



**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT**

**Exploring Consumers' Attitude and Behavior toward Carbonated
Soft Drinks: In the case of Coca Cola and Pepsi Cola**

In Addis Ababa

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DECLARATION

I, *Abdurahman Haji*, declare that this thesis titled “*Exploring customers’ attitude and behavior toward carbonated soft drinks (In relation to Coca- Cola and Pepsi Cola)*” is my original work; prepared under the guidance of Asst Prof. Teklegiorgis Assefa. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Signature: _____ Date: _____

Table of contents

List of Tables-----	I
List of Figures-----	I
Abbreviation/Acronyms-----	II
Acknowledgement-----	III
Abstract-----	IV

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study-----	1
1.2 Statement of the Problem -----	2
1.3. Research Question -----	3
1.4 Objective of the Study -----	4
1.4.1 General Objective-----	4
1.4.2 Specific Objectives-----	4
1.5 Significance of the Research-----	4
1.6 Scope and Limitation of the Research-----	5
1.7 Organization of the Thesis-----	5

CHAPTER TWO: LITERATURE REVIEW

2 Theoretical Literature-----	6
2.1.1 History of Drinks-----	6
2.1.2 Mineral Water and Soft Drinks in Ethiopia-----	7
2.1.3 Definition of Attitudes-----	8
2.1.4 Definition and Important of Consumer Behavior-----	10
2.1.5 Model of Consumer Behavior-----	10
2.1.6 Factors Influencing Consumer Behavior-----	11
2.1.7 Buying Decision Process-----	13

2.2 Review of Relevant Theoretical Model-----16

 2.2.1 The Theory of Reasoned Action -----16

 2.8.2 The Theory of Planned Behavior -----20

2.3 Empirical literature -----22

2.4 Conceptual Framework-----26

CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN

3.1 Research Design-----27

3.2 Research Approach -----27

3.3 Data Collection Method-----27

3.4 data Collection Form-----28

3.5 Target Population -----28

3.6 Sampling Frame-----28

3.7 Sampling Size-----29

3.8 Data Analysis -----30

3.9 Validity-----31

3.10 Ethical Issues-----31

CHAPTER FOUR: ANALYSIS, DISCUSSION & RESULTS OF THE STUDY

4 Analysis, Discussion and Results of the Study-----32

4.1 Result of consumer demographic data-----33

4.2 Result of consumer behavior toward carbonated soft drink-----36

CHAPTER 5: SUMMERY, CONCLUSION AND RECOMMENDATION

5.1 Summery of Findings-----	44
5.2 Conclusion -----	46
5.3 Recommendation -----	47
Reference-----	49
ANNEX-Questionnaire-----	52

List of Tables

Table 4.1.1 Number and Percentage of Respondents -----	33
Table 4.1.2 Number and Percentage of Respondents -----	33
Table 4.1.3 Number and Percentage of Respondents by Location-----	34
Table 4.1.4 Number and Percentage of respondents' Gender-----	34
Table 4.1.5 Number and Percentage of Respondents' occupation-----	35
Table 4.1.6 Number and Percentage of respondents by Age-----	35
Table 4.2.1 Purchase frequency -----	36
Table 4.2.2 Purchase time-----	36
Table 4.2.3 with whom do you go when drinking carbonated soft drinks? -----	37
Table 4.2.4 purchase planning-----	37
Table 4.2.5Item purchase with Carbonate soft drinks -----	38
Table4.2.6 Pack size-----	38
Table 4.3.1 familiarity with the health concerns of consuming too much soft drink-----	39
Table4.3.2 health related attitudes on soft drinks consumption -----	39
Table 4.3.3Do you ever read the ingredient list on the back of the soft drink? -----	40
Table4.3.4 the coverage I see and read in the social media affect my soft drink usage-----	40
Table4.3.5 Purchase factors considering for shopping carbonate soft drinks-----	80
Table 4.3.6 Consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking. -----	41
Table 4.3.7 brand satisfaction level-----	42

List of Figures

Figure: - 2.1 the theory of reasoned action-----	17
Figure: - 2.2:-The Theory of Planned Behavior-----	18
<i>Figure: - 2.3 Framework of consumer's Attitude and behavior toward CSD-----</i>	<i>26</i>

ABBREVIATIONS/ACRONYMS

CSD: Carbonated Soft Drinks

EABSC: East Africa Bottling Share Company

MOHA: Mohammed Ali Alamudin

A.A: Addis Ababa

GOLD E&D: Gold Eating Drinking Outlets

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Abstract

Growing concern over obesity, diabetes and overall evaluation of health awareness have led to a strong development of health and wellness trend. This study aim at examining consumer's attitude and behavior toward carbonated soft drinks (CSD) in the case of EABSC and MOHA products and the literature review has explored the different elements that compose customer behavior, these elements will provide a better understanding of what is meant by customer behavior. Combined with Maslow's hierarchy of needs, 6 key drivers for understanding customers' behavior and needs when analyzing their drinking habits have been identified. The research instrument used to collect primary data for this study is a questionnaire used and the researcher applied cross sectional (sample survey) descriptive research method, the researcher used convenience samples Also known as accidental samples for this study. Where elements were included just happened to be at study site at the right time to answer the research question that is what are the factors and the implication of consumer behavior towards carbonate soft drinks?

The finding shows that Addis Ababa's consumers appear to be a young male, aged 35 to 44 years old, with an average drink consumption frequency of few times per week. Their favorite drink is sprit. They are a consumers those are highly susceptible to trying new products, they are overall brand conscious and health conscious. From the data gathered in the study, trends have been identified amongst the A.A consumers suggesting interesting opportunities for new products development.

Apart from these positive findings there are certain gaps that the carbonate soft drinks manufacturers have to have overall strategic plane in order to keep their market share and retain customers. They have to start with specific branding and communication to a longer term approach of new products development specifically targeted at different segment of their consumers in order to answer their specific needs.

Key Words: Carbonated Soft Drinks, Maslow's hierarchy of needs, new product development, and strategic plan.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Soft drink is any class of non-alcoholic beverages, usually but not necessarily carbonated, normally contains natural or artificial sweetening agent, edible acids, natural or artificial flavours, and sometimes juice. The term was originated to distinguish the flavoured drinks from hard liquor. Indeed, health concerns of modern consumers led to new categories of soft drinks emphasizing low calorie count, low sodium content, no caffeine, and “all natural” ingredients (Journal of Business Management and Economics, 2015).

The beverage market in Ethiopia is worth the combined value of mineral water and soft drinks sales appears to be in the order of USD 70-80 million per year (Baseline Survey on Competition and Markets in Ethiopia, Mr. Roberto Zavatta and Samuel Feyissa). The soft drinks business is largely dominated by two heavyweights, namely East Africa Bottling, the Coca Cola franchiser and MOHA Soft Drinks, the Pepsi franchiser, part of the MIDROC Group. Though the major portion of the market is still dominated by the carbonated soft drinks there is major shift towards Non-carbonated segment product (Baseline Survey on Competition and Markets in Ethiopia, Mr. Roberto Zavatta and Samuel Feyissa). As a result of this phenomenal growth, a lot of competition has entered the market. Numbers of new brands Non-carbonated soft drink have flooded the market. Due to these changes in the beverage market there is a need to explore customer attitude and behaviour toward non-alcoholic carbonated soft drink and identify and evaluate the reasons for the shift in the consumer purchasing pattern if there is.

1.2 Statement of the Problem

Attitude-behaviour relationship is important to marketers because they theoretically summarize Consumer’s evaluation of an object and represent positive or negative feelings and behavioural Tendencies. At the same time the link between attitude and behaviour can be affected by other factors. Particularly, consumers' opinions and

attitudes about the influencing factors of the product buying Decisions making process, including the perceived attributes development impacts, environmental Attitudes, affect and cognition level (feeling, thinking) and culturally adoption of the product have Become problem for the country. The purchase decision of a consumer is different as it is led by buying power, which can help any companies and marketing planners for capturing the Market share (International Journal of Managerial Studies and Research (IJMSR)).

Health and wellness trend is booming in Ethiopia especially in A.A markets. As A.A consumers are becoming more and more educated, they are showing more concerns about their health. This can be judged from the abundance of fitness outlets and availability of healthy products (food and drinks) in both traditional trade and modern trade channels. Carbonate soft drink is one of bestselling beverage item in A.A but tend to be cannibalized by bottled water and other low sugar free soft drinks.

Posts from social media discussions and other informal sources confirm the gradual developments of negative attitude toward carbonated soft drinks which means customer consider it as it is the source of different unwanted health and fitness problem, Impact on tooth and bone, Impact on digestive, system and Impact on urinary system. Though there is tendency of growth in product usage, negative attitude toward it also increasing. Consumers now have so many drinks choices as seen by the wide ranges of beverage offering in ready to drink format, found in convenience store, gas-station, supermarket and other shopping places. Furthermore, modern and local coffee shops are spreading widely, especially in A.A. Theses coffee shops are developing on the health trend the A.A consumers are looking for. This means carbonates will need to fight very hard in order to keep their share of throats.

Hence, this study focused looking at consumer attitude and behavior toward carbonated soft drinks at Addis Ababa market.

1.3 Research Questions

This study was undertaken to Explore Consumers' Attitude and Behavior Toward Carbonated Soft Drinks. More specifically, possible solutions are provided to the following basic research questions.

- What is consumer attitude toward carbonated soft drinks?

- What are the factors and the implication of consumer behavior towards carbonate soft drinks?
- What are the factors that have influential impact on consumer buying behavior when shopping carbonated soft drinks?
- What factor has most influential impact on the purchase decision when shopping for a carbonate soft drinks?
- What is the consumer's attitude towards carbonate soft drinks answering the need factors of drinking?

1.4 Objective of the Study

1.4.1 General Objective

This research tried to investigate factors affecting consumer's attitude and behavior and there implication toward carbonated soft drinks in Addis Ababa.

