and define problems in proper manner. Descriptive research approach is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. Descriptive study sets out to collect, organize, and summarize information about the matter being studied (Punch, 2006).

### **3.2 Research Design**

Research design is a plan and procedure for the research that span the decision from broad assumption to detail methods of data collection and it's of three types qualitative, quantitative and mixed methods (Creswell john W, 2009).

Qualitative research is a means of exploring and understanding the meaning individual or group ascribe to a social or human problem and those who engage in this form of enquiry support a way of looking at research that honor an individual style, a focus on individual meaning and importance of rendering complexity of a situation (Creswell John w. 2009).

Quantitative research is a means for testing objective theories by examining relationship among variables and this variables can be measured typically on instrument, so that data can be measured using statistical procedure (Creswell John W. 2009) .

Mixed research methods involve the philosophies assumption, the use of qualitative and quantitative approach, and the mixing of both approach in the study. Thus it's more than simply collecting and analyzing of both kind data: it also involves the use of both approaches in tandem so that the overall strength of the study is greater than either qualitative or quantitative research (Creswell and plano clark, 2007).

Because of the researcher is intended to assess the marketing mix elements in promoting customer satisfaction and for the sake of realizing this relationship the study will adopt quantitative research method. Qualitative research is a means for

testing objective theories by examining relationship among variables and this variables can be measured typically on instrument, so that data can be measured using statistical procedure (Creswell John W. 2009) .

### **3.3 Population of the Study**

Population is defined as the complete set of units of analysis that are under investigation (Davis 2000). Proctor (2003) defines population as the total group to be studied. Therefore, the target population for this study was customers of the Habesha beer, found at the different hotels, bars, restaurants and groceries found in the Addis Ababa town.

### **3.4 Sampling Procedure**

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). There are several decisions to be made in organizing a sample such as identifying target population, selecting sampling technique and determining the sample size.

#### **3.4.1 Sampling Technique**

Based on the literature, there are two main sampling methods, probability and non-probability sampling (Zikmund, 2000). For this purpose the researcher will use both probability (simple random sampling) and non-probability (deliberate or purposive or judgment) sampling approach will be applied in contacting target units (respondents) of the study. The study used simple random sampling method to distribute questionnaires to the respondents.

#### **3.4.2 Sample size**

As the number of consumers is infinite and is difficult to prepare source list, the researcher will use survey from infinite population. In this case, the researcher was generates samples from the total population using sample size formula, which is presented in (Bill Godden, January 2004.)

Sample Size – for Infinite Population (where the population is greater than 50,000)

$$SS = \frac{Z^2 \times p \times (1 - p)}{C^2}$$

Whereas,

SS = Sample Size

Z = Z-value(e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal (0.5 standard deviation)

C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points)

A Z-value (Cumulative Normal Probability Table) represents the probability that a sample will fall within a certain distribution.

The Z-values for confidence levels is 1.96 = 95 percent confidence level

:

$$Ss = \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2} = \frac{0.9604}{0.0025}$$

$$\text{Sample size} = 384.16 \cong 384$$

### 3.5 Validity

Validity is the degree to which a test measures what it rationales to measure (Creswell, 2003: 190-92). A pilot study was conducted to refine the methodology and test instrument such as a questionnaire before administering the final phase. Questionnaires were tested on potential respondents to make the data collecting instruments objective, relevant, suitable to the problem and reliable as recommended by Dawson (2002: 95). Issues raised by respondents were corrected and questionnaires were refined. Besides, proper detection by an advisor will be also taken to ensure

validity of the instruments. Finally, the improved version of the questionnaire will be printed, duplicated and dispatched.

### **3.6 Reliability**

The reliability of instruments measures the consistency of instruments. Creswell (2003: 190-92) considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates. The reliability of a standardized test is usually expressed as a correlation coefficient, which measures the strength of association between variables.

### **3.7 Data Gathering Instrument**

According to Kothari (2004:95), a researcher should consider two types of data, primary and secondary. The researcher, hence, used primary sources of data in order to gather relevant information. Primary sources of data collected directly from the aforementioned respondents through questionnaires. According to Kibera and Waruinge (1998), a questionnaire is used when researchers require information on consumer feelings and attitudes. The researcher was designed questionnaires based on the conceptual framework. Each question will be analyzed from different aspects of customer satisfaction. It was designed in a way that was clear, brief and understandable to the respondents as well as covers the relevant aspects of the model used. According to Fisher (2007) it is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as they go through them. For that reason, the researcher will design questionnaire in both English and Amharic languages considering that target audiences were Ethiopian citizens.

