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St. Mary's University, Ethiopia

**SCHOOL OF GRADUATE STUDIES
FACULTY OF BUSINESS**

**EFFECT OF MARKETING MIX ON CUSTOMER
SATISFACTION IN THE CASES OF EAST AFRICA
BOTTLING S.C**

**BY
MINILK MELESE TESHOME**

**JANUARY, 2018
ADDIS ABABA, ETHIOPIA**

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SGS/0729/2007A**

**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY,
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**JANUARY, 2018
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DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of _____ . 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.

Name

Signature

St. Mary's University, Addis Ababa January, 2018

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Advisor

Signature

St. Mary's University College, Addis Ababa January, 2018

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ABSTRACT

This study evaluates the effect of marketing mix on customer satisfaction in the case of East Africa Bottling S.C. To show this effect data is collected from participants (customers) who live in Addis Ababa. The objective of this research was to determine the effect of marketing mix on customer satisfaction in the case of East Africa Bottling S.C. The study tries to investigate the different characteristics of marketing mix elements. Also it measured the attitude towards products, price, promotion and place/ distributions were the major elements. Through Explanatory research methods and well developed questioners was conducted to the research and 200 respondent have participated who live in Addis Ababa, The participant were selected by connivance sampling technique (population size is large). Finally the data were analyzed by using “SPSS 20 version”. The results of the study indicated that the effects of products on the customers’ satisfactions were very good and the rest of the other elements were price, promotion and place/ distribution results shows average. The correlation matrix indicated that there is a strong relationship between independent variables (products, price, promotion and place/ distribution) and dependent variable (customer satisfaction). According to the Regression results the independent variables of marketing mix (Product, Price, and Place/Distribution) of the company are found to have effect on the dependent variable (Customer satisfaction). However, the promotion mix variable is not significant in this study. From the results indicated that among all the independent variables the determinant factors of most effect or contribution on the Customer satisfaction is “Product”, the β value is 0.666. In addition to these the model summary shows that the adjusted R^2 is .948 which means about 94.98% of the variance in the dependent variable that is customer satisfaction was explained by the independent variables(product, price, promotion and place), and finally the ANOVA results shows , it is possible to see the overall significacet of the model. The table shows that the F-value (907.667) is significant at 0.01 level of significant (P value that corresponds to F statistics is significant). The overall model is significant enough in explaining how customer satisfaction depends on all four independent variables (product, price, promotion and place/Distribution) jointly.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

In today's market customer satisfaction is a key element for the companies to survive and compete in the markets. So that marketer implemented marketing Mix strategies to understand and satisfied those customers. The importance of the marketing mix for companies to satisfy the customers in this competitive world, especially in beverage industries is essential. In a competitive structure of the market more than anything else, those suitable marketing mix elements and customer satisfaction implementation in the market to take advantage of tow in the markets and to create long lasting relationship with the customers. Well and organized Marketing mix elements will help organizations in order to achieve or create satisfied customers.

Marketers, in order to receive favorable responses from their target markets, use many tools. These tools comprise the marketing mix. In fact, it is a set of tools that institutions use to achieve their marketing goals. McCarthy classified these tools into four major groups, called the 4P's of marketing: product, price, place and promotion (Harrell and Frazier, 1999). Decisions about future marketing by marketers should also affect the final consumer and commercial channels. Thus, despite the decision of institutions concerning a number of variables of the marketing mix and because it requires a long time, little can change in the short term in their marketing mix.

To enter, stay and be competitive in these modern turbulence/dynamic business activities, every Company Marketing mix elements plays a vital role to attract and hold the existing and new Customers and manage the internal and external necessities of the organization.

As a field, Marketing is a widely used term to describe the means of communication between the company and the consumer audience. Marketing is the adaptation of the commercial activities and use of institutions by the organizations with a purpose to induce behavioral change on a short-term or permanent basis. The American Marketing Association most recently defined Marketing as "the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Pillars of marketing activities that ultimately differentiate one profit organization from the others are 4p's or marketing mix (Product, promotion, place and price). It was first expressed in 1960 by E J McCarthy. Each marketing mix element has a crucial effect on the success of the profit organization existence and its profitability.

Marketing mix has been extremely influential in informing the development of both marketing theory and practice. The main reasons that marketing mix is a powerful concept are it makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists (Chai Lee Goi, 2009). As described in Philip K., Kevinlane K., Abraham Koshy and Metileshwar J., (2009), marketing mix analysis explore which part of the advertising budgets are wasted, what optimal spending levels are and what minimum levels should be. Rustom S, Davar (1996), stated that, the 4-Ps is vital in making marketing decisions towards consumer satisfaction and company profitability. He emphasized the need for marketing research which is concerned with gathering the relevant fact so as to formulate appropriate policies to direct the elements of marketing mix effectively towards the consumer.

1.2. Company Profile

The Coca-Cola Company is the world's largest beverage company, having portfolio of more than 3500 beverage products and number one provider of sparkling beverages and second largest provider of sports drinks and packaged water. It ranks as world's number three energy drink company and one of the four top five world's non-alcoholic sparkling beverage brands: Coca cola, Diet coke, Fanta and sprite

Currently it has more than 700,000 system associates and 275 bottling partners, including East Africa Bottling SC in Ethiopia. Established during the 1950s the only approved Coca-Cola bottler in Ethiopia, East Africa Bottling Share Company (EABSC) has become one of the giant bottlers in the country employing thousands of people, operating in two sites and distributing more than 32 million cases of product a year to more than 72,000 outlets nationwide.

Coca-Cola was first bottled in Ethiopia's capital Addis Ababa in 1959 by the Ethiopian Bottling Share Company, which later opened a second branch in Dire Dawa in 1965.

The two plants were nationalized in 1975 and ran as public companies until 1996 when they were bought by Ethiopian entrepreneurs. Just prior to this, in 1995, Coca-Cola Sabco (A multi-national company operating in 7 countries based in South Africa, Port Elisabeth) bought shares in the business and, in 1999, signed a joint venture agreement with the plants. With its leadership working hand in hand, the business has seen significant growth over the years. Processes and functions have been improved, resulting in considerable sales increases.

Employment

Currently the company employs more than 1400 people permanently and temporarily. In a recent survey conducted by the company, it was found that for every one person directly employed another 10 were indirectly employed, meaning the 1500 plant workers, 72,000 retail outlets and 13,000 people involved in distribution, the company impacts the lives of nearly 900,000 Ethiopians.

Technological Exchange

EABSC has installed the state-of-the-art and robust technology with hundred millions of Birr expenditure in its two plant sites to cope up with the current complex and competitive market. And these massive expenditures on technology has developed its employees' knowledge competencies, for instance the Upgrades to assembly lines has seen a shift away from manual processes to automated production, meaning line workers have virtually become engineers due to the amount of electronics involved.

Revenue and Tax

The company yearly put more than 800 million of birr in form of excise and profit tax into government treasuries which for sure contributes a fair amount of share in the economic development of the country.

Production Capacity and Sales Volume

Currently the company has four manufacturing lines, each with a production capacity of producing more than 30,000 bottles per hour and on beginning of last year it has inaugurated a five-storey production building at its Addis-Ababa site which is the first of its kind in Africa and capable of producing 36,000 PET (plastic) bottles an hour which has a significant role in its production and sales volume capacity.

Vision, Purpose and Value Statement

Vision:

“It will be the best Coca-Cola bottler in the world”

The best: In sales volume growth; and in return on capital employed

Coca-Cola Bottler: A consumer driven, customer orientated, manufacturer, sales& Distribution Company that markets the products and brands of the Coca-Cola Company.

In the world: It measures itself against the best Coca-Cola bottlers in the world clear, uniting

Purpose:

“Continually increase profitable sustainability unit case sales of its products by satisfying new and existing consumers through excellent service to and with our customers at an increasing return.”

Values:

Integrity—be honest, open and sincere

Individual initiative—Take proactive- steps to drive performance

Customer Value - Exceed customer expectations and add value to customers’ business

Teamwork - Work with and support colleagues to raise overall performance

People Development - Realize employee potential through training and development

Mutual trust and respect -Treat with each other with respect and dignity, and earn trust

Commitment - Be accountable and do as you say

1.3. Problem Statement

Marketers, in order to receive favorable responses from their target markets, use many tools. These tools comprise the marketing mix. In fact, it is a set of tools that institutions use to achieve their marketing goals. McCarthy classified these tools into four major groups, called the 4P's of marketing: product, price, place and promotion (Harrell and Frazier, 1999). Decisions about future marketing by marketers should also affect the final consumer and commercial channels. The same thing to that, East Africa bottling S.C produces different products and carries to the market. To motivate, convince, create, satisfy the customers and aware the markets the company implement different types of marketing mix. This research investigates how the company

implemented those marketing elements and to what extent the customer satisfied by those marketing mix elements.

The purpose of this study is therefore, to assess and analyze the marketing mix of the company within how supported and, are the customer satisfied by those marketing mix elements, hence that all the marketing mix's of the company assessed by the researcher.

1.4. BASIC RESEARCH QUESTIONS

In line with the problem statement the study will address the following questions:

1. How the company offers the products to the customer?
2. What pricing strategies are being executed by the company?
3. How is the company promoting its products?
4. Assess the ways of placing/distribution systems of the company? And
5. Finally, are the customers satisfied by the marketing mix elements of the company?

1.5. Objectives of the Study

1.5.1. The major objective;

The major objective of the study is to make an extensive assessment of the marketing mix how affected the customer satisfaction.

1.5.2. The specific objectives;

The specific objectives of the study are to:

- Examine the product strategy of the company.
- Identifying how the customers adopted by pricing strategy of the company.
- Examine how the company is promoting the products.
- Analyze the distribution strategy of the company.
- Examine at what extents the customers satisfied by the company marketing mix strategies.

1.6. Significance of the Study

This study is believed to have the following significances:

- The study will be employed and assessed the overall marketing mix strategies and how the customers satisfied by those element
- It will serve as a stepping stone for other researchers to undertake further study
- It enhances the research skill & knowledge of the researcher.
- The finding of the study will add knowledge on the existing practice of knowledge

1.7. Scope and Limitations of the Study

This study is delimited in investigating the marketing mix of operating in Addis Ababa, due to the financial problem faced by the student researcher to collect primary data. The study is therefore delimited by the number of respondents which in turn affect the representativeness of the samples considered.

The other limitation that should be mentioned here is that secondary data are not amply available as required, because to found the data so difficult according to the company security of the data.

Furthermore, as the issue raised in the study is not yet researched well in Ethiopia, the researcher has faced difficulty in obtaining sufficient information to understand what has been done so far in this regard and learn about the data collection techniques and methods of data analysis employed in the previous researches. Also, it was difficult to include the methods, findings and conclusions of earlier studies undertaken domestically.

1.8. Definition of Terms

Marketing:-is a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners and society at large.(American Marketing Association, 2007).

Marketing strategy: - is an endeavor by an organization to differentiate itself from its competitors, using its relative corporate strengths to better satisfy customer needs in a given environmental setting.(Collins N. Amanze, 2008).