1.4.2 Specific Objectives

- To study consumer attitude toward carbonated soft drinks.
- To explore factors and the implication of consumer behavior towards carbonate soft drinks.
- To investigate factors that have influential impact on consumer buying behavior when shopping carbonated soft drinks.
- To examine factor that has most influential impact on the purchase decision when shopping for a carbonate soft drinks?
- To observe the consumer's attitude towards carbonate soft drinks answering the need factors of drinking?

1.5 Significance of the Research

In today's market where everything is based on information and every products are produced based on consumer's needs and wants, every company starting from small scale company to world's largest companies have to have knowledge of who are their consumers, what is their consumer's needs and wants and what is their consumer's attitude toward their products is? So by doing this research, three groups have benefit from this research. first Companies producing carbonated soft drinks may have more understanding about consumer

behavior so this consumer insight may help companies to develop new product mix and to measure the place of the current product mix in the minds of the consumers. When companies have more understanding about their consumers, the consumer also benefited from this research when the company delivered the needed product by the consumers. Finally the researcher may be benefited from the research, as the research study may enhance his skill on how the research will conducted.

1.6 Scope and limitation of the Research

This research study explored the consumer on their attitude toward carbonated soft drinks and their behavior regarding this product category by considering Coca-Cola's and Pepsi cola's products only in Addis Ababa. So since the study focuses on only in Addis Ababa markets, it may decrease the degree of applicability in other areas of the country.

The research addressed only customers using gold E and D outlets, so information gained from the view point of other customers who uses other channel like sook, supermarket and min market were not incorporated in the research.

One major limitation of the study was the inability of the researcher to get earlier studies on the analysis of consumer's attitude and behaviour towards carbonated soft drinks as general and non-alcoholic carbonated soft drink specifically.

1.7 Organization of the Thesis

The research work is divided into five (5) chapters.

Chapter one concerns itself with the general introduction grouped under the following headings; Background of the study, Statement of the problem, Research Question, Objectives of the study, Significance of the study, Scope and limitation of the study and Organization of the study. Chapter two involves the review of various related literatures on the relevant subject under the study. Chapter three includes method of collecting the data for the research work. Chapter four presents discussions and representation of results and provides analysis of the data gathered for the study. Finally, the fifth chapter provides summary, conclusions and recommendations

CHAPTER TWO: LITERATURE REVIEW

2.1 THEORETICAL LITERATURE

2.1.1 History of Soft Drinks

The first branded soft drink appeared in the market in the 17th century was a mixture of water and lemon juice sweetened with honey. In 1676 the Compagnie de Limonadiers was formed in Paris and granted a monopoly for the sale of its products. Vendors carried tanks on their backs from which they dispensed cups of lemonade. Carbonated beverages and waters were developed from European attempts in the 17th century to imitate the popular and naturally effervescent waters of famous springs, with primary interest in their reputed therapeutic values. The effervescent feature of the waters was recognized early as most important. Jan Baptist van Helmont (1577–1644) first used the term gas in his reference to the carbon dioxide content. Gabriel Venel referred to aerated water, confusing the gas with ordinary air. Joseph Black named the gaseous constituent fixed air. Robert Boyle, the Anglo-Irish scientist who helped found modern chemistry, published his *Short Memoirs for the Natural Experimental History of Mineral Waters* in 1685. It included sections on examining mineral springs, on the properties of the water, on its effects upon human bodies, and, lastly, “of the imitation of natural medicinal waters by chemical and other artificial ways.” Numerous reports of experiments and investigations were included in the *Philosophical Transactions* of the Royal Society of London in the late 1700s, including the studies of Stephen Hales, Joseph Black, David Macbride, William Brownrigg, Henry Cavendish, Thomas Lane, and others. Joseph Priestley is nicknamed “the father of the soft drinks industry” for his experiments on gas obtained from the fermenting vats of a brewery. In 1772 he demonstrated a small carbonating apparatus to the College of Physicians in London, suggesting that, with the aid of a pump, water might be more highly impregnated with fixed air. Antoine Lavoisier in Paris made the same suggestion in 1773. To Thomas Henry, an apothecary in Manchester, Eng., is attributed the first production of carbonated water, which he made in 12-gallon barrels using an apparatus based on Priestley’s. Jacob Schweppe, a jeweller in Geneva, read the papers of Priestley and

Lavoisier and determined to make a similar device. By 1794 he was selling his highly carbonated artificial mineral waters to his friends in Geneva; later he started a business in London. At first, bottled waters were used medicinally, as evidenced in a letter written by English industrialist Matthew Boulton to the philosopher Erasmus Darwin in 1794: “J. Schweppe prepares his mineral waters of three sorts. No. 1 is for common drinking with your dinner. No. 2 is for nephritic patients and No. 3 contains the most alkali given only in more violent cases.” By about 1820, improvements in manufacturing processes allowed a much greater output, and bottled water became popular. Mineral salts and flavours were added—ginger in about 1820, lemon in the 1830s, tonic in 1858. In 1886 John Pemberton, a pharmacist in Atlanta, Ga., invented Coca-Cola, the first cola drink. Top Soft Drink Brands in India: Coca Cola, Pepsi, Mountain Dew, Maaza, Nimbooz (Journal of Business Management and Economics, 2015).

2.1.2 Mineral Water and Soft Drinks in Ethiopia

Thanks to its rich hydrological resources, Ethiopia has a long tradition in mineral waters, the first bottling plant having been established back in the 1930s. Soft drinks are a more recent phenomenon, with the first operations dating from the 1950s. Since the fall of the previous regime, the demand for both mineral water and soft drinks has been on the rise, with a particularly marked increase during the last few years. At present, the Ethiopian market for mineral water can be estimated at some 43-45 million liters, while sales of soft drinks are in the order of 40 million crates of 24 bottles each. The combined value of mineral water and soft drinks sales appears to be in the order of USD 70-80 million per year. Both mineral waters and soft drinks are mostly produced locally for the domestic market, and both imports and exports are negligible. Main Operators: At present, there are 10-15 firms active in mineral water and/ or soft drinks, of which four play a major role. All enterprises are fully or majority controlled by private operators and there is a significant presence of foreign investors (Baseline Survey on Competition and Markets in Ethiopia, Mr. Roberto Zavatta and Samuel Feyissa).

2.1.3 Definition of Attitudes

Over a very long time period there has been extensive research on attitudes and how they are formed. There have been proposed as many theories as there are theorists but none have managed to be entirely conclusive. As such it is still an area that is undergoing research. Nonetheless there are a couple of basics that the theorists agree on and that is that the following components need to be present for an attitude to be formed (Olsen, 2008):-

1. Evaluator (the person doing the evaluation)
2. Attitude object (the object that is being evaluated)
3. Evaluation of object (the attitude formed towards object)

The attitude that is formed is constructed by 3 components, also referred to as the ABC model. First of all there is an affective component, which is the emotional evaluation of the attitude object. Because there is always an object involved in evaluation, attitudes also consist of a cognitive component. Cognition is the part of the evaluation that includes a person's beliefs, perceptions and knowledge about the object. It is believed that positive affect and cognition towards an object leads to the last component i.e. behaviour (cognitive) or at least some form of intention to act towards the object. While cognition is a rational belief that is grounded in facts about a specific object, affect deals with emotions that are neither rational nor explainable but is rather grounded in how these facts make a person feel (Olsen, 2008).

Attitude is defined as a psychological path of evaluating a specific object with favour or disfavour (Eagly and Chaiken, 2007). It tends to endure over time than an occasional event. For instance, hearing a loud noise over time could develop a negative attitude towards the sound (Solomon et al., 2010). Attitude can be seen as a fixed way of thinking when it endures for a longer time. It includes assessments of the items referred to it proceed or not. Attitude developed through experiences may change when new experiences are obtained (Ajzen, 2001; Chen, 2007; Armstrong, 2009). Consumers have attitude to specific product behaviour, for example which type of food the person prefers

to use. Attitude towards more general consumption behaviour can also occur, for example how often the person should shop food (Solomon et al., 2010). Attitude towards the behaviour refer to the level of which a person has a positive or negative evaluation or assessing of the behaviour in question. The more positive the attitude is regard to behaviour, the stronger is the individual's intention to perform the behaviour under consideration (Tarkiainen and Sundqvist, 2005),Chen (2007))stated that consumer attitude and preferences to the purchase of a particular product are based on consumer attitude and personal desirability of performing behaviour. Attitude towards certain behaviour is based on the expectations and beliefs of the consequences as a result of a particular behaviour (Ajzen, 1991; Tarkiainen and Sundqvist, 2005; Chen, 2007). In order to measure consumer attitude, studies have concluded that it could be measured by using a theory called the theory of planned behaviour (TPB) (Aertsens et al., 2009; Tarkiainen and Sundqvist, 2005). "Theory of planned behaviour (TPB) is one of the most widely applied expectancy-value models used to predict and explain human behaviour in the area of food choice" (Dean et al., 2008, p. 2089). This theory makes it possible to explain the consumer food choice behaviour convincingly and the consumption of organic food (Tarkiainen and Sundqvist, 2005; Aertsens et al., 2009). Moreover, human behaviour is also a function of behaviour intention that is formed by the combination of attitude toward the behaviour, subjective norms and the person's attitude of behaviour control (Dean et al., 2008).

2.1.4 Definition and Importance of Consumer Behavior

Consumer behavior is defined as the behavior that consumer display in seeking, purchasing, using, evaluating and disposing of product and service that they expect will satisfy their personal needs. The study of consumer behavior is the study of how individual make decisions to spend their money, time and effort on products and service. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001)People engage in activities for many proposes other than consumption but when acting as a consumer individuals have just one goal in mind-to obtain goods and services that meet their needs and wants. All consumers face varying problems associated with acquiring products to sustain life and provide for some comforts. Because solutions to these

problems are vital to the existence of most people and the economic wellbeing of all, they are usually not taken lightly. The consumer must specific types of decisions in order to obtain necessary products or services. The process is complex, as decision must be made about what, why, when, where and how often to buy an item. (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001). Besides, consumer preferences were constantly changing and becoming highly diversified. Even in industrial markets, where needs for goods and services were homogeneous than in consumer market, buyer were exhibiting diversified preferences and less predictable purchase behavior (Jonathan, 1995), These lead to why understanding consumer behavior is very important to all the firms both profit and nonprofit organization.