### **3.8 Method of Data Analysis**

The collected data was processed by classifying the data in to its homogeneity of the respondents. As the data that was collected are both qualitative and quantitative in nature, it was analyzed and presented by using descriptive statistical analysis techniques such as tables, graphs, and different types of charts. Percentage for the data

was calculated in order to facilitate the analysis and to make it easily understandable for the readers. To facilitate the analysis of data SPSS version 23.0 software was used.

### **3.9 Ethical Considerations**

While conducting the study, ethical issues will be primarily considered. Before conducting the data collection all the necessary information about the study will provide to the sample respondents, i.e. who is conducting the study, for what purpose, and the like, this has helped them to decide whether or not to participate in this study. They will also have notified that their participation in the study is voluntary; they are not harmed as a result of their participation or non-participation in the study. They will be also aware that anonymity and confidentiality of their response are guaranteed.

**CHAPTER FOUR**  
**DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

This chapter gives an overview of the findings of the research based on the questionnaire survey. The study aims at assessing the marketing mix elements in promoting customer satisfaction in case of Habesha beer Sh.co.

**4.1 Data Analysis and Interpretation**

**4.1.1 Rates of Response**

**Table: 1** Rates of Response

<b>Questionnaire</b>	<b>N</b>	<b>Response %</b>
Distributed	384	100
Collected	384	100
Uncollected	0	0

From the above table 1, all the questionnaires distributed were returned. This shows that the returned questionnaire of respondents is high which show very good to make conclusion from the collected data.

**4.1.2 Reliability Test Result**

The reliability test is an important instrument to measure the degree of consistency of an attribute which is supposed to be measured. As stated by Mahon and Yarcheski (2002), the less variation of the instruments produces in repeated measurements of an attribute the higher its reliability. Reliability can be equated with the stability, consistency, or dependability of a measuring tool. Cronbach's alpha is one of the most commonly accepted measures of reliability. It measures the internal consistency of the items in a scale. It indicates that the extent to which the items in a questionnaire are related to each other. It also indicates that whether a scale is one-dimensional or

multidimensional. The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflects a higher degree of internal consistency. Different authors accept different values of this test in order to achieve internal reliability, but the most commonly accepted value is 0.70 as it should be equal to or higher than to reach internal reliability (Hair et al., 2003).

**Table 2:** Cronbach's Alpha for each category of the questionnaire

<b>Related issues</b>	<b>Number of Items</b>	<b>Cronbach's Alpha test</b>
Customer satisfaction	4	0.877
product	4	0.751
price	4	0.803
promotion	4	0.829
place	4	0.809
	<b>25 (entire)</b>	<b>0.814</b>

*Source: own computation from primary data source, 2018*

The Cronbach's coefficient alpha was calculated for each field of the questionnaire. The table 4.2 above, depicts that the values of Cronach's Alpha for each field of the questionnaire and the entire questionnaire. As it can be seen from the Table, for each field value of Cronbach's Alpha is in the range between 0.751-0.877. This range is considered as high; the result ensures the reliability of each field of the questionnaire. Cronbach's Alpha equals 0.814for the entire questionnaire which indicates very good reliability. So, based on the test the results are reliable.

#### **4.1.3 Demographic Characteristics of Respondents**

This part commences with the analysis of the demographic data gathered from the respondents using frequencies and percentages. Accordingly, the general respondents' characteristics including: Sex, Age, income level, Educational level and Usage frequency are emphasized.

**Table 3: Demographic Characteristics of the Respondents**

<b>Respondents' characteristics</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percent</b>
<b>Sex</b>	MALE	259	67.4
	FEMALE	125	32.6
	<b>TOTAL</b>	<b>384</b>	<b>100.0</b>
<b>Age</b>	18-25	122	31.8
	26-35	109	28.4
	36-45	76	19.8
	above 46 years	77	20.1
	<b>TOTAL</b>	<b>384</b>	<b>100.0</b>
<b>Education level</b>	Never been to school	46	12.0
	Completed primary school	77	20.1
	Completed high school	105	27.3
	Completed diploma	63	16.4
	Obtained a bachelor's Degree	63	16.4
	Obtained a master degree & above	30	7.8
	<b>Total</b>	<b>384</b>	<b>100.0</b>
<b>Income level (in</b>	below 2000	90	23.4