Marketing mix: - is a tool that can be used by firms to set appropriate strategies so as to get the desired responses from their target markets. It is a framework businesses use to pursue their marketing goals in the target markets. (Chai Lee Goi, 2009).

Four Ps of marketing: - is a marketing mix comprising of product, price, promotion, and place.(Mcarthy, 1964).

Product;-A product is set of tangible and intangible attributes including color, quality and brand, plus the seller's service and reputation. A product may be good, service, place, person or idea (William J. Stanton, 1991, 211).

Price;-Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefit of having or using the product or service (Kotler and Armstrong, 2005, 307).

Place/physical distribution;-Physical distribution is the storage, handling and movement of goods to make them available when and where customers want them (Keegan, Moriarty, and Duncan, 1992, 567).

Promotion;-Promotion is any form of communication used to inform, persuade, and/or remind people about an organization's or individual goods, services, image, ideas, community involvement or impact on society (Joel R.Evans and Barry Berman, 1997, 454).

1.9. Organization of the Study

The research paper has five chapters. The first chapter is an introductory part, which contains background of the study, statement of the problem, research questions, objective, significance of the study, limitation of the study, and organization of the study. The second chapter deals with literature review in which critical review of relevant previous scholars work and empirical review. The third chapter discuss about research design and methodology that is used to undertake the research. It includes the design of the study, the sample size, source and tool of data collection, instrument development, procedure of data collection and data analysis method. Chapter four discusses the findings of the study with data analysis, presentation and interpretation. Finally, the fifth chapter will include summary of findings, conclusions and recommendations.

CHAPTER TWO

RELATED LITERATURE REVIEW

This section reviews literature on marketing which is a strategy for increasing demand for a product. Research done on marketing mix are discussed and placed in context of the study especially marketing mix as applied by firms. It ends with a conceptualization of the problem under investigation and the operationalization of variables.

2.1. MARKETING

“Marketing is the process by which companies create value for customers and build strong customer relationship in order to capture value from customers in return.”(Kotler and Armstrong, 2005, 5)

According to Chartered Institute of Marketing,” Marketing is the management process for identifying, anticipating and satisfying customer requirements profitably.” A slightly longer but conceptually similar definition of Marketing was proposed by the American Marketing Association (AMA) in 1985: “Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.”

“Marketing is a management process whereby the resources of the whole organization are utilized to satisfy the needs of selected customer groups in order to achieve the objectives of both parties. Marketing, then, is first and foremost an attitude of mind rather than a series of functional activities.” (McDonald, 1989, 8). According to Drucker (1973), who put forward a definition of marketing orientation? “Marketing is so basic that it cannot be considered a separate function on a par with others such as manufacturing or personnel. It is first a central dimension of the entire business. It is the whole business seen from the point of view of its final result, that is, from the customer’s point of view.”

A significant shift in emphasis since Drucker wrote this is to be found in the importance that is now attached to competitive position in a changing world. Thus, the marketing concept is that managerial orientation which recognizes that success primarily depends upon identifying changing customer wants and developing products and services which match these better than those of competitors. It is concerned with the idea of satisfying a consumer’s requirements by means of the product as well as by providing the customer with value satisfaction. A marketing oriented firm tries to create value-satisfying products and services, which the consumer will desire to purchase. By which the profitability of the organization’s activities is insured. Marketing is thus a view of the entire business, with profitability and consumer satisfaction (Davar, 1996, 4).

“Marketing is a process of planning and executing the conception, pricing, promotion and place/distribution of ideas, goods and services to create exchange that satisfy individual and organizational objectives.” (Anderson and Vincze, 2000, 6). A market is consists of all the potential customers sharing a particular need or want which might be able to engage in exchange to satisfy that need or want (Mercer, 1996, 126). The primary objective of a business is to create customer satisfaction with profit as a reward rather than an objective. In other words, when the customer is satisfied, every stakeholders of the company will benefit (Anderson and Vincze, 200, 85). Based on the above explanation, we can understand that the goal of marketing is to attract new customers by promising superior value and keep the existing customers by delivering satisfaction which ultimately will bring profit for the company.

2.2. Marketing Mix

As good as experience and instinct are, it can nevertheless be helpful to quantify and study the different elements in order to ensure maximum effectiveness. That's what E. Jerome McCarthy did in 1960, proposing a "four Ps" classification which we still use today. Using the Four Ps, marketing managers can cut through the noise and confusion and identify which elements they must take responsibility for in order to ensure business success.

As with many things invented more than 50 years ago, the Four Ps has also been updated to reflect the needs of modern businesses. Instead of a total focus on products, the new Eight Ps is flexible enough to include the role of customer service and adapt to businesses which sell services instead of products.

Marketing mix is one of the major concepts in modern marketing, it is defined as the set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market. It consist everything the firm can do to influence the demand for its product. The main possibilities can be grouped into four variables known as the "four Ps": Product, price, place, and promotion. The original 4p's are discussed as follows:-

2.2.1. Product

"A product is set of tangible and intangible attributes including color, quality and brand, plus the seller's service and reputation. A product may be good, service, place, person or idea. In essence then, consumers are buying want satisfaction in the form of the benefit they expect to receive from the product" (William J.Stanton, 1991, 211).

"A product is anything that can be offered to market for attention, acquisition, use or consumption and that might satisfy a want or need" (Kotler and Armstrong, 1996, 257). According to Kotler and Armstrong product need to think about the product on three levels. They are:-

- Core product: - Core benefits that consumers seek when they buy a product.
- Actual product:-A product parts, quality level, features, design, brand name, packaging and other attributes that combine to deliver core product benefits.
- Augmented product:-Additional consumer service and benefits built around the core and actual product, (Installation, delivery, credit, warranty, after sale service etc).

- Based on the above explanation, a product is more than a simple state of tangible features. When developing products, marketers should begin by identifying the core consumer needs the product will satisfy.

2.2.1.1. Product Development

New products are the lifeblood of many businesses. Firms must continue to improve current products and look for new ones in order to survive. To create successful new products a Company must understand its consumers, markets, competitors and develop products that deliver superior value to customers. It must carry out strong new product planning and product planning and set up a systematic new product development process for finding and growing new products (Keegan, Moriarty, and Duncan, 1992, 424—435).

- Idea Generation: is developing new product ideas. Research and development, sales force and customers are the main sources of new product ideas.
- Screening: the process of elimination less visible new product ideas by applying standards for acceptability.
- Business analysis: weighing the potential profitability of proposed new product idea.
- Concept testing: testing an idea for a new product by describing into potential consumers in words and/or pictures.
- Product development: concerned with prototypes (models of products made in limited number for testing).
- Product testing: testing a product before it goes into full production.
- Market mix planning: if product tests go well the company settle on other aspects of the marketing mix.
- Test marketing: Selling product under regular market conditions in a limited market area in order to test the ability of the marketing mix to generate sales. The next step after product development is deciding up on the product mix to be offered for consumers.
- Commercialization: The process of introducing a new product or service into commerce/general market.

2.2.1.2 Product Mix

Kotler and Armstrong stated that, “product mix is the set of all product lines and items that a particular seller offers for sale” (Kotler and Armstrong, 2005, 248).

Determining product mix is top management’s decision because the more varied product lines are the greater the need to coordinate.

Instead of launching single product, preparing different product lines for market are essential to reduce risk to satisfy and broaden the buying habit of customers.

“Product mix is the assortment of products and product lines available from a manufacture.” (Keegan, et al, 1992, 355)

It is also necessary to determine about the branding, packaging and labeling of a product parallel with product mix decisions when companies offer their products to market.

2.2.1.3. Branding, Packaging and Labeling

2.2.1.3.1 Branding

“Brand is a name, term, sign, symbol and design, or a combination of these intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.” (Kotler and Armstrong, 2005, 243). Branding helps buyers and sellers in many ways. Brand names help customers to identify products that might benefit them. Brands also tell the buyers something about product quality.

Buyers who always buy the same brand know that they will get the same features, benefits and quality each time they buy. For the seller it provides legal protection. “Branding is the process of establishing and identification system and a products image in a consumer mind.” (Keegan, et al, 1992, 448). Therefore, branding helps the company to identify its products from competitors and it is perception in mind of customers. It describes beliefs, values and personality of products.

2.2.1.3.2 Labeling

“A label is part of a product that carries information about the product and the seller.” (Salon, 1991, 276). “labels may range from simple tag attached to products to complex graphics that are part of the package which perform several functions.” (Kotler and Armstrong, 1996, 295-296).

Label might carry only the brand name or a great deal of information such 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 safely. The label might also grade the product and promote the product through its attractive design.

2.2.1.3.3 Packaging

“It is the activity of designing and producing container or wrapper for a product.”(Kotler and Armstrng, 1996, 293). “It is the art and/or science concerned with the development and use of materials, methods, and equipment for applying a product to a container or vice versa designed to protect the product throughout the various stages of distribution.” (RustomS.Davar, 1996, 262). The packaging concept states, what the package should be or do for the product; it implies the main functions of the package; suggest certain qualities about the product or the company or something else. Decisions then must be made on specific elements of the package, such as size, shape, materials, color, text, and brand. The package must also be consistent with products, advertising and distribution. According to Mereer packaging requirement the following points are included. (Mereer, 1996, 193).

Product description: the pack must convey what the product is, what it does in terms of the benefit it offers-the promotional message. This may be conveyed by the words, but graphics and overall design are usually chosen to deliver the main initial message.

- Product image: it must also match the required image.
- Product value: the pack is often designed to make its contents more than they really are.
- Shelf display: the pack may be designed to make the most of the shelf space available. So, this may even mean making the pack as compact as possible, so that more may be placed on the shelf, ‘stack ability’, so that the shelf can take several layers of a product, is another possible pack feature.

However, in marking packaging decision, taking in to account the environment is essential because companies will be asked the environment cost of their products and packaging. (Kotler and Armstrong, 1996, 295). When dealing with the development of products, it is essential to take in to account other marketing mix elements. Among these elements, price decision is one of the factors which determine the product development.

2.2.2. Price

“Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefit of having or using the product or service.” (Kotler and Armstrong, 2005, 307).

Price is the only element in the marketing mix that produces revenue; all other elements represent costs; price is also one of the most flexible elements of marketing mix. Unlike product feature and channel commitments, price can be changed quickly and it has to be taken into account customers value and the rest of marketing mix activities. (Kotler and Armstrong, 2005, 309).

Pricing products or services is one of the most important and complex decisions a firm has to make. If buyers perceive a price to be too high, they may purchase competitive brands or substitute products, leading to a loss of sales and profits for the firm. If the price is too low, sales might increase, but profitability may suffer. Thus pricing decisions must be given careful consideration. (Peter Donnelly, 1997, 203—204).

2.2.2.1 Pricing Approaches (Kotler and Armstrong, 2005, 320—323)

Cost-Plus pricing: Adding a standard mark up to the cost of a product. The company totals the cost of making the product and sets a price that covers cost plus a target profit. The problem of this method is that it ignores demand and competitors price and is not likely to lead to the best price.