2.1.5 Model of Consumer Behavior

This model of consumer behavior is important for the purpose of this study because it defines what are the key elements needed to understand consumer purchasing behavior. There are a variety of differences types of model existing in the consumer behavior literature. Models give a simplified version of relationship between factors that influence behaviors. The purpose of consumer behavior models is to provide Description, explanation and prediction of the Purchase (Jonathan, 1995).

The first element is called Marketing Stimuli, and regroups influencing stimuli such as Products & Services, Price, Distribution, and Communication. In other terms, theses define the offer available to the consumer.

The 2nd element is called “other stimuli” and regroups elements such as Economic, Technological, Political and Culture. These are what defines the society and would be studied in marketing thought a PESTLE analysis. It could say that the 2nd element is simply speaking the society in which the consumer is living. Theses 2 combined elements will characterize the consumer. They will define both the consumer psychology and the consumer characteristics. The consumer psychology is composed by the consumer motivation, perception, his or her learning and memory. On the other hand, the consumer characteristics will be composed by the consumer cultural, social and personal elements. Combined together, Stimuli and Consumer will define how the

buying process is made, the choice evaluated, the alternative considered, and ultimately how the purchase decision method is reached, in terms of dealer, payment method, timing. The purchasing decision is the result of a process that is characterized by a set of key elements that are themselves set in the mind of the consumer by the society in which the consumer lives (Kotler and Keller, 2006).

2.1.6 Factors Influencing Consumer Behavior

Consumer behavior is influenced by three factors including cultural, social and personal factors (Kotler and Keller, 2006, p.193).

A) Culture Factors

Culture is the fundamental determinant of a person's wants and behavior for example; growing child acquires a set of values, perceptions, preferences, and behavior through his or her family and other key institutions. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures include nationalities, religions, racial groups and geographic regions (Kotler and Keller, 2006, p.164) To support this research study "Changing in drinking culture" studied by Euro monitor International is used as a reference to gain understanding of how culture factors influence behavior, in particular drinking habit.

B) Social Factors

A consumer behavior is influenced by such social factors as reference groups, Family, and social roles and statuses. Reference group is a person's reference group consists of the entire groups that have a direct or indirect influence on individual attitudes or behavior (Kotler and Keller, 2006, p.167). There are 2 types of group, Groups having a direct influence on a person are family, friends' neighbors and co-workers, these peoples called a primary group. Another group that peoples also belong to but tend to be more formal and require less continuous interaction is secondary groups such as religious, professional and trade-union groups (Hawkins, Best and Coney, 1998, p.215). Family is the most important consumer buying organization in society and family members are the most influential primary reference group (Kotler and Keller, 2006, p.167).

Roles and statuses mean that a person may be participating in many groups that will define his role and status within group. A role consists of the activities a person is expected to perform while role also carries status. People may choose products that reflect and communicate their role and actual desired status in society (Ibid).

C) Personal Factor

A buyer's decisions are also influenced by personal characteristics. These include the buyer age and stage in the life cycle, occupation and economic circumstance, personality and self-concept and lifestyle and values. Some of these characteristic have a very direct impact on consumer behavior (Ibid). People buy different goods and services over a life time, Taste in food, clothes, furniture and recreation is often age related.

Occupation also influence consumption patterns, for example a blue-collar worker will buy work clothes, work shoes, and lunchboxes while a company president will buy dress suits, air travel and country club memberships. Product choice is greatly affected by economic circumstances, spend able income, saving and assets, borrowing power and attitudes towards spending and saving. If economic indicators point to a recession, people may change behavior from buying a luxury brand to more value for money brand instead (Ibid).

Personality and self-concept also key influence on buying behavior. Personality means a set of distinguishing human psychological traits that lead to relatively consistent and enduring response to environmental stimuli (product & service, price, distribution and communication). Personality is a useful variable in analyzing consumer brand choices since brand also have personality (Ibid). Several successful studies demonstrate empirically the relationship between personality and consumer behavior, for example found significant positive correlations of scores on measures of extroversion, emotionalism, tough-mindedness and impulsiveness with alcoholic beverage consumption (Foxalland Goldsmith, 1994, p127). a last personal factor is lifestyle and values, People from same subculture, social class and occupation may lead quite difference lifestyle. A lifestyle is a person's pattern of living in the world as expressed

in the activities, interests and opinions. Lifestyle is shaped by whether consumers are money constrained or time constrained. Consumer decision is also influenced by core values that people desires over the long term (Ibid).

2.1.7 Buying Decision Process

The basic psychological processes play an important role in understanding how consumers actually make their buying decisions.

A) Problem Recognition

The process of making a consumer decision begins with the problem recognition. Problem recognition occurs when a consumer notices that the current state of affairs is not the deal or desired stage (Peter and Olson, 1994, p.159). Among consumers, there seem to be two different problem-recognition situations. Some consumers face actual state decision, where they perceive a problem with a product that fails to perform satisfactorily, for example a watch that no longer keeps accurate time. In contrast, other Consumer faces desired state decisions, where the desire for something new may trigger the decision process (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001 p.523). Information search Once customers recognize a need, consumers obtain the information about goods and service that might satisfy this need. Consumer might recollection of past experience that might be provided the consumer with adequate information to make present choice. If the consumer cannot retrieve enough information from memory, he or she may have to engage in a search of the outside environment for useful information on which to base a choice. For unimportant or cheap purchase this may not be necessary but for more important or expensive purchase it may take time and effort to find out what the options are. The source might be the media, friends, relations or other significant people (Bareham, 1995, p.6).

B) Evaluation of Alternatives

Consumers tend to use two types of information which are a list of brands and store from which they plan to make their selection and the criteria they will use to evaluate each brand (Leon. David, Elizabeth, Aron, Judith and Leslie, 2001p.525).Some basic

concepts help to understand consumer evaluation processes. First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumers see each product as a bundle of attributes with varying abilities for delivering the benefits sought to satisfy this need (Kotler and Keller, 2009. p.183). Naturally, the criteria chosen on which to base the judgment are important. The criteria stem from beliefs and attitudes and intensions (Bearham, 1995, p.7).

C) Purchase Decision

In the evaluation stage, the consumer forms preference among the brands in the choice set. The consumer may also form an intention to buy the most preferred brand. In exciting a purchase intention, the consumer may make up to five sub decisions include brand, dealer, quantity, timing and payment method (Kotler and Keller, 2006, p.186-187).

D) Post Purchase Behavior

After the purchase, the consumer might experience dissonance that stems from noticing certain disquieting features or hearing favorable thing about other brands and will be alert to information that support his or her decision (Kotler and Keller, 2006, p.188).

The level of satisfaction/dissatisfaction with the purchase choice is a useful concept for understanding consumer behavior” (Peter and Olson, 1994, 168) For instance, measures of consumer satisfaction can be used to indicate the success of a company marketing strategies. Satisfied consumers are more likely to repurchase product and become brand loyal; they are more likely to tell other people the product and spread positive word-of-mouth communications. On the other hand, dissatisfaction consumer can lead to complaints and negative word-of-mouth communication and stop buying such product (Peter and Olson, 1994).

2.2 Review of Relevant Theoretical Model

These section present theories used to develop the conceptual modal of the current study. Studying consumer behavior involves the understanding of the social and psychological attributes that lead consumers to make their purchase and non-purchase behaviors. The consumer undergoes a sequence of mental information processing based on rational problem solving and decision making processes (Foxall& Goldsmith, 1994). The process invisibly drives consumers to make the decisions that affect their consumption patterns.

2.2.1 The Theory of Reasoned Action

Azjen and Fishbein argue that people consider the implications of their actions before they decide to purchase. The theory of reasoned action (TRA), infers that consumers' behaviours are determined by the consumer's behavioural intention and subjective norms, where attitude toward the behaviour is seen as the behavioural intention (Fishbein and Ajzen, 1975). In this theory, the motive to execute behaviour is decided by the attitude the consumer has towards the behaviour rather than through the consumers' attitude towards a product or service. The theory of reasoned action (Ibid) has come out with a model that has potential interest for speculating the intention of an individual to carry out their behaviour through either attitudinal or normative beliefs. Firstly, the theory states that strong relations between attitudes and behaviour will only be found where attitudinal measures and behavioural measures are compatible with each other. Second, attitude is built based on just one determinant of behaviour. The model is shown in Figure 2.1.

Generally speaking, the theory is based on the assumption that human beings are usually quite rational and make systematic use of the information available to them (Ibid).

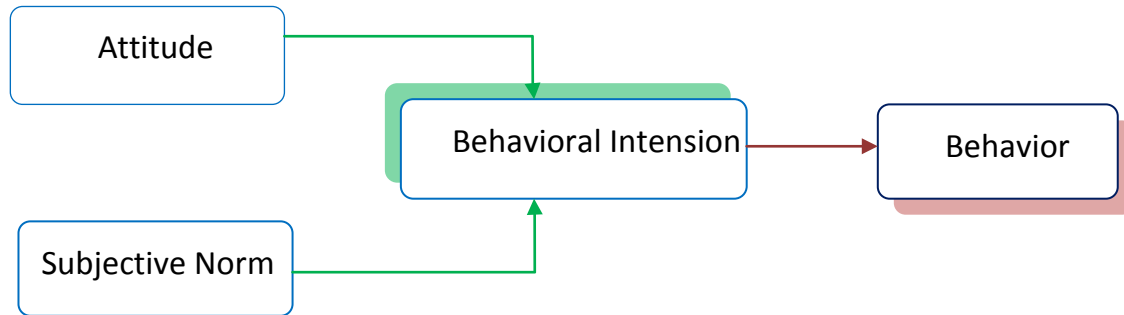


Figure:-2.1 the theory of reasoned action

Note: Adopted from Ajzen, I. and Fishbein, M. (1969, 1980) the immediate determinant of behaviour in this model is behavioural intention, or how the individual intends to behave. This reflects an important assumption of the TRA.