<b>birr/month)</b>	2001-4000	138	35.9
	4001-6000	110	28.6
	Above 6000	46	12.0
	<b>Total</b>	<b>384</b>	<b>100.0</b>
<b>Usage frequency</b>	once per week	91	23.7
	2-5 days per week	78	20.3
	every day	154	40.1
	less than once per week	61	15.9
	<b>Total</b>	<b>384</b>	<b>100.0</b>

*Source: own computation from primary data source, 2018*

The above table was designed to display the respondent's demographic characteristics. When we look at the sex of respondents 67.4% and 32.6% were male and female respectively. This result reveals that majority of the customers of Habesha beer are males. Therefore, the company should go to work extra miles to attract female customers through different strategies.

Regarding age of respondents 31.8% and 28.2% of the respondents were categorized with age group of 18-25, 26-35 years respectively and the remaining follows. This clearly indicates that almost half of the respondents are at an adult age which is sensitive to product quality, price, promotion and place/distribution. Therefore, the company is expected work hard to maintain those customers at productive age.

From the above table, when we see educational level of the respondents, 27.3% of them were Completed high school, 20.1% of the respondents were primary school graduate, 16.4% were diploma completed, 16.4% of the respondents were obtained

their bachelor's Degree, 12% were never enrolled to the school and the remaining 7.8% of the respondents were Obtained a master degree & above. This shows that majority of the people who drink the products of Habesha brewery are educated people, which is good opportunity to Habesha beer sh.co to deliver and communicate with its customers easily.

From the above table, when we see the income level category of customers of Habesha beer sh.co. 35.9% and 28.6% of the total respondents earn 2001-4000 birr and 4001-6000 birr/month respectively, 23.4% of the total respondents earn below 2000 birr per month and the remaining 12% of the total respondent earn above 6000 birr/month. Therefore the company should consider the income generated by majority of its customers during the time of formulating its pricing strategy.

Regarding to frequency of consumption of Habesha beer, the respondents were asked how often they drink or purchase. As table 3; above depicts that 40.1% of the respondents were consume every days of the week, 23.7% consume once per week, where as 20.3% of the respondents consume Habesha beer 2-5 days per week and the remaining 15.9% of the respondents consume even less than once per week or not consume the whole days of the week. Therefore, the company should aggressively work in developing the consumption rate of its consumers by applying various motivational tools.

#### **4.2 Descriptive Statistics of Scale Type Questionnaire**

In this part descriptive statistics in the form of mean and standard deviation were presented to illustrate the feedback of the respondents. The feedback of the respondents for the variables indicated below were measured on five point Likert scale with measurement value 1= Strongly disagree; i.e. very much dissatisfied with the case described; 2= Disagree, i.e. not satisfied with the case described; 3= Neutral, i.e., uncertain with the case described; 4= Agree, i.e., feeling all right with the case described and considered as satisfy; and 5 =strongly agree, i.e. very much supporting

the case described and considered as highly satisfy. To make easy interpretation, the following ranges of values were reassigned to each scale: 1-1.8= strongly disagree; 1.81-2.6 = Disagree; 2.61-3.4= Neutral; 3.41-4.20= Agree; and 4.21-5 = Strongly Agree Best, (cited in SIMACHEW, 2014). To analyze the collected data in line with the overall objective of the research undertaking, statistical procedures were carried out using SPSS version 23.0 software.

#### 4.2.1 Analysis of Marketing mix elements and Customer s' Satisfaction

Here, customers were asked to separately evaluate each marketing mix elements and overall satisfaction, according to the gap between their perception and expectations, using a five point likert scale: 'strongly disagree', 'disagree', 'neutral', 'agree', and 'strongly agree'.

**Table 4 Measuring customer satisfaction towards product attributes**

	Mean	Std. Deviation	N
I believe Habesha beer have the quality of my expectation. (PD1)	3.7578	1.017	384
do you agree that Habesha beer have attractive packaging(PD2)	3.8359	.923	384
do you agree that Habesha beer have well labeling on its package(PD3)	3.7396	.969	384
I believe Habesha beer have consistence on its product quality(PD4)	3.7448	1.090	384

*Source: own computation from primary data source, 2018*

The respondents were asked four questions to measure the level of their satisfaction towards the company product. The questionnaires were designed to collect the respondents' attitude towards how the company products fulfilled their needs, want & desire; demand & preference; Let us see it in detail in the following manner.