Value based pricing: Setting price based on buyers’ perception of value rather than the seller’s cost. A company using value based pricing must find out what value buyers assign to different competitive offers.

Competition based pricing: Consumers will base their judgment of product’s value on the price that competitors charge for similar product.

2.2.2.2 Pricing strategies

According to Geof Laneaster and Paul Reynolds, 1998, 154 pricing strategies are discussed as follows:

- Price skimming: Charging a high introductory price, often coupled with heavy promotion. It makes sense under certain condition: The products quality and image must support its higher price. Enough buyers must want the product at that price. Cost of production cannot be so high. Competitors should not be able to enter the market easily and undercut the high price.
- Penetration pricing: Setting relatively low introductory price to penetrate in to markets to increase sales and discourage competition. The market must be highly price sensitive so that a low price producer more market growth. Production and distribution costs must fall as sales volume increase. The low price must help keep out the competition.
- Odd-Even pricing: This is a way of determining prices using psychological factors. For example, instead of assigning Birr 100 as price, companies may assign a price of Birr 99.99. Companies after developing a product and determining price, they will pass decisions regarding its placement.

2.2.3. Place/distribution

“Distribution is an operation or a series of operations, which physically brings goods manufactured or produced by any particular manufacturer to the hands of the final consumer.” (Davar. 1996, 379).

“It is chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end users.” (Mereer.996, 285).

2.2.3.1 Channel Distribution

A channel distribution means;-“A coordinated group of individuals or firms that direct the flow of products to customers” (Keegan, et al, 1992, 551).

“It is a set of interdependent organizations involved in the process of making a product or service available for use or consumption by the consumer or business user.” (Kottler and Armstrong, 2005, 362).

Channel members buy large quantities from many producers and break them down in to the smaller quantities wanted by consumers. Marketing channel limits the number of contacts producers have to make, in order to move products from their plant in to the market place to satisfy customer need, and it enables customers to limit the number of contacts necessary to

obtain the goods and services they need. But, channels must be evaluated and carefully considered. (Keegan, et al, 1992, 552-557)

Anderson and Vincze, states that the distribution decision must interact with product, promotion, and pricing decision in order to achieve organization objectives. (Anderson/Vincze, 2000, 283)

No matter how good the product, how effective the promotion, and how appropriate the price; a firm cannot succeed unless it can get its product in to the hands of its target market. Channel managers must understand the functions performed within the channel in order to design the correct channel and coordinate channel operations.

2.2.3.2. Physical Distribution

“Physical distribution is the storage, handling and movement of goods to make them available when and where customers want them. (Keegan, Moriarty and Duncan, 1992, 567).

Keegan, Moriarty, and Duncan, (P. 569-571) classified the physical distribution activities as follows:

- Order Processing: is the receipt and transmission of sales order information. The more efficiently orders are processed; the less time is required for delivery and the greater the satisfaction for customers.
- Warehousing: is the storage of goods while they are waiting to be sold or shipped.
- A customer must decide on how many and what type of warehouses it needs and where they will be located.
- Markets must balance the faster-service advantage of numerous warehouse locations with the increased warehousing costs of multiple locations.
- Inventory management: is the control of inventory levels, managers must maintain the delicate balance between carrying too little inventory and carrying too much. With too little stock the firm risks not having products when customers want to buy. This leads the firm to costly emergency shipment or production. Carrying as too much inventory results in higher than necessary inventory carrying costs and stock obsolescence. Thus in managing inventory firms must balance the costs of carrying larger inventories against resulting sales and profit. (Kotler, Armstrong, 2005, 381).

- **Transportation:** The physical means by which goods are transferred from manufacturer to wholesaler and from wholesaler to retailer and from retailer to customers; it also incorporates shipping goods to warehouse.

Truck, rail, water, pipeline and air are five main transportation modes. No physical distribution system can both maximize customer service and minimize distribution costs. Instead, the goal of physical distribution system is to provide a targeted level of service at the cost. (Kotler and Armstrong, 389).

Managers have to choose cost effective and fastest mode of transportation and also calculate the shortest distance to reduce costs of transportation.

Managers have to decide up on the promotional elements to reach target consumers after they develop products, determine its prices and distribution channel.

2.2.4. Promotion

“Promotion is any form of communication used to inform, persuade, and/or remind people about an organization’s or individual goods, services, image, ideas, community involvement or impact on society.” (R.Evans and Berman, 1997, 454).

It is mainly all embracing term to describe an import part of the marketing mix. (Wilmshurst, 1995, 124)

“It refers to all activities and programs that add value to the brand-an incentive to buy beyond the products inherent benefits.” (Keegan, et al, 1992, 729). Sales promotion should help to reinforce the product’s position and to build long-term customer relationships.

2.2.4.1. Promotion Mix

Promotion mix typically includes advertising, sales promotion, public relations and personal selling. Advertising: “is the non-personal communication of information, usually paid form and persuasive in nature about products, services or ideas by identified sponsors through various media.” (L.Boveecourtland and E.Areans, 1992, 5)

The major advertising media are newspaper, television, direct mail, radio, magazines and internet. Each medium has its own advantage and limitation. (Kotler and Armstrong, 2005, 464)

Table 1- Advantages and disadvantages of promotion kinds

| Medium | Advantages | Disadvantages |
|-------------|--|--|
| News paper | Flexibility, timelines, good local market, coverage, broad acceptability, high believability | Short life, poor reproduction quality, small pass-along audience |
| Television | Good mass-market coverage, low cost per exposure, combines sight, sound and motion, appealing to the senses. | High absolute costs, high clutter, fleeting exposure, less audience selectivity. |
| Direct mail | High audience selectivity, flexibility, no advertising competition within the same medium, allows personalization | Relatively high cost per exposure, “Junk mail” image. |
| Radio | Good local acceptance, high geographic and demographic selectivity, low cost. | Audio only, fleeting exposure, low attention, fragmented audience |
| Magazines | High geographic and demographic selectivity, credibility and prestige, high-quality, reproduction, long life and pass-along readership | Long ad purchase lead time, high cost, no guarantee of position |
| Internet | High selectivity, low cost, immediacy, interactive capabilities | Small, demographically skewed audience, relatively low impact, audience |

An advertising objective is a specific communication task to be accomplished with specific target audience during a specific period of time. No matter how big the budget, advertising can succeed only if advertising gain attention and communication well. Good advertising messages are important in today’s costly and cluttered advertising environment.

Sales promotion: “Short term marketing activities that generate sales by adding value to products, stimulating consumer purchasing and fostering trade cooperation.” (Keegan, et al, 1992, 729)

Public relation: “Publicity is a non-personal form of communication and refers to significant news coverage by any mass media (press, radio, television etc) about a product, service or

company, that is the indirect paid presentation of an organization service or product” (Berkowitz, 1989,21)

Public relation can have strong impact on public awareness at a much lower cost than advertising can. The company doesn't pay for the space or time in media. It is a powerful brand-building tool. To accomplish these goals public relation professionals use several tools such as news, speeches and special event. They also prepare written and audiovisual materials.

Personal selling: “ A two way flow of communication between a potential buyer and a sales person designed to identify the potential buyer's needs, match those needs to one of the firm's products and convince the potential buyer of this match and thus to buy the product.” (Keegan, et al, 1997, 207)

It is more flexible than other forms of promotion. Sales person can establish each customer's individual needs and frequently can help to shape the product to fit these needs. (Willmeshurst, 1997, 207). Personal selling is more expensive than advertising. But, among promotional techniques, only personal selling provides immediate feedback.

2.3. Marketing Strategy and Planning Marketing Programs

A marketing strategy is a marketing plan that designed to achieve marketing objectives.

2.3.1 The Product as a Strategic Variable

Because the product is at the very heart of marketing strategy, the need to manage it strategically is of paramount importance, since how well this is done is the key both to the organization's overall financial performance and to the gaining and retaining of market share. The question of how to manage the products strategically is not necessarily answered easily, however, and for many firms involves a careful balancing of costs, risks and returns. In doing this, explicit consideration needs to be given to competitors and in particular to the probable implications of any moves that they are likely to make.

In many cases, time is a critical dimension of product strategy and exerts a significant influence on any marketing manager's freedom of movement. In the long term, say five to ten years,

products can be changed radically in almost all industries and can therefore make a major contribution to corporate objectives. In the short term, however, the product is often much more inflexible. In developing an effective product strategy, a variety of factors need to be considered. The first, and in many ways the most important, is the question of the type of product strategy that is to be pursued. Is it, for example, to be broadly offensive or broadly defensive? If it is to be offensive, the strategist needs to consider not just how this is to be translated into action, but also its feasibility and the costs and risks that are associated with it. We can identify four types of product strategy:

A market leader product strategy

A leadership challenging product strategy, which might translate, initially at least, into ‘the strategy of the fast second’, where the firm allows the existing leader to incur the costs and risks of developing a new product and then moves in rapidly after the launch with a copy or an improved version of the product.

A product following strategy

A me-too product strategy

Where, however, an organization is intent either on leading or challenging, the implications for product strategy is considerable and is likely to make heavy demands upon resources. The majority of leaders retain their leadership position by means of a series of small and large innovations, supported by a heavy investment in advertising and distribution. For a challenger to succeed, the implications are straightforward, and in many industries require an even greater level of investment and/or the sort of radical and breakpoint thinking.

The question of which strategy to pursue cannot be made in isolation, but requires a detailed understanding both of the organization’s current position and capabilities, and of each competitor’s stance and likely response pattern when challenged. The starting point should therefore be an assessment of the organization’s current portfolio. Such an assessment can be carried out in one of several ways, including using the product life cycle and techniques of portfolio analysis. (Wilson and Giligan, 2005, 502—503)

2.3.1.1 Proactive and reactive new product strategies

Although for many organizations the idea of a proactive new product strategy has a certain appeal, the reality is that proactive strategies are typically associated with a significant degree of risk and a need for heavy and sustained investment in money, skill and time, not only in the development and launch stages, but also throughout the product's life. If, therefore, an organization is intent on adopting a proactive stance, certain criteria need to be met. Included within these are:

- A fundamental and sustained commitment to new product development, and a willingness to accept the associated costs and risks.
- An ability to protect the new product, possibly by patents, but certainly by a sustained and aggressive investment in marketing.
- An ability to target high volume or high margin markets, and subsequently to capitalize on them.
- The availability of the financial, staff and time resources needed, as well as a willingness to commit them.
- A degree of flexibility so that the strategy can be modified to reflect changing environmental conditions.
- Top management commitment.
- A previous successful new product development track record.

Where these criteria cannot be met, the organization is likely to do far better by opting for a less proactive stance. This typically translates into one of four postures:

1. Rapidly responsive
2. Second but better
3. Imitative (me-too) and
4. Defensive

Overall, therefore, reactive strategies are best suited to an organization when:

- Its strength lies in managing existing products.