An individual's attitude to the questions behaviour is seen as the intention, and his or her subjective norm. Attitude, on the other hand is defined by the evaluation of certain behaviour. Lastly subjective norm is explained as whether to perform or not or perform certain behaviours based on the expectation of the other people. The TRA can be further explained by focusing on the determinants of attitudes to behaviour and of subjective norms. In the context of attitudes, the determinants are said to be behavioural beliefs and outcome evaluation. Behavioural beliefs are defined as the consequences of carrying out the behaviour. However, the individual's evaluation of consequences is explained as outcome evaluations .As for subjective norms, the key determinants are normative beliefs and desire to comply. Normative belief can be explained as the expectation the individual assumes where a number of significant others expects him to carry out certain actions. Furthermore the motivation or desire to comply refers to the tendency of the individual to comply with the expectations of others.

The TRA does not solely focus on the prediction of intentions and behaviours. It also attempts to give an explanation for behaviour. This is done through specifying the determinants of intention such as subjective norms, attitude and also behaviour. Furthermore, TRA also focuses on the factors that underlie these determinants such as outcome evaluation, desire to comply, normative beliefs and behavioural beliefs. However, the TRA has certain limitations. One of the limitations is that there might be a situation in which the target behaviour is not completely under the consumer's control.

For example, a consumer might be hindered from buying a carbonated drink if he or she perceives that carbonated drink is unhealthy. Unfortunately, this could not explain by the TRA. TRA is widely used in various researches as theoretical model to explain the human behaviour. These include coupon usage (Shimp and Kavas, 1984), economic consumption (Bagozzi, 2000), unethical conduct (Randal, 1989), fast food restaurant consumption (Bagozzi, Wong, Abe and Bergani, 2000), career determination (Voss, Page, Keller and zment, 2006), virtual knowledge sharing (Hassandoust, Logeswaran and Kazerouni, 2011), brand loyalty (Choong, 1998), Hotel Marketing Strategy (Buttle, Bok, 1996), teen sexual behaviour (Gillmore, Matthew, Diane, and Anthony, 2002), go green intention (Jane, Nisreen, Mayuresh and Nicole, 2011), psychological help (Rogers, Timothy, 2009).

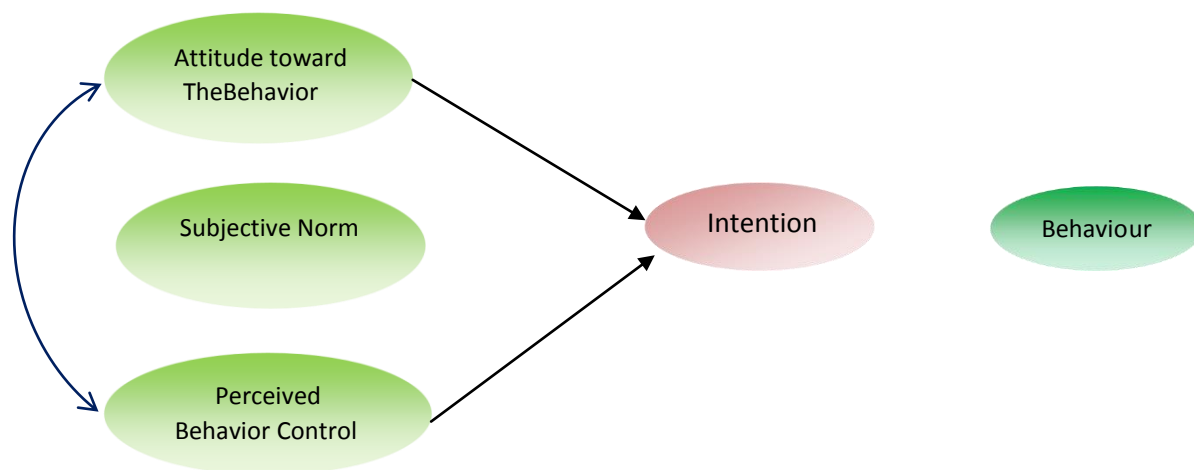


Figure 2.2:-The Theory of Planned Behavior adapted from Fishbein, M., &Ajzen, I. (1991).

The TPB as shown in Figure 2.2 was an enhanced model of TRA developed by, IcekAjzen (1985). It was developed with the objective to improve the theory of reasoned action by adding in perceived behavioural control. According to the model that Ajzen came out with, there are three kinds of consideration which are normative beliefs, behavioural beliefs and beliefs about control. Behavioural beliefs are the key that lead to the whether an attitude towards certain behaviour is favourable or unfavourable. Normative beliefs will become the subjective norms. In contrary, the beliefs about

control cause the perception of behavioural control. Therefore the subjective norm which is the perceived behavioural control and attitude towards behaviour will in turn form behavioural intentions. This means, the more preferred the behavioural attitude, perceived behaviour and subjective norm are assumed, the higher the chances of that the person will have the intention of behaving accordingly. Hence, the behavioural intention is influenced by perceived behavioural control, subjective norms, and attitude towards behaviour. For instance, when a consumer is determine to purchase RTD products and will evaluate the products' benefit and disadvantages and this is so called attitude towards act or behaviour Furthermore, the friends or others surrounding factors will be another variables that influence the consumer decision such as mouth of good words pertaining to the RTD products. Lastly, the perceived behavioural control is reflecting to the past experience of using the RTD products will be determined the repeat or habitual purchase decision.

2.2.2 The Theory of Planned Behavior

The TPB is one of the most influential theories for studying human action (Ajzen, 2002). The central factor in this theory is an intention to perform certain behavior. The intention can be used as a proximal measure of behavior since there is not a perfect relationship between intention and actual behavior (Francis et al., 2004). There is a general rule, the stronger the intention to engage in behavior; the more likely there will be its performance (Ajzen, 1991). The TPB model is designed to capture the individuals attitudes toward behaving or acting with respect to an object (Schiffman pho.no9al. 2007). The reason for this approach is that trying to predict behavioral intention from attitudes is much easier than trying to predict actual behavior.

The prediction of actual behavior is a complex task since many situational factors could cause a consumer not to engage in an intended behavior (Hoyer et al., 2007). The TPB incorporates the principle of attitude specificity. This principle suggests that consumers' attitudes toward buying a product predicts purchase behavior better than the attitudes toward an object itself (Hoyer et al., 2007). Thus, to study only the attitudes toward object is not sufficient. For instance, a consumer can possess positive attitudes toward object but negative attitudes to purchase this product. Therefore, models of attitudes

toward behavior correspond more closely to actual behaviors than models of the attitudes toward object (Schiffman et al., 2007). The Theory of Planned Behavior, derived from the Theory of Reasoned Action, is designed to predict and explain volitional human behavior within specific contexts (Ajzen, 1991). The Theory of Planned Behavior is used often in the health (e.g. Godin, Valois, Lepage, Desharnais, 2006; Reinecke, Schmidt, & Ajzen, 2006) and environmental literature (e.g. Harland, Staats, & Wilke, 1999; Heath & Gifford, 2002; Bamberg, Ajzen, & Schmidt, 2003). This theory predicts that perceived behavioral control, attitude toward the behavior, and subjective norms influence the individual's behavioral intent (Ajzen, 1991). According to the Theory of Planned Behavior, behavioral intent then predicts actual behavior (Ajzen, 1991). Ajzen (1991) defined behavioral intent as, "the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior" (p. 181). The stronger the individual's intention to perform the given behavior, the more likely the individual will perform the behavior (Rivis & Sheeran, 2003). It should be noted that individuals must be able to decide for themselves if they want to perform the given behavior in order for behavioral intent to predict behavior (Ajzen, 1991). External constraints, like money, time, and skill, can be barriers to the individual performing the behavior, even if one has the intention to do so (Ajzen, 1991). These external factors comprise what is called actual behavioral control, and as long as a person has these necessary resources and intends to perform the behavior, he or she should be successful (Ajzen, 1991). For this study, theory of Planned Behavior (TPB) used as theoretical foundation to deal with the research question raised.

According to this theory, attitude toward a behavior, subjective norms, and perceived behavioral control all affect each other and an individual's intention to perform a behavior, therefore leading the individual to actually perform the behavior (Ajzen, 1991). The more favorable the attitude and subjective norm and the greater perceived behavioral control, the Higher the individual's intent to perform the behavior. Research has shown support for the use of theory of planned behavior in predicting intention and behavior (Armitage & Conner, 2001).

2.3 Empirical Literature

Barbara Murray (2006c) explained the soft drink industry by stating, “For years the story in the nonalcoholic sector centered on the power struggle between...Coke and Pepsi. But as the pop fight has topped out, the industry's giants have begun relying on new product flavors...and looking to noncarbonated beverages for growth.”

The growth rate has been recently criticized due to the U.S. market saturation of soft drinks. Data monitor (2005) stated, “Looking ahead, despite solid growth in consumption, the global soft drinks market is expected to slightly decelerate, reflecting stagnation of market prices.” The change is attributed to the other growing sectors of the non-alcoholic industry including tea and coffee (11.8%) and bottled water (9.3%). Sports drinks and energy drinks are also expected to increase in growth as competitors start adopting new product lines. Profitability in the soft drink industry will remain rather solid, but market saturation especially in the U.S. has caused analysts to suspect a slight deceleration of growth in the industry (2005). Because of this, soft drink leaders are establishing themselves in alternative markets such as the snack, confections, bottled water, and sports drinks industries (Barbara Murray, 2006c). In order for soft drink companies to continue to grow and increase profits they will need to diversify their product offerings.