As shown in the above table , the scored mean value of the first sub-construct, i.e. I believe Habesha beer have the quality of my expectation was 3.75, indicating that the respondents agreed on and feel all right with the case described and the sub-construct's standard deviation was 1.017. The results of this analysis proved that respondent are satisfied with the Habesha beer product as it is delivered as per their expected quality.

The scored mean value for the second sub-construct i.e. do you agree that Habesha beer have attractive packaging was 3.83 indicating that the respondents agreed on this sub-construct. The sub-construct's standard deviation was 0.923, the result of this analysis proved that respondents are satisfied with the packaging design of the company's product.

As shown in the above table 4 the majority of respondents were agreed with the sub constructs i.e. I believe Habesha beer have the quality of my expectation, with the scored mean value points out that the satisfaction of the respondents with the case described and the standard deviation was 1.017. The second sub-construct i.e. do you agree that Habesha beer have attractive packaging was 3.83. With regard to the third sub-construct i.e. do you agree that Habesha beer has well labeling on its package was 3.73, with a standard deviation of 0.969 Fourthly the sub constructs i.e. I believe Habesha beer have consistence on its product quality and favorable with the scored mean value points out that the satisfaction of the respondents with the case described and the standard deviation was 1.090. The average mean of product attributes are 3.77 which signify that the consumers have positive attitude towards the companies offer.

**Table 5: Measuring customer satisfaction towards price attributes**

	<b>Mean</b>	<b>Std. Deviation</b>	<b>N</b>
Do you think that the price charged for Habesha beer products deserve the actual quality( <b>PR1</b> )	4.0156	1.06683	384
Do you get a price discount on Habesha beer product during your consumption( <b>PR2</b> )	4.2135	.77912	384
Do you think that can you switch to other beer brands if you get a price discount there( <b>PR3</b> )	3.7578	1.20104	384
Do you think that are you satisfied with Habesha beer product price relative to other beer brands( <b>PR4</b> )	3.9349	1.10703	384

*Source: own computation from primary data source, 2018*

The respondents were asked four questions to measure the level of their satisfaction towards the company product pricing. The questionnaires were designed to collect the respondents' attitude towards how the company product pricing fulfilled their needs, want & desire; demand & preference; Let us see it in detail in the following manner.

As shown in the above table the of respondents were agreed with the sub constructs i.e. Do you think that the price charged for Habesha beer products deserve the actual quality, with the scored mean value points out that the satisfaction of the respondents with the case described and the standard deviation was 1.066.in this regard the Habesha beer customers believe that the price charged for the product deserves its quality and they are agreed with this issue.

The scored mean value for the second sub-construct i.e. Do you get a price discount on Habesha beer product during your consumption was 4.21, the standard deviation was

0.779, this result proven that the Habesha beer customers are satisfied with the product because they got a discount on it and they are agreed with this attributes.

The scored mean value for the third sub-construct i.e. Do you think that can you switch to other beer brands if you get a price discount there was 3.75, with standard deviation of 1.201, with this result we can understand that customers of Habesha beer are price sensitive to switch this brand because as they replied and the mean value for this attribute shows that customers are agreed, for the issue they will turn to other brands if they got a price discount there.

The scored mean value for the fourth sub-construct i.e. Do you think that are you satisfied with Habesha beer product price relative to other beer brands was 3.93 with standard deviation of 1.107, with this result we proven that customers are agreed as the mean value reflected and satisfied with the price charged by the company relative to other beer brands.

**Table 6: Measuring customer satisfaction towards promotion attributes**

	Mean	Std. Deviation	N
The promotions made by the company can initiate customers for purchasing (PM1)	4.2682	.79057	384
The products of the company by itself communicate what makes it unique to customers (PM2)	4.4219	.68107	384
Habesha beer share Co. products are clearly and definitively Communicated to the customer (PM3)	4.1849	.87893	384
Do you think that Habesha beer promotion address its customers effectively (PM4)	4.3750	.71171	384

*Source: own computation from primary data source, 2018*

The respondents were asked four questions to measure the level of their satisfaction towards the company's promotion. The questionnaires were designed to collect the respondents' attitude towards how the company promote its product to fulfill their needs, want & desire; demand & preference of customers; Let us see it in detail in the following manner.