- It is faced with a competitor who has an aggressive and successful new product strategy and who has the capability and willingness to increase the pace of innovation within the industry.
- There is a lack of specialist new product development skills within the organization.
- Organizational resources are relatively limited.
- Only limited protection of an innovation exists.
- Markets are too small to guarantee the recovery of development costs

In making these comments, a point that needs emphasizing is that neither a proactive nor a reactive stance is inherently better than the other. Rather it is the case that their suitability is a function of the organization's capability and as such needs to be reflected in the new product development strategy pursued. (Wilson and Gilligan, 2005, 514—515)

2.3.2 Pricing policies and strategies

The second principal element of the marketing mix-price-is in many ways one of the most visible, and for many organizations price is also potentially the most controllable and flexible element of the mix. It is also in many cases one of the most important elements and, together with the product, a key component of an organization's marketing strategy. At the same time, however, it is generally acknowledged that pricing decisions are among the possibly most difficult that marketing managers are required to make. There are several reasons for this, the most significant of which is the nature and complexity of the interaction that commonly exists between three groups-consumers, competitors and the distributing network- and the need that exists to take this interaction into account when either setting or changing a price. An added complexity is that pricing decisions often have to be made quickly and without testing, but almost invariably have a direct effect upon profit. Largely because of this, many marketing managers work to reduce the relative importance of price by, for example, giving far greater emphasis to the product's distinctive values and to its image. In other case, the pricing decision is taken out of the hands of the marketing strategist by a combination of market-related factors. Prominent among these is the presence of a large and aggressive competitor, who in effect determines price for industry as a whole and who, with the exception of just one or two small niche players, all other organizations are obliged to follow. The issue faced then by the strategist

revolves not around the question of what price to set, but rather how to ensure that costs are contained in such a way those profits can still be made.

Price is undoubtedly a significant strategic variable and in many markets, despite a growth in the importance of non-price factors, it is still the principal determinant of consumer choice. Its significance is further emphasized by the fact price is the only element of the mix that generates revenue – the others produce costs. It is perhaps understandable, therefore, that many marketing strategists treat pricing decisions with an extra degree of caution, which helps to explain why studies on both sides of the Atlantic have suggested that setting prices and dealing effectively with price competition is one of the biggest problems faced by marketing managers. The combination of these factors also goes some way towards explaining why it has often been suggested that relatively few organizations handle pricing well and why a series of mistakes are commonly made. The most common of these are that:

- Pricing decisions are often too heavily biased towards cost structure and fail to take sufficient account of either competitors' or customers' probable response patterns.
- Prices are often set independently of other mix elements and without sufficiently explicit account being taken of, for example, advertising strategies and market positioning.
- Too little account is taken of the opportunities to capitalize on differentiation.
- Prices often do not vary sufficiently greatly between different segments of the market.
- Prices often reflect a defensive rather than an offensive posture.

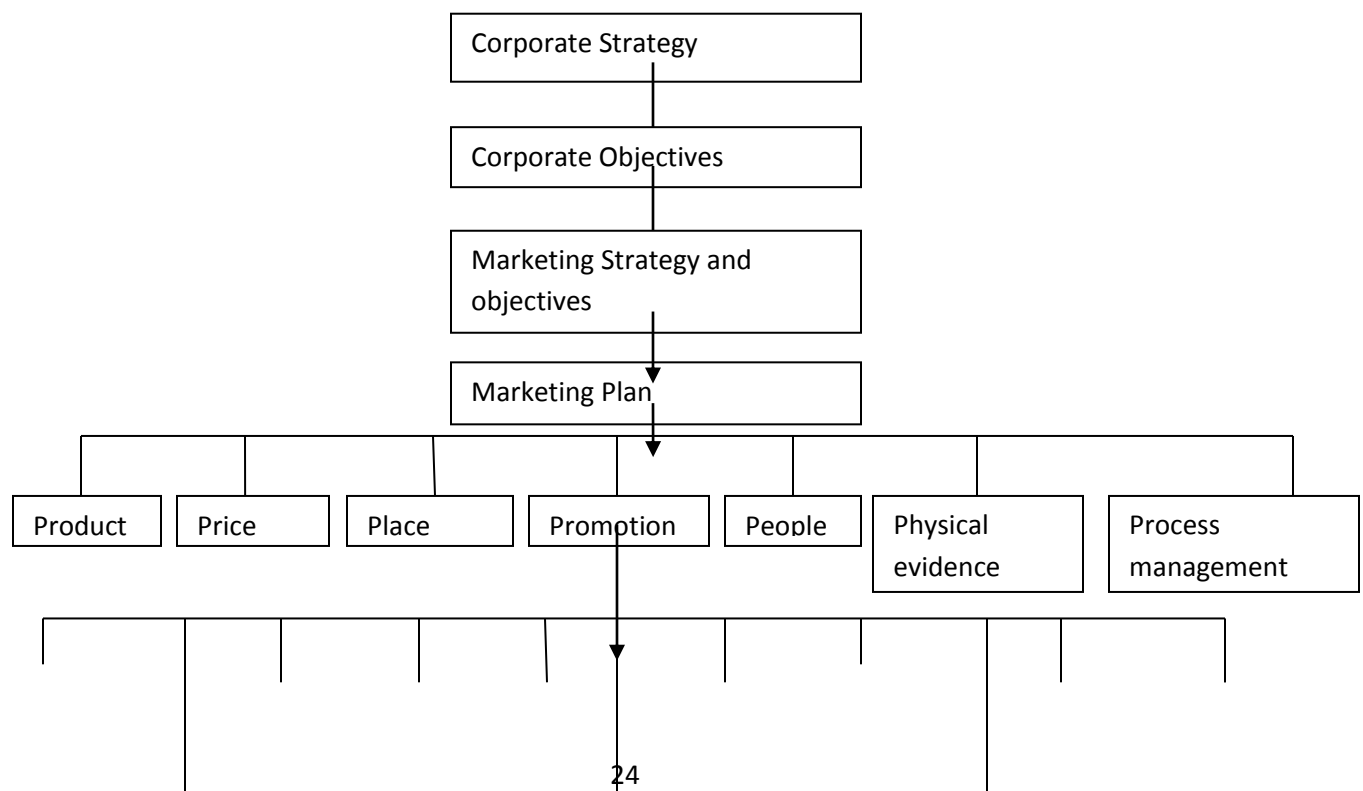
Taken together, these points suggest that pricing decisions run the risk of emerging largely as the result of historical factors or of expediency, rather than of detailed strategic thinking. The likelihood of this risk is further increased by the often haphazard way in which the focus of responsibility for pricing is allocated. In many small firms, for example, pricing decisions are often made not by sales and marketing staff, but by senior management. In large organizations, although the responsibility for price setting is often devolved downwards, senior management typically retains an overseeing brief.

Perhaps the biggest single source of the problems that are typically associated with pricing stems from the question of whether pricing should be the responsibility of marketing or finance. Although writers on marketing have long argued that price is a marketing variable, a substantial body of evidence exists to suggest that in many organizations price is still seen to be the

responsibility of the finance department, and that finance staff guard their possession of this with a degree of jealousy that makes it difficult for marketing to do little more than exert a minimal influence. (Wilson and Gilligan, 2005, 515—516)

2.3.3. Promotion and Marketing Communications Strategies

For many organizations marketing communications represent the most visible face of the organization. The question of how the communications programme is to be managed is therefore a fundamental part of the strategic marketing task. In deciding how best to do this, the planner needs to come to terms with a variety of issues, including the questions of how the communications program can be integrated with the other elements of the marketing mix in order to achieve the greatest degree of synergy; the relationship that exist between the communications or promotions mix and the other elements of the marketing mix is illustrated as follows:



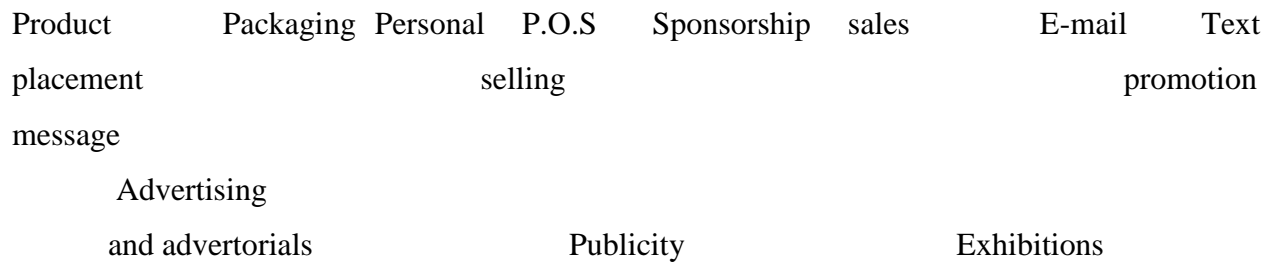


Figure 1: The Promotion Mix and Its Link with the Corporate and Marketing Strategies

The above figure shows the promotion mix and its link with the corporate and marketing strategies. (Wilson and Gilligan, 2005, 523)

2.3.4. Distribution strategies and the distribution plan

A significant and increasing part of many organizations' expenditure is that incurred in keeping their products on the move through the channels of distribution to the final customer. The distribution plan focuses on the set of decisions relating to the processes that are concerned with the flow of supplies, components, products and services between sources of supply, the producer, intermediaries and end-users.

The success of order-getting activities will determine the volume and hence the scale of order-filling activities. This influences distribution planning (and control) in a significant way. Similarly, the level of customer satisfaction engendered by order-filling activities will affect the placing of repeat orders, which again illustrates the interdependency of the elements of the marketing mix.

There are two major areas to consider under the broader heading of order-filling. One relates to channel management decisions, given that few organizations distribute their outputs directly to the final user. The other relates to the management of physical distribution activities, such as transportation, inventory management, warehousing and other-processing (collectively known as logistics). (Wilson and Gilligan, 2005, 528)

2.3.4.1. Formulating the channel strategy

The objective to be served by a distribution strategy will typically cover how, when and where the enterprise's market offerings should be made available to the targeted markets. The strategy

provides a means to these ends. Perhaps the most crucial aspect is the choice of a level of service by which an enterprise might seek to secure competitive advantage.

It is also necessary to consider the characteristics of orders: large orders will require different distribution strategies from those which are appropriate for small orders.

As Rosenbloom (1995, p.554) has pointed out, the importance of channel strategy is likely to depend upon the existence of one or more of the following conditions:

Target markets (or customer) demand a strong emphasis on distribution.

Competitive parity exists in other marketing mix variables, with the need for channel strategy to provide some differential advantage.

Competitive vulnerability exists because of distribution neglect.

Opportunities for synergy exist through channel strategy (e.g. via partnerships and strategic alliances).

Designing the Channel Structure

Doyle (1994) has suggested that there are three generic channel options: direct marketing, via sales force or via intermediaries. These are illustrated as follows. To some extent, the choice between these generic options will depend on answers the following questions:

- ✓ Can we effect distribution better than intermediaries at an equivalent cost?
- ✓ Can we effect distribution as well as intermediaries at a lower cost?