Carbonated soft drinks (CSDs) cover 38% of the beverage market in the UK, and this is set to grow in coming years (British Soft Drinks Association, 2016). Current forecasts from Canadian (2016) estimate that over 228 billion liters of CSDs will be consumed globally by the end of 2016, increasing 7% by 2018. However, despite this growth, there are several global factors that could impact this. Identifying and responding to consumer trends in this sector is important for development.

Country-Specific Trends:-

Consumer behavior and new product development differs massively from country to country.

According to Mintel, Germany has the largest CSD market in Europe, with over 6.9 billion liters consumed annually. Mexico is the largest consumer of carbonated soft

drinks in the world, with the market expanding year on year. Perhaps this has had an impact on other South American countries that are now emerging as new key markets.

As well as differences in consumer behavior, there are also big differences regarding government regulations, taxes and certification. However, there are still some key, common trends that are being acknowledged globally. Source;-euro monitor

The review of literature can help a researcher to build up the conceptual framework about certain topics. Some selected reviews have been presented below to find out the specific research gaps. William R. George (1999), objective was that factors responsible for brand preference in soft drink industry, increasing competition more, due to globalization is motivating many companies to base their strategies almost entirely on building brands. Brand preference means to compare the different brands and adopt for the most preferred brand. This brand preference is influenced by various factors. In the identification of factors affecting the brand preference, it was concluded that Brand persona is the most effective factor that affects the brand preference. This Brand persona deals with the personality aspects or the external attributes of brand, thus it can be said that consumer prefer any brand by looking at the external attributes of a brand. Stephen Daniells (2008), objective was that to measure the quality of the soft drink and preference. Four factors were identified for the formulation: four color intensities, three flavorings, two label types (soft versus hard), and two pack sizes (standard versus oversize). By using both quantitative (hedonic testing) and qualitative (focus group) approaches, the researchers found that the main factors which drive consumer preference for this concept are color intensity and flavoring. Indeed, color intensity accounted for 43% and flavor 32% of the consumer overall liking. "Pack size and label type" are taken into account by the consumer to a lesser extent. The methodology of a qualitative screening associated to a conjoint analysis on relevant sensory attributes has shown good performances to fit consumer's exception. It has now to be reproduced, as every brand concept and product is a unique combination designed for a specific consumer group.

According to Market Line Industry Profile (2013), carbonated drinks in the Asia pacific region has overall grown in terms of volume and value in the recent years. The pattern

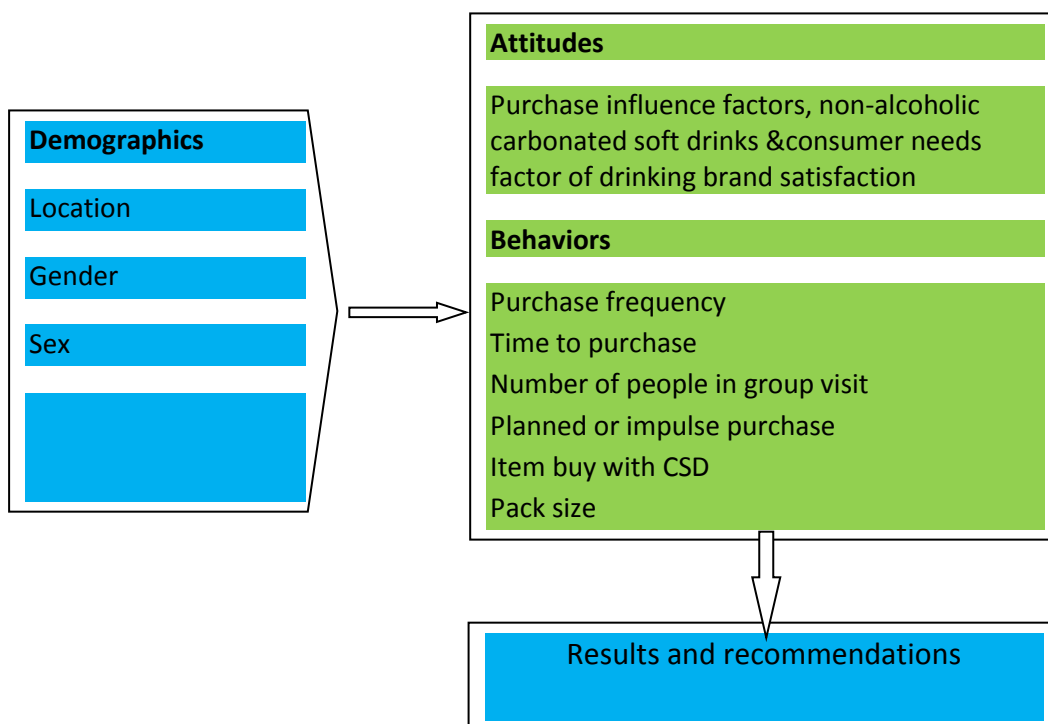
of growth is assumed to be seen continuously over to year 2016. The Asia-Pacific carbonated soft drinks industry holds total revenue of \$33.3bn in year 2011, this has represented a compound annual growth rate (CAGR) of 3.9% between the year of 2007 and 2011. Besides, the CAGR of Chinese and South Korean markets also escalated to 6.8% and 0.9% respectively, over the same time frame, achieving a respective values of \$10.9bn and \$1.5bn in 2011. On the contrary, CAGR of market consumption volume has surge to 3.9%, among year 2007 and year 2011; this surge has bought to total consumption volume to reach 28.1 billion litters in the year 2011. By the end of 2016, a speculated increase of market volume to 32 billion litters which is 2.6% of CAGR from the period of year 2011 to year 2016. Although a decrease in market performance is forecasted, 2.8% of CAGR is still expected for a 5 year span between years 2011 to year 2016; this means the drive of market value to \$38.3bn. In contrast, the Chinese and South Korean will be expecting a growth of CAGR with 3.5% and 1.7% respectively; this will lead to a value of \$12.9bn for the Chinese and \$1.7bn for Koreans in year 2016. In year 2011, a value of \$33,304.8 million which is a 3.7% growth is achieved by the Asia-pacific carbonated soft drinks market. In conjunction, a growth rate of 3.9% of compound annual growth rate was also achieved by the market from year 2007 to year 2011. Also in the same year the carbonated soft drinks market of Asia- pacific region increase by 3.2% reaching a volume of 28,086.4million liters. And during year 2007 to year 2011, the compound annual growth rate was 3.9%. It was also stated in the study that, standard cola has the biggest share of the carbonated soft drinks market in Asia-Pacific, taking up a market share of 39.8% of the total market value. In contrary, a share of 39.3% is taken up by the Fruit flavored carbonates market. China takes up a big pie of the carbonated soft drink share which is 32.8%, and following Japans take up 21.1% of market share. The both countries take up over 60% of the total carbonated soft drink market share in Asia pacific. As a leader of Asia pacific carbonated soft drink market the coca cola company generates up to 56.4% of the market's volume. Following up PepsiCo, Inc. takes up another 23.4% of the market share. On-trade is the leading form distribution channel in the Asia-Pacific carbonated soft drinks market, taking up a 36.8% share of the total market's volume. Next, the supermarkets / hypermarkets occuppies up another 28.2% of the market. The Asia-Pacific carbonated soft drinks

market speculated a hike of 15.1% from year 2011 which is a value of \$38,326.7 million. During year 2011 to year 2016 the compound annual growth rate of the market is speculated to be at 2.8%. In addition, a volume of 32,003.8 million liters which is a rise of 13.9% is expected to be seen at year 2016 in the Asia pacific market. Between years 2011 to year 2016, a prediction of 2.6% is expected to be seen in the compound annual growth rate of the market (Market Line Industry Profile, 2013).

2.4 Conceptual Framework

A conceptual framework is used to illustrate what to expect to find through your research, including how the variables the researcher considering might relate to each other.

Figure 2.3 Framework of consumer's Attitude and behavior toward CSD



Source;-consumer attitude and behaviour toward CSD, Arunee Nakmongkol, p-51

CHAPTER THREE: RESEARCH METHODOLOGY AND DESIGN

3.1 Research Design

The research design is a framework or plan used as a guide to collect and analyzed the data. Research design may be classified in to some basic types according to basic research objective including descriptive, exploratory and causal. To conduct this study, the researcher applied descriptive survey research method. To gain understanding of consumer behavior toward carbonated soft drinks with respect to such characteristics as age, sex and location, descriptive method is used to describe the event that was happening and characteristic about the application or phenomena that being under study.

3.2 Research Approach

In this study the researcher used quantitative (*inferential*) research approach. It usually involved collecting and converting data into numerical form so that tactical conclusion can be made and conclusion drown.

3.3 Data Collection Method

There are a choice of three main research instruments in collecting primary data includes questionnaires, qualitative measures and mechanical device (Kotler and Keller, 2006, p.101). In this research, the researcher used questionnaire to collect the primary data, therefore the reviews focused on the concept of questionnaire method only to collect only primary data (data gathered freshly for specific purposes). For this study the researcher uses a questionnaire. The research questions were designed according to conceptual framework for answering the main objectives of the study.

3.4 Data Collection Form

The researcher used primary data from the market through questionnaire including demographic and socio economic characteristics, psychological and lifestyle characteristics, attitude and opinion, awareness, knowledge, intention, motivation and behavior of individual to extract information from respondents.

3.5 Target Population

Population is a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher (can J Biopharm Stat. 2002 May; 12(2):267-76). The study used unknown target population for the study. therefore; the researcher used men and women who use non-alcoholic carbonated soft drinks at selected gold eating and drinking outlets. So the sampling frame for this study taken from the observation in six area of Addis Ababa by dividing it north Addis, South Addis, East Addis, Central Addis-1, Central Addis-2 and West Addis to include different life style of Addis Ababa.