As shown in the above table the respondents were strongly agreed with the sub-constructs i.e. (pm1) the promotions made by the company can initiate customers for purchasing with the scored mean value of 4.26, with standard deviation of 0.790, (pm2) the products of the company by itself communicate what makes it unique to customers with mean value of 4.42 and standard deviation of 0.681 and (pm4) Do you think that Habesha beer promotion address its customers effectively with the scored mean value of 4.37 and standard deviation of 0.711 in this all three attributes there scored mean values ranges between 4.21—5, this proved that Habesha beer customers are strongly agreed with these issues and they are satisfied strongly. And in the third attribute i.e (pm3) Habesha beer share Co. products are clearly and definitively communicated to the customer with scored mean value of 4.18 and standard deviation of 0.878 customers are agreed with this attribute.

Finally regarding the promotion attributes of Habesha beer company's the average mean value was 4.31, this reflects the company executed its effort strategically that attract and take the attentions of its customers and this proven that customers are strongly agreed with the product promotion of Habesha beer and they feel strong satisfaction.

**Table 7 Measuring customer satisfaction towards place/Distribution attributes**

	Mean	Std. Deviation	N
do you get the Habesha beer product near to your neighborhood as you needed (PL1)	4.2813	.77430	384

do you get Habesha beer product easily as per your requested quantity (PL2)	4.4870	.63397	384
do you agree that the company distribute its product as promised with consistence product and customer demand (PL3)	3.9661	1.10843	384
I am satisfied with the Habesha beer product availability (PL4)	4.2552	.94633	384

*Source: own computation from primary data source, 2018*

As shown in the above table the respondents were strongly agreed with the sub-constructs i.e.(PL1) do you get the Habesha beer product near to your neighborhood as you needed with the scored mea value of 4.28 and standard deviation of 0.774, (PL2) do you get Habesha beer product easily as per your requested quantity with scored mean value of 4.48 and standard deviation of 0.633 and (pl4) I am satisfied with the Habesha beer product availability with the scored mean value of 4.25 and standard deviation of 0.946. and also the respondents agreed with the attribute (pl3) do you agree that the company distribute its product as promised with consistence product and customer demand with mean value of 3.96. these results proved that Habesha beer customers were satisfied with the placement and distribution strategies that the company apply and make them satisfied.

### **4.3 Pearson Correlation Analysis**

Correlation means relationship between two variables. It measures the degree to which two sets of data are related. Higher correlation value indicates stronger relationship between both sets of Data (Coetzee, 2003). Correlation Analysis is to show the strength of the association between the variables involved. Inter-correlations coefficients (r) were calculated by using the Pearson's Product Moment (Gaur, A., & Gaur, S. (2009)). (Gaur, A., & Gaur, S. (2009) also state that the output of correlation matrix can be the correlation coefficient that lies between -1 and +1 within this



framework, a correlation coefficient of +1 indicates a perfect positive relationship, and a correlation coefficient of -1 indicates a perfect negative relationship; whereas a coefficient of 0 indicates no linear relationship. According to Gaur, A., & Gaur, S. (2009) Value of coefficient Relation between variables 0.70-1.00 Very strong association, 0.50-0.69 moderate association, 0.30-0.49 low association, 0.10- 0.29 very Low association, and 0.01-0.09 negligible association.

**Table 8 Correlation analysis**

		PD	PR	PM	PL	CS
PD	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	384				
PR	Pearson Correlation	.468**	1			
	Sig. (2-tailed)	.000				
	N	384	384			
PM	Pearson Correlation	.378**	.642**	1		
	Sig. (2-tailed)	.000	.000			
	N	384	384	384		
PL	Pearson Correlation	.750**	.512**	.816**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	384	384	384	384	
CS	Pearson Correlation	.721**	.205**	.860**	.582**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

*Source: own computation from primary data source, 2018*

As per the above table, the coefficient show that all independent variables were positively related with dependent variable (customer satisfaction) within the range of 0.205-0.860, were all are significant at  $p < 0.01$  level.

The independent variables promotion and product shows highest and strong positive relation (0.860 and 0.721 respectively). While one independent variables called place show a moderate level of positive relation (i.e. 0.582) with customer satisfaction. Among all variables only price indicates low but positive relation with customer satisfaction (i.e. 0.205). And the Table also shows that the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other where the strongest correlation goes between promotion and place at 0.816 and product and place 0.750, while the moderate correlation goes between price and promotion with the value of 0.642 and price and place with the value of .512. But the correlation is low between product and promotion with the value of .378 and product and price with the value of .468.