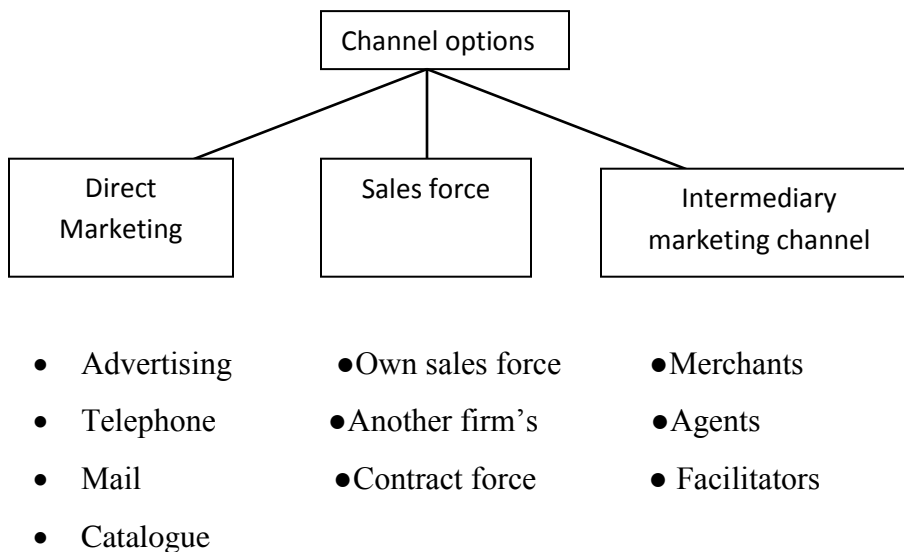


Figure 2: Three generic marketing channels

Three generic marketing channels (source: Doyle, 1994, P. 318)

If the answer to either of these questions is yes, then the enterprise should consider direct distribution. However, a barrier to direct marketing might exist in the form of entrenched buying behavior. That is, people get used to buying certain products through particular intermediaries and have an inbuilt inertia to change.

In deciding on the most appropriate configuration of distribution channels, it must be decided whether to aim to sell products through all available outlets, through a selection of the available outlets in a particular area, or to limit distribution to one outlet in each area. These three alternative strategies are known as:

1. **Intensive distribution**, often sought by manufacturers of high-volume, low-volume products in mass demand for which the typical pattern of buying behavior is that of habit and convenience. An obvious example is soft drinks, which are distributed intensively in outlets ranging from vending machines to theatre foyers and fish and chip shops.
2. **Selective distribution**, used by manufacturers of consumer durables for which the typical pattern of buying behavior is that of 'shopping around'. Most consumers will make an effort to compare the offerings available in different outlets. For this reason, the manufacturer need not distribute their products through all the available outlets. For example, a dishwashing machine might be distributed via electricity company showrooms and department stores in town centers rather than via all available outlets. Selective distribution involves less communication effort than does intensive distribution and also offers opportunities of develop closer relationships within the channel from which adequate market coverage might be achieved with lower cost and greater control than is possible with intensive distribution.
3. **Exclusive distribution**, which arise when the producer limits the number of intermediaries more strictly to one per geographical area. The dealer will receive exclusive rights to distribute the producer's offerings in that geographical area in return for agreeing to not carry competing products. The producer will consequently receive a greater commitment from the outlet and more control over image and price.

The choice among the alternatives will depend to a large extent on the nature of the market offering, the target market segment and the product positioning. Lancaster and Massingham (1998) suggest that some of the factors that might persuade a company to prefer a more exclusive form of distribution include:

- Where the customer needs or expects specialist advice, facilities or service.
- Where the manufacturer and/or distributor would gain from the enhanced image associated with selective/exclusive distribution.
- Where potential sales volume would not warrant more intensive distribution.
- Where the manufacturer wishes to exercise more control over channel members' marketing activities.
- Where more intensive distribution might result in conflicts between channel members.(Wilson and Gilligan, 2005, 530—531)

2.3.5. Planning Marketing Programs

To transform marketing strategy into marketing programs, marketing managers must make basic decisions on marketing expenditure, marketing mix, and marketing allocation. First, Atlas must decide what level of marketing expenditures will achieve its marketing objectives. Companies typically establish their marketing budget at a percentage of the sales goals. A particular company may spend more than the normal percentage ratio in the hope of achieving a higher market share. Second, the company has to decide how to divide the total marketing budget among the various tools in the marketing mix: product, price, place, and promotion.

Finally, marketers must decide on the allocation of marketing budget to the various products, channels, promotion media, and sales areas. How many dollars should support Company's two or three product lines? Direct versus distributor sales? Direct-mail advertising versus trade-magazine advertising? East Coast markets versus West Coast markets? To make these allocations, marketing managers use sales-response functions that show how sales would be affected by the amount of money spent in each application.

The most basic marketing-mix tool is product-the firm's tangible offering to the market, which includes the product quality, design, features, branding, and packaging. As part of its product offering, a company may provide various services, such as leasing, delivery, repair, and training.

Such support services can provide a competitive advantage in the globally competitive marketplace.

A critical marketing-mix tool is price. A Company has to decide on whole-sale and retail prices, discounts, allowances, and credit terms. Its price should be commensurate with the offer's perceived value. Otherwise, buyers will turn to competitors' products.

Place includes the various activities the company undertakes to make the product accessible and available to target customers. A company must identify, recruit, and link various marketing facilitators to supply its products and services efficiently to the target market. It must understand the various types of retailers, wholesalers, and physical-distribution firms and how they make their decisions.

Promotion includes all the activities the company undertakes to communicate and promote its products to the target market. A company has to hire, train, and motivate salespeople. It has to set up communication and promotion programs consisting of advertising, sales promotion, public relations, and direct and on-line marketing (Kotler, the millennium edition, p. 87).

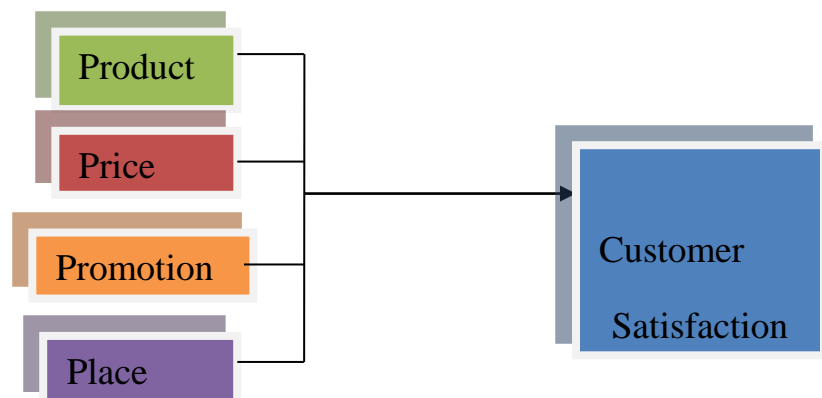
2.4. Customer Value and Satisfaction

According to Philip Kotler and Armstrong, they stated that about customer value and satisfaction; Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many market offerings? Customers form expectations about the value and satisfaction that various market offerings will deliver and buy accordingly. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and disparage the product to others. Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. If they set expectations too high, buyers will be disappointed. Customer value and customer satisfaction are key building blocks for developing and managing customer relationships.

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product or service. These buyers share a particular need or want that can be satisfied through exchange relationships. Marketing means managing markets to

bring about profitable customer relationships. However, creating these relationships takes work. Sellers must search for buyers, identify their needs, design good market offerings, set prices for them, promote them, and store and deliver them. Activities such as consumer research, product development, communication, distribution, pricing, and service are core marketing activities.(Kotler and Armstrong. 14th ed, 2012, p 7).

Figure3: Conceptual Framework



This conceptual frame work was developed by the researcher to the assessment of Marketing Mix elements how to affect the customer satisfaction in the east African Bottling S.C. East Africa Bottling company implemented those of the marketing mix in different ways. So that, the researcher stands from those frame works developed different issues to assess the company activities and customer satisfaction.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter describes the research plan which guides the investigation. It looks that how the research was designed, population and sampling techniques considered, and types of data as well as instruments employed for data collection. Moreover, procedures of data collection and methods of data analysis are also addressed in this chapter.

3.1. Research Design

The main aim of the study is to identify the Assessment of Marketing mix on the Customer satisfaction in the case of East Africa Bottling S.C.

So, this study was conducted an explanatory research design. Researcher should use exploratory research when a research question deals with finding information on customer attitudes, opinions and beliefs. Such exploratory research can be useful even when there is no specific problem to investigate. The research may be exploratory or it may be formalized. The objective of exploratory research is the development of hypotheses rather than their testing, whereas formalized research studies are those with substantial structure and with specific hypotheses to be tested (C.R. KOTHARI, ed,2nd, 2004). This research design to seen the most desirable because the study sought to examine the customer's response that the Effects of Marketing mix on the Customer satisfaction in the case of East Africa Bottling S.C.

3.2. Data Source

The study uses both primary and secondary sources of data. The researcher will gather and organize primary data which help for the investigation of this study through questionnaire, interview and observation. The researcher will gather and organize the primary data which helps for investigation of the study. The secondary data will be found from the previous studies which were published for other purpose, like for particular research focus secondary data will be found from the internal and external sources. The internal source will found from previous written document of the company. The external source will be found from previous research papers, relevant books, journals, magazines etc.

3.3. Target Population and Location

The target population for the study will be all retailers those are Hotels, Bar and Restaurants, supermarkets, shops, small kiosks and all buyers to the retail purpose of East Africa/Coca Cola Company. The location of the study and populations are in Addis Ababa.

3.4. Sampling Techniques and Procedures

From the total population of East Africa/Coca Cola Company customers= 201.26(\approx 200) respondents/customers of Addis Ababa will be selected using convenient sampling technique. That will be done by using simple random sampling method to give equal chance of being selected. The above numbers of customers are found because of the following formula of sample size determination:

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

Where: n=sample size, Z=degree of confidence, P=estimate of population proportion and e=absolute size of the error.

The above sample size is based on the following estimations: P=84.5% (about ninety percent of East Africa/Coca Cola Company customers are from Addis Ababa), 95% level of confidence (Z=1.96) and 5% margin of error (e=0.05)

$$n = \frac{1.96^2 * (1 - 0.845) * 0.845}{0.05^2}$$

n= 201.26, Hence (\approx 200)

This study will also include samples of management bodies based on their relevance to sales and marketing activities. These management bodies will be interviewed around the company's marketing mix elements.

3.5. Data Collections Tools and Procedure

The instrument to be used in data collection will be questionnaire, interview and observation which are predesigned by the researcher and tested for validity and reliability. Instrument reliability and validation will be conducted. The questionnaire contains administration and the marketing mix items constructed with categorical and ordinal responses. The likert scale will be a 5- point scale from 5 strongly agree to 1 strongly disagree. Two sets of questionnaires will be developed one for customers and the other interview part for management bodies. The

questionnaire for managers and relevant bodies will collect data on marketing mix strategies and how they evaluated the customers satisfied by those elements.

3.6. Data Analysis

Once the questionnaires are filled, they will be edited in the field and also at home, coded, classified and entered into a statistic software (SPSS 20 version) for descriptive analysis to discover correlations and differences between the variables and sources . It will be done to establish how the 4 p's have influenced on customer satisfaction onEast Africa/Coca Cola Company. Differences will be tested using ANOVA. Hypothesis test will be conducted at the 0.05 level. Results of analysis will then be displayed using statistical summary tables.