3.6 Sampling Frame

Sampling frame is list of all the elements in the population from which the sample is drawn. this list should contain enough information about each prospective sampling unit so the researcher can successfully contact them. Having an incomplete sampling frame, decrease the likelihood of drowning a representative of the sample. Sampling frame list can be created from a number of different source such as customer lists from companies internal database, random digit dealing (hair, Bush and ortinau, 2006, p.343). So for this study the researcher used six area of Addis Ababa by dividing it north Addis Ababa, South Addis Ababa, East Addis Ababa, Central-Addis Ababa-1, Central Addis Ababa-2 and West Addis gold eating and drinking outlets (outlets their industry volume sales is more than 100 cases of bottle per month) based on the database researched in CCBA (Coca-Cola Beverage Africa). so for this study the researcher used sample from respondents who uses these selected gold eating and drinking outlets.

3.7 Sampling Size

Generally, the sample size for any study depends on the:

1. **Population Size** — how many total people fit your demographic?

2. **Margin of Error (Confidence Interval)** — No sample will be perfect, the researcher need to decide how much error to allow. The confidence interval determines how much higher or lower than the population mean. The researcher is willing to let your sample mean fall. It will look something like this: “68% of voters said yes to Proposition Z, with a margin of error of +/- 5%.”

3. **Confidence Level** — How confident the researcher wants to be that the actual mean falls within his /her confidence interval? The most common confidence intervals are 90% confident, 95% confident and 99% confident.

4. **Standard of Deviation** —

5. **Necessary Sample Size formula** = $(Z\text{-score})^2 * StdDev*(1-StdDev) / (\text{margin of error})^2$

Assuming the researcher chose a 95% confidence level, .5 standard deviation, and a margin of error (confidence interval) of +/- 5%. $((1.96)^2 * .5(.5)) / (.05)^2$ $(3.8416 * .25) / .0025 = .9604 / .0025 = 384.16$ so approximately 385 respondents were needed.

So the sample size for each area were depend based on the percentage each area has from the total gold eating and drinking outlets. So the following is percentage of each area;-

- 1) North Addis Ababa-285(outlets)/2101=0.13565*385(samples)=52.22513≈**52**
- 2) South Addis Ababa(667 outlets)/2101=0.317468*385(samples)=122.2251≈**122**
- 3) East Addis Ababa(284 outlets)/2101=0.135174*385(samples)=52.04188≈**52**
- 4) Central-Addis Ababa-1(273 outlets)/2101=0.129938*385(sample)=50.02618≈**50**
- 5) Central Addis Ababa-2(288 outlets)/2101=0.137078*385(samples)=52.77487≈**53**
- 6) West Addis Ababa(304 outlets)/2101=0.144693*385(samples)=55.70671≈**56**

3.8 Data Analysis

As a set of procedures or methods that were applied to data that has been collected in order to obtain one or more sets of results. Analyses the research results of consumer's attitudes towards carbonate soft drinks and their behaviour when shopping for a carbonate soft drinks at different eating and drinking outlets of Addis Ababa.

The data analysis consisted of three parts as follows:-

- 1 The analysis of customer's demographic data.
- 2) The analysis of consumer's behaviour toward carbonate soft drinks at Addis Ababa, to show some key characteristics of the respondents and most importantly analyse the patterns and behaviour to present a predictive model of behaviour based on consumers data.
- 3)The analysis of consumer's attitude towards carbonate soft drinks:-analysis of the attitudes and expectation of the carbonate soft drinks consumer to provide a clear picture of the motivations of the consumers and some key data on how to influence this behaviour. This study used descriptive statistic to summarize and describe the data obtain from the sample of respondents, the extent to which the observation cluster around a central location is described by the central tendency and the spread toward the extremes is described by the degree of dispersion(Basic statistical tools in research and data analysis, Indian J Anaesth, ,662-669,2016).

To analyse the above mentioned issues the researcher used descriptive analysis by using frequency, percentage, mean, S.D to analyze and interpreted the data of respondents.

3.9 Validity and Reliability

In order to ensure the validity of the research, researchers with specialized knowledge in this field were requested to read through the research. By conducting this step, this helped the study to make improvements and helped to develop some questioners before

spreading them out. Three potential respondents read the questionnaire and gave some comments in a pilot study. They were asked if they understood the instruction of the questionnaire, question formulation and if there was enough alternatives. The value of Pearson's Correlation guaranteed the construct validity of this study. This study depended on the Cronbach's alpha criteria to be above 0.60 to evaluate reliability. The test result showed that Cronbach's alpha values are greater than 0.6 which confirms the fact that the constructs have adequate reliability

3.10 ETHICAL ISSUES

In this study, all participants and data collected remained confidential and identities of respondents remain undisclosed. Moreover, the privacy of all respondents was respected in reporting of this research. The purpose of the research was explained before the research questionnaires and the interviews were conducted and also attempt to get consent from participants before the survey and interview was insured. The researcher also strictly cited sources as to avoid plagiarism, or copy, other people's work and pass it off as own.

CHAPTER FOUR: ANALYSIS, DISCUSSION & RESULTS OF THE STUDY

In this chapter, to analyze and present the significant findings from the questionnaire, the analysis is divided into three sections. The first part gives an overview of the descriptive statistics and provides a summary of the response levels and the demographic profile of respondents and is presented according to the research objectives. The research objective is to study the consumer's attitude and consumer behavior toward carbonate soft drinks (Coca-Cola and Pepsi cola products) at Addis Ababa, focuses on separate locations, by gender and in different age group. The results presentation consists of 3 parts and data tables are used in order to present the findings in a constructive way.

4.1 The results of customer's demographic data presented value in frequency and percentage.

4.2 The results of consumer's behavior toward carbonate soft drinks at Addis Ababa (on coca cola and Pepsi cola brands) presented values in frequency and percentage.

4.3 The results of consumer's attitude towards carbonate soft drinks presented value in frequency, percentage, and Standard Deviation.

4.1 The results of customer's demographic data by using descriptive statistic and presented value in frequency and percentage.

Table 4.1.1 Number and Percentage of Respondents

Do you drink carbonate soft drinks?	Number of respondent	Percentage
Yes	385	100%
No	0	0
Total	385	100%

Table 4.1.1 presents the results of respondents who drink carbonated soft drink so that the result shows that all the respondents researcher asked was drinks carbonated soft drinks.

Table 4.1.2 Number and Percentage of Respondents

Have you ever consume carbonate soft drinks at this outlet?	Number of respondent	Percentage
1) Yes	293	76%
2) No	92	24%
Total	385	100%

Table 4.1.2 shows that 76% of the respondents are used those outlets that the researcher takes the research and 24 % of the respondents were new to the outlets.

Table 4.1.3 Number and Percentage of Respondents by Location

No.	Location	Number of respondent	Percentage
1	South Addis Ababa eating drinking outlets	122	31%
2	West Addis Ababa eating drinking outlets	56	14%
3	Central Addis Ababa-1 eating drinking outlets	50	13%
4	Central-Addis Ababa-2 eating drinking outlets	53	14%
5	East Addis Ababa eating drinking outlets	52	14%
6	North Addis Ababa eating drinking outlets	52	14%
	Total	385	100%

Table 4.1.3 the result shows six locations of Addis Ababa surveyed at North Addis Ababa eating & drinking outlets, East Addis Ababa eating & drinking outlets, Central-Addis Ababa-2 eating & drinking outlets, Central Addis Ababa-1 eating & drinking outlets, West Addis Ababa eating & drinking outlets and South Addis Ababa eating & drinking outlets. The number of respondents is 385 peoples and the region South Addis Ababa eating drinking outlets had the largest number of respondents that is 122 and 31.6% of the sample, in other direction the region Central Addis Ababa-1 eating drinking outlets had the smallest number of respondents that is 50 and 12.9%.

Table 4.1.4 Number and Percentage of respondents' Gender

Gender	No. of respondent	Percentage
Male	222	58%
Female	163	42%
Total	385	100%

Table 4.1.4 presents the results of the survey by the gender of the respondents, Out of the 385 respondents surveyed, 58 % ware male and 42% ware female.

Table 4.1.5 Number and Percentage of Respondents' occupation

Occupation	No. of respondent	Percentage
Student	24	6%
Entrepreneur	240	62%
Employee	93	24%
Not occupied	28	8%
Total	385	100%

Table 4.1.5presents the results of the survey the occupation of the respondents, Out of the 385 respondents surveyed, 62% of respondents ware Entrepreneur and 8% of respondents were not occupied.

Table 4.1.6 Number and Percentage of respondents by Age

Age	No. of respondent	Percentage
Under 18 years	–	0
18-24 years	19	5%
25-34 years	47	12%
35-44 years	237	61%
45-54 years	37	10%
55 and above years	45	12
Total	385	100%

Table 4.1.6 presents the results of the survey by the age of the respondents, There are 5 age groups, under 18-24, 25-34, 35-44, 45-54 and 55 and above year. The largest group of respondents is the 35-44 years old group which represents 61% of the total sample and 18-24 Years old is the smallest group with 5 % of the total sample and the research doesn't include the respondents under 18 years old to keep ethical issue.

4.2 The results of consumer's behavior toward carbonate soft drinks at different selected location of Adding Ababa using descriptive statistic. (Frequency and Percentage)

Table 4.2.1 Purchase frequency

Brands	No. of respond	Percentage
More than once a day	19	5%
Everyday	34	9%
Few times a week	243	63%
Only on special occasions	89	23%
Never	0	0
Total	385	100%

Table 4.2.1 presents the results of the survey on Purchase frequency of the respondents, Out of the 385 respondents surveyed, 63% of respondents ware drink few times a week and 5% of respondents ware drink more than once a day.

Table 4.2.2 Purchase time

Purchase time	No. of respondent	Percentage
Before 9.00 hrs	8	2%
9.00-12.00 hrs	61	16%
12.00-15.00 hrs	293	76%
15.00-18.00 hrs	23	6%
Total	385	100%

Table 4.2.2 presents the results of the survey in terms of purchase time and it shows that respondents mostly make their purchase in the 12h-15 hrs with the score of 76%. The lowest score reported for the time before 9:00 hrs that is 2 % of respondents.