#### **4.4. Discussion of the Result**

This study was aimed to assess the marketing mix elements in promoting the customer satisfaction on Habesha Brewery Share Company. For the purpose of this study four hypotheses were developed, brief discussion on each hypothesis is given below.

*H1: There is a positive and significant relationship between product and customer satisfaction.*

According to the test result of this study, the data collected support the hypothesis developed and showed product has a significant relationship with customer satisfaction. The grand mean value of the independent variable result shows the value of 3.85 which is between the range of score (3.41-4.20) that shows important level. The correlation analysis reveals product show the second highest and positive relation (i.e. 0.721) with the dependent variable Customer satisfaction.

*H2: There is a positive and significant relationship between price and customer satisfaction.*

The study result has proven that price has a positive and significant relation with customer satisfaction in Habesha brewery Share Company so the researcher rejected null hypothesis. The average mean value of the independent variable price is 3.98.

Correlation analysis proves that the independent variable is correlated with dependent variable by 0.205.

***H3:** There is a positive and significant relationship between promotion and customer satisfaction.*

The study result has proven that promotion has a positive and significant relation with customer satisfaction in Habesha brewery Share Company so the researcher rejected null hypothesis. The mean value of the independent variable promotion is 4.31 which are between the range of score (4.21-5.00) that shows a very important level. The independent variable promotion holds the first position in determining customer satisfaction of Habesha beer. Correlation analysis proves that the independent variable is correlated with dependent variable by 0.860 correlation value.

The degree of promotion, with the goal to have Habesha beer is critical to what extent customer is satisfied for Habesha brewery product. Promotion, in recent times, has become the life birth of the modern business. It is a device for gaining and maintaining a competitive advantage in the market by communicating the benefits of products of a factory to a large number of people, which in turn facilitates sales to achieve long run profitability performance. The promotional message should be carefully designed in such a way that it can easily be understood to the potential and target customers. The result was also supported by a study which was conducted on the assessment of marketing mix strategy on Dashen beer by (Hassen 2014) and the result showed that Promotion is not only stimulates sales but also create customer loyalty and hence market expansion.

***H4:** There is a positive and significant relationship between place and customer satisfaction.*

According to the test result of this study, the data collected support the hypothesis developed and showed place has a positive and significant relationship with customer satisfaction. The grand mean value of the independent variable result shows the value of 4.24. The correlation analysis reveals place show the third highest and positive

relation (i.e. 0.582) with the dependent variable Customer satisfaction. The result was also supported by a study which was conducted on the Assessment of marketing mix in increasing Customer Satisfaction by (Zelalem, 2011) and the result showed that distribution system of the factory products, majority of the respondents are satisfied with the product availability and distribution practices of the company.

**Table 9 summary of hypothesis**

<b>Hypothesis</b>	<b>Independent Variables</b>	<b>Correlation value</b>	<b>Dependent Variables</b>	<b>Grand Mean</b>	<b>Results</b>
<i>H1</i>	product	.721**	Customer satisfaction	3.77	Supports
<i>H2</i>	price	.205**	Customer satisfaction	3.98	Supports
<i>H3</i>	promotion	.860**	Customer satisfaction	4.31	Supports
<i>H4</i>	place	.582**	Customer satisfaction	4.24	Supports

*Source: own computation from primary data source, 2018*

## CHAPTER FIVE

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

In this chapter of the study, summary of findings, conclusion drawn and recommendations are stated. The purpose of the study was to assess the marketing mix elements in promoting customer satisfaction, by assessing the four elements of marketing mix elements directly which are product, price, promotion and place.

#### 5.1. Summary of the Major Finding

Among the four elements of Marketing mix elements, all of them i.e. product, price, promotion and place have a positive and significant effect on customer satisfaction. Let us summarize the findings in detail.

- ❖ Based on assessment of the respondents promotion has a positive and significant positive relation with customer satisfaction in Habesha brewery Share Company. The independent variable promotion holds the first position in determining customer satisfaction of Habesha beer among elements of marketing mix. The mean value of the independent variable (promotion) is 4.31 which show significant level of importance. Correlation analysis proves that the independent variable is correlated with dependent variable by 0.860 correlation value.
- ❖ The study has shown that the correlation value proves that the variable (product) is the second highest correlated value with customer satisfaction (dependent variable) by 0.721 correlation value. Again the mean score of product is 3.77. As a result there is a positive and significant relationship between product and customer satisfaction.
- ❖ According to the test result of this study, place has a significant relationship with customer satisfaction. The correlation analysis reveals place show the third highest and positive relation (i.e. 0.582) with the dependent variable

Customer satisfaction. According to the descriptive analysis the mean score of place is 4.24 which is the second highest scored mean next to promotion.