3.7. Regression Model

Regression analysis is widely used for predicting and for exploring the forms of relationships among the independent and dependent variables. Multiple regression analysis is used to absorb the relationship between the dependent and independent variables.

In this case, the dependent variable is customer satisfaction and independent variables are Marketing Mix elements (product, price, promotion and place). According to adopted model, the researcher has constructed the following model to test the coefficients of the independent variables as follows.

$$Y=B_0+B_1X_1+B_2X_2+B_3X_3+B_4X_4+e$$

Where Y=customer satisfaction

B₀= Constant variable

B₁, B₂, B₃, B₄ are coefficients

X₁=Product, X₂=Price, X₃=promotion, X₄=place and
e=error term/residual term.

3.8. Ethical Consideration

Every person who will involve in this study will be entitled to the right of privacy and personal dignity and no personal harm was caused to subjects in the research. Acknowledgement for the works of other authors will be given and quoted which used in any part of the dissertation. This study uses true primary and secondary data.

Additionally, this research paper considers the following ethical issues before, on progress and after the research is conducted:-

- ✓ Full consent of participants prior to the study.
- ✓ Respect for the dignity of research participants
- ✓ The protection of the privacy of research participants
- ✓ Existence of offensive, discriminatory, or other unacceptable language in the formulation of Questionnaire/Interview/Focus group questions.
- ✓ Maintenance of the highest level of objectivity in discussions and analyses throughout the research
- ✓ Any deception or exaggeration about the aims and objectives of the research

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Demographic characteristics of the respondents, analyses and interpretation based on the data collected from the respondents of the study area about The Effect of Marketing Mix on Customer Satisfaction in the Case of East Africa Bottling Company is presented in this chapter.

Moreover, summarized results of the demographic profile of respondents and the response towards the items included in the questionnaire as well as descriptive statistics were described, analyzed and synthesized in tables and percentage with the help of Statistical Package for Social Science (SPSS) Version 20.

4.1. Demographic Characteristics of the Respondents

Demographic characteristics including: gender/sex, age and current educational background responses are summarized as follows using frequencies and percentages respectively. This part of the questionnaire requested a limited amount of information related to personal and educational demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent tables. These variables includes: gender/sex, age and educational level.

Table 4.1.1. Gender/Sex of respondent.

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|------------------|----------------|----------------------|---------------------------|
| MALE | 122 | 61.0 | 61.0 | 61.0 |
| FEMALE | 78 | 39.0 | 39.0 | 100.0 |
| Total | 200 | 100.0 | 100.0 | |

Source: own survey, 2017 (SPSS 20)

61.0% of respondents were male and 39.0% of respondents were female. This result shows that in the contribution/customers of east African bottling company dominant to retail purpose, the involvements of males are more dominant than the females.

Table 4.1.2. Age of respondent

| ITEM | Frequency | Percent | Cumulative Percent |
|----------|-----------|---------|--------------------|
| 15-25 | 29 | 14.5 | 14.5 |
| 26-35 | 67 | 33.5 | 48.0 |
| 36-45 | 53 | 26.5 | 74.5 |
| 46-55 | 39 | 19.5 | 94.0 |
| ABOVE 55 | 12 | 6.0 | 100.0 |

Source: own survey, 2017 (SPSS 20)

According to the above table, 14.5% of respondents were 15 to 25 age category , 33.5% of respondents were between 26 and 35, 26.5% of respondents were between 36 and 45,19.5% of respondents were between 46 and 55 and 6.0% of respondents were 56 and above. The figure shows that many numbers of customers are under the age of 26 and 35. This age of group is more vibrant and highly activated for business transaction. The table also shows that all group of age involves in the purchase of the East African bottling company products for the retail purpose.

Table 4.1.3. Education level of respondents

| ITEM | Frequency | Percent | Cumulative Percent |
|----------------|-----------|---------|--------------------|
| up to grade 4 | 3 | 1.5 | 1.5 |
| From Grade 4-8 | 21 | 10.5 | 12.0 |
| 9-12 | 59 | 29.5 | 41.5 |
| diploma | 67 | 33.5 | 75.0 |
| BA degree | 46 | 23.0 | 98.0 |
| above | 4 | 2.0 | 100.0 |

Source: own survey, 2017 (SPSS 20)

As shown on the above Education level of respondents frequency table, 41.5% respondents were primary and secondary school in a cumulative results, 33.5% respondents were Diploma, 23.0% respondents were B.A Degree, 2.0% respondents were indicated above all.. The result shows that all educational groups involve in the purchase of the East African bottling company products for the retail purpose.

4.2. General Description of the Respondent

Table 4.1.4. Which product is favored by the customers?

| ITEM | Frequency | Percent | Cumulative Percent |
|-----------------|------------|--------------|--------------------|
| Coca Cola | 81 | 40.5 | 40.5 |
| Fanta Orange | 20 | 10.0 | 50.5 |
| Sprite | 65 | 32.5 | 83.0 |
| Fanta Pineapple | 31 | 15.5 | 98.5 |
| Schweppes | 3 | 1.5 | 100.0 |
| Total | 200 | 100.0 | |

Source: Own survey, 2017 (SPSS 20)

According to the product mix of the company on above table indicated that, 40.5% of the respondents favorite of Coca Cola products, 10.0% of the respondents favorite of Fanta Orange products, 32.5% of the respondents favorite of Sprite products, 15.5% of the respondents favorite of Fanta Pineapple products and the rest of 1.5% respondents favored Schweppes products. This shows that Coca cola product is favorites by the majority of the respondents.

Table 4.1.5. Numbers of raw cases have in the respondents

| ITEM | Frequency | Percent | Cumulative Percent |
|--------------------|-----------|---------|--------------------|
| 1-5 Cases | 49 | 24.5 | 24.5 |
| 6-15 Cases | 72 | 36.0 | 60.5 |
| 16-30 Cases | 34 | 17.0 | 77.5 |
| 31-45 Cases | 23 | 11.5 | 89.0 |
| 46-60 Cases | 14 | 7.0 | 96.0 |
| More than 51 Cases | 8 | 4.0 | 100.0 |

Source: Own survey, 2017 (SPSS 20)

On the above table shows that, 24.5% the respondents have 1-5 Cases, 36.0% of the respondents have 6-15 Cases, 17.0% of the respondents have 16-30 Cases, 11.5% of the respondents have 31-45 Cases 7.0% of the respondents have 46-60 Cases and 4.0% More than 51 Cases. These results show that the higher percent of the respondent fell down 6-15 cases.

Table 4.1.6.Product buying frequencies of the respondent per week

| ITEM | Frequency | Percent | Cumulative Percent |
|-------------------|------------------|----------------|---------------------------|
| 1-5 Cases | 48 | 24.0 | 24.0 |
| 6-10 Cases | 59 | 29.5 | 53.5 |
| 11-20 Cases | 49 | 24.5 | 78.0 |
| 21-50 Cases | 32 | 16.0 | 94.0 |
| Morethan 51 Cases | 12 | 6.0 | 100.0 |
| Total | 200 | 100.0 | |

Source: Own survey, 2017 (SPSS 20)

According to the results on the above table 24.0% of the respondents 1-5 Cases of the products were bought per week, 29.5% of the respondents 6-10 Cases of the products were bought per week,24.5 %of the respondents 11-20 Cases of the products were bought per week, 16.0%of the respondents were bought 21-50 Cases per week and the rest of6.0% of the respondents were bought Morethan 51 Cases.

Table 4.1.7.Product Scarcity Indicator Table

| ITEM | Frequency | Percent | Cumulative Percent |
|-----------------|------------------|----------------|---------------------------|
| Coca cola | 25 | 12.5 | 12.5 |
| Fanta orange | 19 | 9.5 | 22.0 |
| Sprite | 89 | 44.5 | 66.5 |
| Fanta pineapple | 41 | 20.5 | 87.0 |
| Schweppes | 26 | 13.0 | 100.0 |
| Total | 200 | 100.0 | 12.5 |

Source: Own survey, 2017 (SPSS 20)

According to the above table, the researcher tries to investigate how about most of the time scares on the products. As shows the table, 12.5% of the respondents were suggested that a coca cola product scares. 9.5% of the respondents indicated that Fanta Orange brands scares, 44.5% respondents mostly happens sprite brand/products, 20.5% of the respondents suggested that Fanta pineapple brands were scares it happened and 13.0% the respondents were scarce

Schweppes Tonic brand products. These results show that most of the time Sprite brands are scares in a markets, shows 44.5% percent of the respondent.

4.2.1. Validity and Reliability

Table 4.1.8. Reliability Statistics Result Table

| ITEM | Cronbach's Alpha | N of Items |
|-------------------------------------|------------------|------------|
| Products | .907 | 5 |
| Price | .847 | 5 |
| Promotion | .885 | 5 |
| Place/distribution | .788 | 5 |
| Customers satisfaction | .959 | 6 |
| Total Reliability Statistics | .851 | 26 |

Source: Own survey, 2017 (SPSS 20)

Reliability of the measurements was estimated using Cronbach’s coefficient alpha. The above table presents the results. Values were well above the suggested cut-off .70 indicating internal consistency. Reliability over 0.80 is good; reliability in the range of 0.70 is acceptable (Pallant, 2011).

The internal consistency of the items was verified by conducting the composite reliability analysis for each measuring construct. Cronbach’s alpha was used to analyze the reliability of the instruments. Reliability over 0.80 is good; reliability in the range of 0.70 is acceptable (Pallant, 2011). The results of this analysis are given in above Table. Products, Price, Promotion, Place/distribution, Customers satisfaction and Total Reliability Statistics are accepted based on Cronbach’s alpha above 0.70, and this shows that the reliability among the items is consistent.

4.3. Descriptive Analyses and Interpretations

The measurement instrument used to calculate product, price, promotion, place and sales are scaled from 1 to 5. 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4=Agree and 5= strongly Agree. Then each factor takes its average for the questions under it with no decimal point. In order to elaborate the narrative results, the researcher used criterion-referenced definitions for rating scales to describe the collected data.

Table 4.2.1. Criterion-Referenced Definitions

| Mean Rating | Degree of Agreement | Descriptive |
|--------------|---------------------|-------------|
| 1.00 to 1.49 | Strongly Disagree | Very Low |
| 1.50 to 2.49 | Disagree | Low |
| 2.50 to 3.49 | Neutral | Medium |
| 3.50 to 4.49 | Agree | High |
| 4.5 to 5.00 | Strongly Agree | Very High |

Source: adopted

The value “3” means “Neither Agree nor Disagree” while value “4” means “Agree”. Hence, if value three (3) is obtained as any of the subsequent measurement, it means that level is neither high nor low, or in other words it’s in “average or medium” level. Similarly value one (1) and five (5) mean “very low” level and “very high” level respectively, while value two (2) mean “low” level. Based on the above table, in the following sections, the researcher elaborate the results of the descriptive statistics of each construct based on criterion-referenced definition of each construct according to Table 4.2.1.