Table 4.2.3 with whom do you go when drinking carbonated soft drinks?

With Whom do you go when drinking carbonated soft drinks?	No. of respondent	Percentage
Alone	116	30%
Friend	227	59%
Colleague	9	2%
Family	33	9%
Total	385	100%

Table 4.2.3 presents the results of the survey in terms of number of people in group when shopping for carbonate soft drinks, the result shows majority of the respondents like to drink with their friends with the score of 59% of the respond. Shopping alone is the second choice of respondent when drinking soft drinks scoring 30%.

Table 4.2.4 purchase planning

Purchase planning	No. of respondent	Percentage
planed	98	25%
Un planed	287	75%
Total	385	100%

Table 4.2.4 presents respondent purchase planning when purchasing soft drinks, 75% of soft drink purchase is unplanned and the rest of the purchase which is 25% is with the plan.

Table 4.2.5 Item purchase with Carbonate soft drinks

Purchase item	No. of respondent	Percentage
with meal	43	11%
Alone	263	68%
with other drink	79	21%
Total	385	100%

Table 4.2.5 presents item purchase with Carbonate soft drinks, the result shows 68% of the respondents purchase soft drink alone and 21% of the respondents use it with other drinks.

Table4.2.6 Pack size

Pack size	No. of respondent	%
300 ml in bottle	348	90%
500 ml in plastic bottle	37	10%
1.5 liters in plastic bottle	0	0%
Total	385	100%

Table4.2.6 presents Pack size respondents purchase most of the time, so the result shows 90% of the respondents purchase 300ml bottle and the other 10% attached to 500ml plastic bottle.

4.3 Consumer attitudes towards carbonate soft drinks at different selected location of Addis Ababa using descriptive statistic. (Frequency, Percentage and S.D)

Table 4.3.1 familiarity with the health concerns of consuming too much soft drinks

Are you familiar with the health concerns of consuming too much soft drink?	<i>No. of respond.</i>	<i>%</i>
Yes	292	76%
No	93	24%
Total	385	100%

Table 4.3.1 present consumer familiarity with the health concerns of consuming too much soft drink, 76% of respondents are familiar with consuming too much soft drinks and the other 24% of the consumer are not well familiar with it.

Table 4.3.2 health related attitudes on soft drinks consumption

<i>My long-term health is a concern for me, therefore I actively watch what I eat and drink</i>	respondent	<i>%</i>
<i>always watch</i>	43	11%
<i>I watch sometimes</i>	268	70%
I never watch	74	19%
Total	385	100%

Table 4.3.2 present health related attitudes on soft drinks consumption that is weather consumers actively watch what they eat and drinks,70% of respondent are watch what they eat and drink.

Table 4.3.3 Do you ever read the ingredient list on the back of the soft drink?

Do you ever read the ingredient list on the back of the soft drink?	<i>No. of respond.</i>	<i>%</i>
<i>I always watch</i>	67	17%
<i>I watch sometimes</i>	273	71%
I never watch	45	12%
Total	385	100%

Table 4.3.3 present weather respondent ever read the ingredient list on the back of the soft drink 70% of the respondent watch sometimes the ingredient list on the back of the soft drink and 17% are watch always.

Table 4.3.4 the coverage I see and read in the social media affect my soft drink usage

<i>The coverage I see and read in the social media affect my soft drink usage</i>	<i>No. of respond.</i>	<i>%</i>
affect me always	103	27%
Affect me sometimes	215	56%
Never affect me	67	17%
Total	385	100%

Table 4.3.4 present weather the respondents are affected by the coverage they see and read in the social media, the result shows that 56% of respondents are affected some times, 27% of them are always affected and only 17 % of them are not affected by what they see and hear.

Table 4.3.5 Purchase factors considering for shopping carbonate soft drinks

Purchase influence factor	Mean	S.D
Brand name	21.3	11.4
Packaging	9.8	9.7
Taste	37.6	12.3
availability	17.2	8
Promotion	14.1	9.4
Total	100	

Table 4.3.5 present Purchase factors considering for shopping carbonate soft drinks, Taste is the most influential factor of purchase with 37.1 of mean value. The 2nd most influential factor is Brand name with 21.3, follow by availability with the score of 17.2 mean value, Promotion had mean score of 14.1, the last and less influential factor is Packaging with only 9.8 mean value.

Table 4.3.6 Consumer’s degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking.

Consumer Needs & Drinking Driver	Mean	S.D	Meaning translation
1. Carbonate soft drinks offers <i>thirst</i> release.	4.1	0.8	Agree
2. Carbonate soft drinks offer <i>affordable</i> price.	3.8	1.1	Agree
3. Carbonate soft drinks offers a <i>convenience</i> consumption	4.3	0.5	Agree
4. Carbonate soft drinks offers a <i>good image and status</i> to a purchaser in public.	2.3	0.7	Disagree
5. Carbonate soft drinks offers the consumer to achieve self-actualization / <i>sociability</i>	1.7	1.5	Disagree
6. Carbonate soft drinks offer <i>healthy</i> benefit	2.6	0.7	Neither agree nor disagree

There are 6 factors identified as: Thirst, Affordable, Convenience, Image, Sociability, and Health.

- Consumers agree that carbonate soft drinks answering their need factors for a release thirst, affordable and convenience. While they disagree that carbonates soft drinks providing them a good image and status and sociability benefit
- Consumers are not so sure if carbonate soft drinks provide them healthy benefit or not.
- Highest score report that carbonate soft drinks answering the need factor for thirst release with 4.3 and lowest score report to sociability benefit with the score of 1.7.

Table 4.3.7 brand satisfaction level

Brands	Mean	S.D	Meaning translation
Coca cola	2.81	1.43	Dissatisfying
Coca light	3.17	1.57	Dissatisfying
Sprite	4.49	1.23	Satisfying
Fanta orange	3.64	1.50	Satisfying
Fanta pineapple	3.96	1.38	Satisfying
Schweppes tonic	3.17	1.57	Dissatisfying
Pepsi cola	4.39	1.13	Satisfying
7 up	2.46	1.61	Very Dissatisfying
Mirinda orange	3.44	1.40	Satisfying
Mirinda tonic	3.31	1.81	Dissatisfying
Mirinda Apple	2.83	1.51	Dissatisfying
Cool Water	2.75	1.50	Very Dissatisfying

Table 4.3.7 presented brands satisfaction level ,there are 12 brands includes Coke, Coke Light ,sprit ,Fanta Orange, Fanta pineapple , shewepes tonic ,Sprite, Pepsi,7 Up, Mirinda Orange, Mirinda apple , mirinda tonic, cool water.

Sprit obtain highest score of 4.49, represent that consumers are satisfied with this brand, another brands that follow satisfying the consumers are Pepsi cola brand with score of 4.39 and Fanta Pineapple with score of 3.96 .

At another point lowest score is represented by cool water brand with the score of 2.75, that means consumer are very dissatisfied with this brand, there are also another brands which are scored lower point which means consumers are very dissatisfied by these brands such brands are 7up with the score of 2.46, and Coca cola with the score of 2.81 consumers dissatisfied with this brand.

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

This study was conducted on exploring consumer's attitude and behavior towards CSD. Questionnaire was the main source of data. The questionnaires were distributed to the selected gold eating and drinking outlets.

Through the methodology and analysis the objectives of the study were addressed briefly. The major results of this study are discussed as follows;-

5.1. Summary of Findings

The first task is to determine whether the consumer of carbonate soft drinks in Addis Ababa market is gender specific or whether both genders are equally represented.

- From the data presented in chapter 4. Table 4.1.4, 58% of respondents is male and 42% are female.
- Based on results presented in chapter 4, table 4.1.6, about 61% of respondents, which were people buying carbonate soft drinks have an age between 35-44 years old.
- Based on results presented in chapter 4 on table 4.2.1, close to 63% of respondents consume at least few times a week, and 23% consume only on special occasion. However, these findings need to be considered more specifically through allocation perspective. Basically, the results of the study shows that Addis Ababa consumers purchase carbonate soft drinks at least few times a week.
- Based on results presented in chapter 4, table 4.2.2 purchase times are mostly in the afternoon with 76% of purchase made 12.00-15.00 hrs.
- Results presented in chapter 4 on table 4.2.3 shows that almost 59% of consumers shopping for a carbonate soft drinks at Addis market with their friend and another 30% they come in alone.
- The results presented in chapter 4, table 4.2.4 Planned or Unplanned purchase shows that close to 75% of consumer decided to buy carbonate soft drinks when they were in the outlets.
- The results presented in chapter 4 on table 4.2.6, pack size purchase shows that the 300 ml is the favored purchased form of carbonate soft drinks (90%).