- ❖ According to the correlation analysis the value of the independent variable (price) shows the lowest compared to other listed variables with 0.205 correlation value. However, it still shows significant level of importance. The mean value of the independent variable (price) result shows the value of 3.98 which is between the range of score (3.41-4.20) that shows important level.

## **5.2. Conclusion**

The main purpose of the study was to assess the marketing mix elements in prompting customer satisfaction. The study was conducted on Habesha brewery Share Company in Addis Ababa. In order to meet this general objective, Non-probability (deliberate or purposive or judgment) sampling approach was used. Questionnaire containing questions on dimension of marketing mix i:e product, price, promotion and place were developed and distributed to areas as per the information the researcher collected from different sources, those are Around stadium, Piassa area, Megenagna and Saris areas which have huge sales volumes.

The entire research objective for this study was attained; the general objective of this study was to assess the marketing mix elements in promoting customer satisfaction. The study was conducted on Habesha brewery Share Company in Addis Ababa. All selected marketing mix elements have significant relation with customer satisfaction.

The finding from the descriptive statistics shows that promotion has the highest mean value which is 4.31 and product, price and place shows (3.77, 3.98 & 4.24) mean value respectively. Correlation analysis was conducted to analyze if there is relation between variables used, the correlation matrix revealed that all coefficient of correlation were positive and significant. According to the findings, independent variables; product, price, promotion and place has a significant positive relation with customer satisfaction. Therefore, all selected elements of marketing mix have effect on promoting customer satisfaction.

### **5.3. Recommendations**

The focus of this research was on Habesha beer consumers that could provide useful insight for any concerned organs especially for the company's management, industry societies and researchers. The main goal of this paper was to assess the marketing mix elements in promoting customer satisfaction.

- From the findings and conclusions of this study promotion and place are the most important influencing factors of customer satisfaction for consumers of Habesha beer. Habesha brewery Share Company should take into consideration that the important determinants in promoting their consumers satisfaction is promotion and place. Therefore, in order to avoid easy switch of consumers Habesha Brewery should not only concentrate on promotion and place attributes in creating high satisfaction for its consumers but also it should have improve especially its price related issues why because this study proven that consumers may switch to other beer brands if they got a price discount there.

### **5.4. Further implications**

- The research can be furthers expanded to other country sides and cultures and other countries too. It would help to understand in detail marketing mix elements in promoting customer satisfaction of Habesha beer consumers. Moreover by using a larger and diverse sample size and even distribution among different social groups helps to better understanding of their satisfaction level.
- Further studies can be carried out on the assessment of marketing mix elementseven by considering additional elements to enhancing customer satisfaction on the performance of the organization. Since the study only cased studied Habesha brewery Share Company. A survey on all Brewery industry would be an effective research.

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# Appendix

## Appendix A - Questioners

**ADDIS ABABA UNIVERSITY**  
**SCHOOL OF COMMERCE**  
**DEPARTMENT OF MARKETING MANAGEMENT**  
**MASTERS PROGRAM**

Questionnaires to be filled by customers of Habesha Beer

**Dear respondents,**

The purpose of this questionnaire is to carry out a research for the partial fulfillment of **master's degree in Marketing Management**. Any information you present will be kept confidential and will be used only for academic purpose. Your cooperation and prompt response will be highly appreciated.

### General instruction

- This questionnaire is to be filled by customers of the Habesha Beer.
- You are not required to write your name.
- Please put "X" or  mark in the box/letter of your choice.
- If there is any question please contact the researcher through the following address **YohannesG/senbet** Tel. +251921128996 &e-mail: Yohannes84@yahoo.com.