4.3.1. Descriptive statistics for each attitude about the product

Table 4.2.2. Attitudes about the product

| ITEM | N | Mean | Std. Deviation |
|--|------------|--------------|----------------|
| The quality of Coca – Cola Company Products keeps always their own standards. | 200 | 3.88 | 1.09671 |
| As Compared to others Cola products, Coca-Cola is more favorable products than the others. | 200 | 3.57 | 1.03748 |
| The packages of Coca-Cola Company products are very attractive. | 200 | 3.62 | 1.05411 |
| New FANTA ORANGE as compared to the previous one is very testy and attractive. | 200 | 3.66 | 1.07783 |
| By the quality of the products I’m always familiar with Coca-Cola company. | 200 | 3.81 | 1.09844 |
| TOTAL | 200 | 3.708 | 1.08450 |

Source: Own survey, 2017 (SPSS 20)

According to William J. Stanton, 199, 211, product is set of tangible and intangible attributes including color, quality and brand, plus the seller's service and reputation. A product may be good, service, place, person or idea.

“A product is anything that can be offered to market for attention, acquisition, use or consumption and that might satisfy a want or need” (Kotler and Armstrong, 1996, 257).

According to Kotler and Armstrong product need to think about the product on three levels.

They are:-

1. Core product: - Core benefits that consumers seek when they buy a product.
2. Actual product:-A product parts, quality level, features, design, brand name, packaging and other attributes that combine to deliver core product benefits.
3. Augmented product:-Additional consumer service and benefits built around the core and actual product, (Installation, delivery, credit, warranty, after sale service etc).

“Branding is the process of establishing and identification system and a products image in a consumer mind.” (Keegan, et al, 1992, 448)

“A label is part of a product that carries information about the product and the seller.” (Salon, 1991, 276)

“It is the activity of designing and producing container or wrapper for a product.”(Kotler and Armstrong, 1996, 293)

Based on the definition and explanation, the researcher has analyzed the above result of attitudes about the product. The response towards attitude about the product shows that the average mean score for all questions is 3.708 being explained high. This indicates that customers attitude about the products of East African bottling company are very good towards the company product quality. This enables the company to be competitive among other companies which are on the same industry in terms of its product quality.

Here after, each question results are analyzed as follows. The above table shows the following for the question:-

“The quality of Coca – Cola Company Products keeps always their own standards.” The mean value is 3.88 being explained high. This indicates that the qualities of Coca – Cola Company Products are best to use. Therefore, the company has to keep its qualities.

“As Compared to others Cola products, Coca-Cola is more favorable products than the others. ” The mean value is 3.57 being explained high. This implies that the company has made its product favorable by the customer to other Cola products.

“The packages of Coca-Cola Company products are very attractive.” The mean value is 3.62 being explained high. This shows that the product package design of Coca-Cola Company is attractive in the eye of its customers. To keep its current product package design and make the future product package design so attractive, the company should give focuses on it and consult marketing professionals who have experience on the product package design.

“New FANTA ORANGE as compared to the previous one is very testy and attractive.” The mean value is 3.29 being explained Average. The result indicates that Coca – Cola Company focused on Orange brand to satisfy the customer.

“By the quality of the products I’m always familiar with Coca-Cola Company.” The mean value is 3.81 being explained high. The result shows that quality products develop good customer relationship with the customers and stay with the company for long lasting.

4.3.2. Descriptive statistics for each attitude about the price

Table 4.2.3. Attitudes about the price

| | N | Mean | Std. Deviation |
|--|----------|-------------|-----------------------|
| The current prices of Coca-Cola products are fair and reasonable. | 200 | 2.35 | .87827 |
| In your perception about the value of Coca Cola company products as compared to its price are equivalent | 200 | 3.37 | .94209 |
| To buyany Coca-Cola company products prices are very important for you. | 200 | 3.4900 | .90776 |
| If the price of Coca-Cola company products increases, your reaction may change to other | 200 | 3.51 | .94571 |
| The current price of Coca-Cola company affect on your current profit margin. | 200 | 3.54 | .93958 |
| ATTITUDE TO PRICE | 200 | 3.25 | .72742 |

Source: Own survey, 2017 (SPSS 20)

According to Kotler and Armstrong, 2005, price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefit of having or using the product or service. Pricing products or services is one of the most important and complex decision a firm has to make. If buyers perceive a price to be too high, they may purchase competitive brands or substitute products, leading to a loss of sales and profits for the firm. If the price is too low, sales might increase, but profitability may suffer. Thus pricing decision must be given careful consideration. (Peter Donnelly, 1997).

Based on the above definition and explanation, the researcher has analyzed the result of attitudes about the price. The response towards attitude about the price shows that the average means score for all questions is 3.2520being explained Low. This indicates that customers attitude about the price of East Africa bottling are Low towards the company price affordability and fairness, price flexibility and its effect on customers satisfaction. This enables that the company

to be analyze an affordable and fair price. The table shows the following for the question and results:-

“The current prices of Coca-Cola products are fair and reasonable.” The mean value is 3.3700 being explained Average. This indicates that the price of East Africa Bottling Company is average by many customers.

“In your perception about the value of Coca Cola company products as compared to its price are equivalent” The mean value is 3.3700 being explained Average. This shows that the respondent have they own objection. According to Kotler and Armstrong 2005, Price is the amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefit of having or using the product or service. Therefore, making price affordable for the value it provides makes the company preferable by the customers.

“To buy any Coca-Cola company products prices are very important for you.” The mean value is 3.49 being explained Average. This indicates that price of East Africa bottling company is one of a determinant factory for customer sustainability and loyalty.

“If the price of Coca-Cola company products increases, your reaction may change to other products.” The mean value is 3.51 being explained high. This indicates that the price of East Africa bottling company is high. This enables the company to adjust its price with the market price to make it competitive and satisfy the customers. Because today a number of substitute products in the Market available that is the result shows.

“The current price of Coca-Cola Company affect on your current profit margin.”The mean value is 3.54 being explained high. This indicates that the current price of the company affected the customer’s profit margin. So that for the future may come about unsatisfied customers because the customers retail prices also increased.

4.3.3. Descriptive statistics for each attitude about the promotion

Table 4.2.4. Attitude about the promotion

| ITEM | N | Mean | Std. Deviation |
|--|----------|-------------|-----------------------|
| The Coca Cola's Company advertisement s is attractive. | 200 | 3.41 | .93022 |
| Repetitiveness of Coca-Cola products advertisements are builds your confidence. | 200 | 3.33 | 1.01713 |
| The promotion of Coca Cola makes me convinced andgets good awareness to buy the product. | 200 | 3.40 | .91825 |
| The Coca Cola's Company advertisement s follows its seasonality. | 200 | 3.13 | 1.01897 |
| New FANTA ORANGE advertisement were changed our outlooks to the products. | 200 | 3.17 | 1.02780 |
| PROMOTION | 200 | 3.29 | .81356 |

Source: Own survey, 2016 (SPSS 20)

According to Joel et al, 1997, Promotion is any form of communication used to inform, persuade, and/or remind people about an organization's or individual goods, services, image, ideas, community involvement or impact on society. "It refers to all activities and programs that add value to the brand-an incentive to buy beyond the products inherent benefits." (Keegan, et al, 1992, 729).

Based on the above definition and explanation, the researcher has analyzed the result of attitudes about the promotion. The response towards attitude about the promotion shows that the average mean score for all questions is 3.2850 being explained average. This indicates that customers attitude about the promotion of East Africa bottling company are average towards its attractiveness, effect on their attitude, awareness about the product and its repetitiveness to make them familiar with the promotion. This enables the company to be competitive among other companies which are on the same industry in terms of its promotion.

As the above theories state, East Africa bottling company is using its promotion programs to communicate its target customers in order to inform, persuade and remind them about its products in an average way. Therefore, the company has to keep its promotion techniques as it is and tries to make more than this specially focused on culture based advertisement.

Here after, each question results are analyzed as follows. The table shows the following for the question:-

“The Coca Cola’s Company advertisement s is attractive.”

The mean value is 3.41 being explained Average. This shows that the promotion of East Africa bottling company by some extent is attractive to get the attention of customers. Because of this the company can transmit its main message to target audience easily.

“Repetitiveness of Coca-Cola products advertisements are builds your confidence.”

The mean value is 3.33 being explained Average. This indicates that the repetitive advertisement of East Africa bottling company has an effect on the customer. A repetitive advertisement makes the customers familiar with the products. The repetitiveness of the promotion enables the company to make its promotion familiar for the target customers. That helps the company to be remembered in the mind of customers easily.

“The promotion of Coca Cola makes me convinced and gets good awareness to buy the product.”

The mean value is 3.40 being explained Average. This shows that the promotion of East Africa bottling company creates awareness about the products. As one of the promotion purposes is to create awareness about the product, East Africa bottling company has met that by some amount. This enables the company to promote its product value for target customers easily.

“The Coca Cola’s Company advertisement s follows its seasonality.”

The mean value is 3.13 being explained Average. This indicates that the promotion and advertisement of East Africa bottling company advertisement should follow its seasonality.

“New FANTA ORANGE advertisements were changed our outlooks to the products.”

The mean value is 3.17 being explained Average. This implies that the New FANTA ORANGE advertisements make customers to be convinced about the product by some extent.

4.3.4. Descriptive statistics for each attitude about the place

Table 4.2.5. Attitude about the place/Distribution

| ITEMS | N | Mean | Std. Deviation |
|--|-----|-------|----------------|
| The new distribution systems of the Coca cola products are satisfactory. | 200 | 2.856 | .99948 |
| The rates of delivery any Coca-Cola products are well planned. | 200 | 3.74 | .88242 |
| The availability of Coca-Cola company products mix is good | 200 | 3.73 | .87804 |
| After the company implemented new distribution system you are satisfied the service quality of distributors. | 200 | 2.74 | .99989 |
| The distributors are conveniently located. | 200 | 3.63 | .89841 |
| The new distribution systems of the Coca cola products are satisfactory. | 200 | 3.34 | .68687 |

Source: Own survey, 2017 (SPSS 20)

According to Davar, 1996, Distribution is an operation or a series of operations, which physically brings goods manufactured or produced by any particular manufacturer to the hands of the final consumer. “It is chain of intermediaries; each passing the product down the chain to the next organization, before it finally reaches the consumer or end users.” (Mereer.996)

Marketing channel limits the number of contacts producers have to make, in order to move products from their plant in to the market place to satisfy customer need, and it enables customers to limit the number of contacts necessary to obtain the goods and services they need. But, channels must be evaluated and carefully considered. (Keegan, et al, 1992)

Based on the above definition and explanation, the researcher has analyzed the result of attitudes about the promotion. The response towards attitude about the promotion shows that the average mean score for all questions is 3.3370 being explained average. This indicates that customers attitude about the place of East Africa bottling company are well and average towards its door to door product delivery service and the effect of place on their attitude. As the theory of Keegan et al states, satisfied customers come again to buy and get the same service. Therefore, the company focused on product delivery time, system and frequency properly. Here after, each question results are analyzed as follows. The table shows the following for the question:

“The new distribution systems of the Coca cola products are satisfactory. “The mean value is 2.8550 being explained Average. This shows that customers are still not enough satisfactory by the current product distribution systems.