- On chapter 4 Table 4.3.1 present consumer are familiar with the health concerns of consuming too much soft drink, 76% of respondents are familiar with consuming too much soft drinks and the other 24% of the consumer are not well familiar with it.
- On chapter 4, Table4.3.2 health related attitudes on soft drinks consumption that is weather consumers actively watch what they eat and drinks, 70% of respondent are watch what they eat and drink so they are cautious about what they take in.
- The researcher had identified 6 key driving factors for drinks consumption. They are Thirst, Affordability, Convenience, Image and Status, Sociability and Health. This has been declined in this study under the following 5 factors: Brand name, Packaging, test, availability, and Promotion. This was necessary as these attributes are clearly identified by consumers and will not influence the answers in a way that will affect the analysis to match with the 6 key drivers. Based on results presented in chapter 4 on table 4.3.5, the most influential purchase factors on carbonate soft drinks product is Taste with 37.6 of answer. The 2nd most influential factor is then Brand with 21.3, followed by availability with 17.2, and promotion with 14.1 and less influential factor is Packaging with 9.8 mean value.
- The next step of the analysis is to analyses the agreement level of consumers toward the needs factors of drinking carbonate soft drinks. The results for this question are presented in chapter 4 on table 4.3.6 consumer's degree of agreement or disagreement towards carbonate soft drink answering the needs factors of drinking. From the answers, the analysis shows that consumers agreed that carbonate soft drinks are answering their need factors for a release thirst, affordable and convenience with mean value of 4.1,3.8,4.3 mean value respectively.
- At the same time, they disagreed with the fact that carbonates soft drinks provide them a good image and status. And they are in between weather it gives them a healthy benefit with mean value of 2.3, 1.7and 2.6 respectively.
- Based on results presented in chapter 4 on table 4.3.26 brands satisfaction, there are only 5 brands out of 12 brands which are ranked as satisfying by the consumers. They are sprit, mirinda orange, Fanta pineapple, Pepsi, and Fanta orange with mean value of 4.49,3.44,3.96,4.39,3.64

5.2. Conclusion

- The previous section has provided a full analysis of the data gathered by the survey. The behavior of carbonate soft drinks at Addis Ababa has been reviewed, and based on the insight identified; it is now possible to have a full understanding of the factors that motivates the consumer's purchase.
- The result of the analysis of the data gathered by the study has provided a clear picture of the Addis market consumers of carbonate soft drinks. Addis consumers appears to be a young male, aged 35-44 years old and they are sprit drinkers, with an average drink consumption frequency of few times per week.
- They are overall brand conscious, health conscious .Going beyond this first picture, the analysis shows that there are some clear distinction in attitudes and expectation between genders, ages. They are individual drinkers who look for refreshment.
- Since the different type of consumers behavior have been identified along with the underlying motivation drivers, it is now possible to formula recommendations to target specific consumers segments.
- The carbonate soft drink consumers is extremely age specific.
- There seems to be Planed or Unplanned purchase shows that close to 75 %of consumer decided to buy carbonate soft drinks when they were in the outlets, This is a very important information from a promotional perspective, as this means carbonate soft drinks is kind of impulse product, therefore a good display is very necessary for this category.
- The purchase of carbonate soft drinks is meant as refreshment, thirst quencher or as complement meal.
- It means that majority of the respondents are aware the consequence of consuming to Mach drinking.
- Taste and Brand name are clear final motivators of soft drink consumers. thus, it possible to fine tune this analysis by looking at how consumer perceive their satisfaction toward the 6 key basic driving needs for drinking.
- Finally the study shows that the Addis market consumers are very unplanned consumers as general and females are more unplanned buyer than men for this product group.
- While the study provides a very accurate purchase of the consumer behavior, the underlying factors that motivate this behavior are still unclear.

5.3. Recommendations

The researcher after analyzing these findings has provided the following recommendations to address the gaps. Carbonated soft drinks manufacturers are Coca cola Company (EABSC), Pepsi Cola (MOHA), or any company willing to enter this particular market. It is necessary for them to have a clear picture of the rivers and expectation of each of their consumers.

- ★ On site communication and promotion is vital to motivate impulse purchase.
- ★ New advertising and is actually at a socialization stage, which means peer pressure is also an effective way to affect their behavior.
- ★ An effective strategy to build branding is to communicate at this target group in ways that present a fun and social image.
- ★ Marketing over the internet, having special clubs on Facebook or Twitter. Creating a strong sense of shared values and community is the best way to build a strong identification with the brand, and therefore lock the consumer relationship.
- ★ In traditional media such as press and TV advertising, it is necessary to have strong universal opinion leaders and opinion makers endorsing the brand. Focusing on the “social benefit” i.e. to be part of the “in group” in order to be effective.
- ★ As thirst and refreshment are key triggers of the purchase, the final objective of the communication plan will be to provide this reassurance that the product does indeed quench the thirst, provide the ultimate refreshment, on top of providing the ultimate social integration tool.
- ★ The communication strategy can go all the way to final consumers to create awareness about health effects of consuming their product to gain customer believe when someone take that product.
- ★ An effective branding and promotion strategy is a very powerful way to support the sales of carbonate soft drinks, as the consumer is very socially driven. However, the underlying trends and segmentation calls for specific products to cater for the needs of specific groups of consumers.
- ★ In order to seize the opportunity presented by the healthier trends, carbonated soft drinks manufacturers can also launch new products that are not carbonated soft drinks to address the needs of these consumers and offer a branded alternative to the existing customer. This would mean consumers are encouraged to have a distinctive low sugar drink, that is socially acceptable and “in” within their social group, therefor enabling increase consumption.
- ★ The carbonate soft drinks manufacturers have to have overall strategic opportunities in order to keep their market share and retain customers from specific branding

communication to a longer term approach of new products development. Specifically targeted at different segment of their consumers in order to answer their specific needs.

- ★ However, these options are relatively medium to long terms strategies. There is one short term option that can be used in order to increase consumption and this is in outlets communication and promotion. This would need outlets support and corporation, therefore, this will need to be presented selected outlets with different programs.

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ST. MARY’S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT
MA PROGRAM

INTRODUCTION

Dear respondents, this questionnaire, is designed for the purpose of doing a research entitled “Customer attitude towards carbonated soft drink in case of Coca Cola (EABSC) and Pepsi Cola (MOHA) ” for the partial fulfilment of the requirement for Masters of Art Degree in Marketing Management.

This questionnaire will help the company think about its effort towards social responsible business activities by raising questions on the possible ways organizations could improve their business in a profitable and sensible manner to their stakeholders. The questionnaire will also help organization to identify further actions they can take to strengthen their business, its reputation and performance through socially responsible activities. Thus, you are kindly requested to answer the questions honestly and you are assured that your responses will be treated confidential and used for academic purpose only.

I thank you for your cooperation!

Kind Regards

Abdurahman haji

Questionnaire for attitude towards Carbonate Soft Drinks Study

Location

1. North Addis Ababa eating drinking outlets
2. South Addis Ababa eating drinking outlets
3. East Addis Ababa eating drinking outlets
4. Central-Addis Ababa eating drinking outlets
5. Central Addis Ababa eating drinking outlets
6. West Addis Ababa eating drinking outlets

Do you drink carbonate soft drinks?

- 1) Yes
- 2) No, if the answer is no, then the questioner will not be continued.

Have you ever consume carbonate soft drinks at this outlet?

- 1) Yes
- 2) No

Part I: Classification

Please circle your answer from the choices provided

1) Gender:

- 1) Male
- 2) Female

2) *Pleas circle your Profession*

- 1) *Student*
- 2) *entrepreneur*
- 3) *employee*
- 4) *not occupied*

3) Age:

- 1) Under 18 years
- 2) 18-24 years
- 3) 25-34 years
- 4) 35-44 years
- 5) 45-54 years
- 6) 55 and above years

Part II: Consumer's attitude towards carbonate soft drinks in Addis Ababa

Please circle your answer from the choices provided:

- 1) How often do you drink carbonated soft drinks?
 - 1) More than once a day
 - 2) Everyday
 - 3) Few times a week
 - 4) Only on special occasions
 - 5) Never
- 2) What time do you normally drink carbonate soft drinks?
 - 1) Before 9.00 hrs. 2) 9.00-12.00 hrs 3) 12.00-15.00 hrs.
 - 4) 15.00-18.00 hrs 5) 18.00 hrs. later
- 3) Who do you go with when drinking carbonated soft drinks?
 - 1) Family 2) Friend 3) Colleague 4) alone
- 4) Have you planed or un-plan when purchase carbonate soft drinks?
 - 1) Planed 2) Un-planed
- 5) What items do you drink with carbonate soft drinks at this outlet?
 - 1) with meal 2) alone 3) with other drink
- 6) What pack size of carbonate soft drinks do you normally purchase at this outlet?
 - 1) 300 ml in bottle 2) 500 ml in plastic bottle 3) 1.5 liters in plastic bottle

Part III Consumer attitudes towards carbonate soft drinks.

- 1) Are you familiar with the health concerns of consuming too much soft drink?
 - 1) Yes
 - 2) No
- 2) *My long-term health is a concern for me, therefore I actively watch what I eat and drink*
 - 1) *Strongly agree*
 - 2) *Agree*
 - 3) *Disagree*
 - 4) *Strongly disagree*
- 3) Do you ever read the ingredient list on the back of the soft drink?
 - 1) Yes
 - 2) No

4) Do you think so called Diet Soft Drinks are healthier than the usual Soft Drinks?

1) Yes

2) No

5) *The coverage I see and read in the social media* affect my soft drink usage

1) affect me always

2) Affect me sometimes

3) Never affect me

6) Give 100 points among each of the following attributes when shopping for carbonate soft drinks according to your degree of liking for each.

1) Brand name

2) Packaging

3) Taste

4) availability

5) Promotion

7) Please indicate your degree of agreement or disagreement regarding carbonate

Soft drinks answering need factors of drinking.

	1) Strongly Disagree	2) Disagree	3) Neither Agree nor Disagree	4) Agree	5) Strongly Agree
Consumer needs factors of drinking					
1. Carbonate soft drinks offers <i>thirst</i> release					
2. Carbonate soft drinks offer <i>affordable</i> price					
3. Carbonate soft drinks offers convenience consumption					
4. Carbonate soft drinks offers a <i>good image and Status</i> to a purchaser in public					
5. Carbonate soft drinks offers the consumer to achieve self-actualization					

8) For each brand please indicate how much you like the brand overall.

Brands	Brand satisfaction					
	Absolutely dissatisfying (1)	Very dissatisfy ing (2)	Dissatisfying (3)	Satisfying (4)	Very Satisfying (5)	Absolut ely (6)
Coca cola						
Coca light						
Sprite						
Fanta orange						
Fanta pineapple						
Schweppes tonic						
Pepsi cola						
7 up						
Mirinda orange						
Mirinda tonic						
Mirinda Apple						
Cool Water						