**Thank you for your cooperation in advance!**

### SECTION I. Demographics

1. Sex A.Male  B.Female
2. Age A.between 18-25 years  B.between 26- 35 years   
C.between 36-45 years  D.Above 46 years
3. Select your level of education you have completed?  
A.Never been to school  B.Completed primary school

- C. Completed high school  D. Completed diploma    
 E. Obtained a bachelor's Degree  F. Obtained a master degree & above

**4. Select your income level (in birr/month)**

- A. Below 2000  B. 2001-4000   
 C. 4001-6000  D. above 6000

**5 How frequently do you drink /purchase Habesha Beer?**

- A. once per week  B. 2-5 days per week   
 C. everyday  D. less than once per week

**SECTION II: Questions related to marketing mix & customer satisfaction**

**Instruction:** Please read each statement and indicate your level of agreement (on the response Scale: 1 to 5) by taking from the options provided as strongly agree, agree, neutral, disagree, and strongly disagree. **(Tick one from the given five scales.)**

**Response scale:**

**-1** strongly disagrees    **-2** Disagree    **-3** Neutral    **-4** Agree    **-5** strongly Agree.

<b>Customer satisfaction related issues</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6.</b> I am satisfied with the company's product because the design, feature, style & benefits are sympathetic to use it.					
<b>7.</b> I would be glad to purchase Habesha beer product					
<b>8.</b> I would be recommend Habesha beer to my family and friends					
<b>9.</b> overall, are you satisfied with Habesha beer product					

<b>Product related issues</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>10.</b> I believe Habesha beer have the quality of my expectation					
<b>11.</b> do you agree that Habesha beer have attractive packaging					
<b>12.</b> do you agree that Habesha beer have well labeling on its package					
<b>13.</b> I believe Habesha beer have consistence on its product quality					

<b>Price related issues</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>14.</b> Do you think that the price charged for Habesha beer products deserve the actual quality?					
<b>15.</b> Do you get a price discount on Habesha beer product during your consumption?					
<b>16.</b> Do you think that can you switch to other beer brands if you get a price discount there?					
<b>17.</b> Do you think that are you satisfied with Habesha beer product price relative to other beer brands?					

<b>Promotion related issues</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>18.</b> The promotions made by the company can initiate customers for purchasing.					
<b>19.</b> The products of the company by itself communicate what makes it unique to customers.					

20. Habesha beer share Co. products are clearly and definitively Communicated to the customer.					
21. Do you think that Habesha beer promotion address its customers effectively					

<b>Distribution/place related issues</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
22.do you get the Habesha beer product near to your neighborhood as you needed					
23. do you get Habesha beer product easily as per your requested quantity					
24. do you agree that the company distribute its product as promised with consistence product and customer demand					
25. I am satisfied with the Habesha beer product availability					

Thank you!

## Appendix B - Descriptive Statistics results

### Descriptive Statistics

<b>product</b>	Mean	Std. Deviation	N
I believe Habesha beer have the quality of my expectation. <b>(PD1)</b>	3.7578	1.01744	384
do you agree that Habesha beer have attractive packaging <b>(PD2)</b>	3.8359	.92353	384
do you agree that Habesha beer have well labeling on its package <b>(PD3)</b>	3.7396	.96945	384
I believe Habesha beer have consistence on its product quality <b>(PD4)</b>	3.7448	1.08994	384
<b>price</b>	Mean	Std. Deviation	N
Do you think that the price charged for Habesha beer products deserve the actual quality <b>(PR1)</b>	4.0156	1.06683	384
Do you get a price discount on Habesha beer product during your consumption <b>(PR2)</b>	4.2135	.77912	384
Do you think that can you switch to other beer brands if you get a price discount there <b>(PR3)</b>	3.7578	1.20104	384
Do you think that are you satisfied with Habesha beer product price relative to other beer brands <b>(PR4)</b>	3.9349	1.10703	384
<b>promotion</b>	Mean	Std. Deviation	N
The promotions made by the company can initiate customers for purchasing <b>(PM1)</b>	4.2682	.79057	384
The products of the company by itself communicate what makes it unique to customers <b>(PM2)</b>	4.4219	.68107	384

Habesha beer share Co. products are clearly and definitively Communicated to the customer (PM3)	4.1849	.87893	384
Do you think that Habesha beer promotion address its customers effectively (PM4)	4.3750	.71171	384
<b>place</b>	Mean	Std. Deviation	N
do you get the Habesha beer product near to your neighborhood as you needed (PL1)	4.2813	.77430	384
do you get Habesha beer product easily as per your requested quantity (PL2)	4.4870	.63397	384
do you agree that the company distribute its product as promised with consistence product and customer demand (PL3)	3.9661	1.10843	384
I am satisfied with the Habesha beer product availability (PL4)	4.2552	.94633	384