“The rates of delivery any Coca-Cola products are well planned.”

The mean value is 3.74 being explained high. This implies that the rates of delivery Coca-Cola products are well planned has an effect on customers satisfaction. “After the company implemented new distribution system you are satisfied by the service quality of distributors.” The mean value is 2.74being explained average. This indicates t service quality of any company should have an important role to customer satisfactions. But the customer had not enough satisfied.

“The distributors are conveniently located”. The mean value is 3.63being explained high. This indicates that conveniently located the distributor, it facilitates the product distribution and minimizes delivery time of the product.

4.3.6. Descriptive statistics of customer satisfaction

Table 4.2.6. Attitude of customer satisfaction

| ITEM | N | Mean | Std. Deviation |
|--|-----|--------|----------------|
| You are satisfied by the customer handling service of the company. | 200 | 3.61 | .89047 |
| If you have any defect on the product the company response is instant. | 200 | 3.41 | 1.03748 |
| Ways of objection or complain handling by the company representatives are attractive. | 200 | 3.62 | 1.05411 |
| You will continue buying any Coca-Cola company products on our life time. | 200 | 3.29 | 1.07783 |
| Your good relationship or communication with the distributor it facilitate your work activities. | 200 | 3.41 | .99844 |
| You are beneficiary on the company different promotional activities. | 200 | 2.35 | .87827 |
| CUSTSATISFACTION | 200 | 3.2800 | .75109 |

Source: Own survey, 2016 (SPSS 20)

The response towards attitude on customer satisfaction shows that the averages mean score for all questions is 3.28 being explained average. This indicates that all questions which are quality service to the customers, objection or complain handling, to long lasting relationship, good relationship or communication with the distributor quality products and on time product delivery and on deferent types of promotional mix's have an effect on the customer satisfaction to East African bottling company.

Here after, each question results are analyzed as follows. The table shows the following for the question:- "You are satisfied by the customer handling service of the company". The mean value is 3.61 being explained high. This implies that product customer handling of the company has an effect on customer's customer satisfaction. Therefore, the company has to try to increase its quality service at all the time to increase and build good relationship with the customers. "If you have any defect on the product the company response is instant." The mean value is 3.41being explained Average. This shows that on the product quality complaints, that create unsatisfied customers. Therefore, the company has to keep these types of complaints easily.

"Ways of objection or complain handling by the company representatives are attractive." The mean value is 3.62 being explained high. This indicates that the result of complain handling may create good and long lasting relationship with the customers. Because satisfied customers inform more to the others.

"You will continue buying Coca-Cola company products on our life time." The mean value is 3.29 being explained Average. This implies that to create long lasting relationship the company may do more than this.

"Your good relationship or communication with the distributor it facilitate your work activities." The mean value is 3.41being explained Average. This shows that the relationship between Distributer and customers and customers to the company facilitate the customers satisfaction and an important role to smooth flow of work activities.

"You are beneficiary on the company different promotional activities". The mean value is 2.35being explained Average. This shows that the promotional mix elements have its own value

to customer's satisfaction, so that the proper ways of promotional activities it's develop the customer's relationship with the company and also motivated the customers.

4.4. Testing of Research Hypotheses

The researcher proposed five research hypotheses in chapter one.

The statistical results of correlation, regression, t-test, f-value and analysis of variance/ANOVA which discussed in this section were used to test the research hypotheses. Correlation analysis was used to test hypothesis 1, 2, 3 and 4. Regression analysis was used to test hypothesis 4.

4.4.1. Correlation

A correlation analysis is conducted to evaluate the relationships between all the identified Independent variable of Marketing Mix (Product, Price, Promotion and Place/Distribution) with dependent variables (Customer satisfaction) clearly elaborated on the base of the respondent correlation matrix results.

Table 4.3.1:- Correlation Coefficient Matrix

| (N=200) construct | | Purchase Decision due to Outdoor Advertising |
|--------------------|----|--|
| Products | r= | .961 |
| | P= | .000 |
| Price | r= | .810** |
| | P= | .000 |
| Promotion | r= | .719** |
| | P= | .000 |
| Place/Distribution | r= | .689** |
| | P= | .000 |

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

Source: Own survey 2017 (SPSS)

4.4.2. Multiple Regression Analysis

In this section the researcher is used multiple regression analysis to absorb the relationship between the dependent and independent variables. Further, regression analysis helps the

researcher to understand how the typical value of the dependent variable changes when any one of the independent variable is varied, while other independent variables are held fixed. Regression analysis is widely used for predicting and exploring the forms of relationships among the independent and dependent variables.

For the purpose of determining the extent to which the product, price, promotion and place explain the variance in the customer satisfaction of the company, multiple regression analysis is performed. Regression coefficients, Model summary and ANOVA results of the multiple regression analysis are presented as follows respectively:-

Table 4.3.2 Regression coefficients

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|--------------|-----------------------------|------------|---------------------------|--------|------|
| | | B | Std. Error | Beta | | |
| | (Constant) | .063 | .064 | | .984 | .326 |
| | Products | .666 | .023 | .784 | 29.358 | .000 |
| | Price | .155 | .028 | .150 | 5.619 | .000 |
| | Promotion | -.037 | .026 | -.040 | -1.436 | .153 |
| | Distribution | .163 | .027 | .149 | 6.036 | .000 |

Dependent Variable: Customer satisfaction.

Source: Own survey 2017 (SPSS)

Which described on the models $Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e_i$ on the determination of on methodology part the researcher develop his own appropriate equation from the following regression coefficients results table as obtain:

Therefore, the regression equation can be stated or developed as follow:

$$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e_i$$

Where Y=customer satisfaction

B₀= Constant variable

B₁, B₂, B₃, B₄ are coefficients

X₁=Product, X₂=Price, X₃=promotion, X₄=place and e_i =error term/residual term.

The equation of Customer Satisfaction as indicated as:

$$Y = 0.63 + 0.666X_1 + 0.155X_2 + -0.037X_3 + 0.163X_4 + e_i$$

According to the above Regression table or results that the independent variables of marketing mix (Product, Price, and Place/Distribution) of the company are found to have affect on the dependent variable (Customer satisfaction). However, the promotion mix variable is not significant in this study. It means that the three of the independent variables: product, price and place would significantly and positively affect the customer satisfaction for East Africa Bottling Company. This is proved for the associated T- value of the coefficient testes that T- value for the variable about Promotion statistically is less than 2, which means that the value of the independent variables (Promotion) against the rule of the T- test. Among all the independent variables the determinant factors of most effect or contribution on the Customer satisfaction is “Product”, the B value is 0.666.

Table 4.3.3. Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|
| | | | | | R Square Change | F Change |
| 1 | .974 ^a | .949 | .948 | .17130 | .949 | 907.667 |

a. Predictors: (Constant), distribution, products, price, promotion

b. Dependent Variable: customer satisfaction

Source: Own survey 2016 (SPSS 20)

The above Table indicates R, R square, Adjusted R square and Standard error of the estimate. Additionally, it lists the independent variables that are entered into the regression model.

R (.974) is the correlation of the independent variables with the dependent after all the inter correlations are taken into account.

The above model summary shows that the adjusted R² is .948 which means about 94.98% of the variance in the dependent variable that is customer satisfaction was explained by the independent variables that are product, price, promotion and place. This is a very satisfactory result to understand that the independent variables affect the dependent variable.

R^2 helps us to know how much the variation in the dependent variable (customer satisfaction) is affected by the variation in the independent variables (product, price, promotion and place). Hence, the above table shows that $R^2 = .949$ is very high indicating that the model is fitting well to the data which means 94.9% of the variation in the dependent variable (customer satisfaction) was explained by the independent variables (product, price, promotion and place). The remaining 5.1% of the variable is determining due to the error (ei) or the residual terms.

Table 4.3.4.ANOVAa

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|--------------|-----------------------|------------|--------------------|----------|-------------|
| 1 | Regression | 106.542 | 4 | 26.636 | 907.667 | .000b |
| | Residual | 5.722 | 195 | .029 | | |
| | Total | 112.264 | 199 | | | |
| a. Dependent Variable: customer satisfaction | | | | | | |
| b. Predictors: (Constant), distribution, products, price, promotion | | | | | | |

From the ANOVA table, it is possible to see the overall significant of the model. The table shows that the F-value (907.667) is significant at 0.01 level of significant (P value that corresponds to F statistics is significant). The overall model is significant enough in explaining how customer satisfaction depends on all four independent variables (product, price, promotion and place/Distribution) jointly.

Since the probability to accept the null hypothesis (Marketing mix has no effect on customer satisfaction on east Africa bottling company) that is for the f-value is 0.000, we can reject the null hypothesis and accept the alternative hypothesis (Marketing mix has an effect on the customer satisfaction on east Africa bottling company). Therefore, the alternative hypothesis supports the analysis and the result indicates that 94.8% of the variance in customer satisfaction on east Africa bottling company has been significantly explained by product, price, promotion and place.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

The purpose of this chapter is to round off the study with summary of major findings, conclusions and recommendations.

5.1. Summary of Major Findings

From the analyses, the researcher has tried to present the major Summary. From the descriptive analysis, the researcher observed that the response to the questionnaire items when analyzed in terms of individual questions the demographic analysis show that most of the respondents were males that is 122 of them or 61.0%, while 78 respondents were female representing 39.0%. Hence, males are the dominant customers of East Africa bottling s.c.

The response to wards attitude about the product mix of the company they favorite from the descriptive analysis, the researcher observed that 81of them or 40.50% of the respondents feverish Coca Cola, 20of them or 10.0% of the respondents feverish Fanta Orange, 65of them or 32.5% of the respondents feverishSprite,31of them or 15.5% of the respondents feverish anta Pineapple and the rest of 3 or 1.5% of the respondents feverish Schweppes.

The response to wards attitude about the product mix of the company the most scarcity product from the descriptive analysis, the researcher observed that 44.5% of the respondents were indicated Sprite and the next to sprite was Fanta pineapple means 20.5%.

The response towards attitude about the product shows that the average mean score for all questions is 3.708 being explained high. This indicates that customer's attitude about the products of East Africa bottling scare very good towards the company product quality standards, most favorability products than the others, packages of the products, about New FANTA ORANGE as compared to the previous one and familiarity with the company for a long lasting relationship.

The response towards attitude about the price shows that the average mean score for all questions is 3.25 being explained Average. This indicates that customers attitude about the price of East

Africa bottling s.c are average towards the company price affordability and fairness, price flexibility, its effect on customers satisfaction and attitude of purchase decision.

The response towards attitude about the promotion shows that the average mean score for all questions is 3.29 being explained average. This indicates that customers attitude about the promotion of East Africa bottling s.c are Average towards its attractiveness, Repetitiveness, convinced and gets good awareness to buy the products and New FANTA ORANGE advertisement were changed the respondent's outlooks to the products

The response towards attitude about the place/Distribution shows that the average mean score for all questions is 3.29 being explained Average. This indicates that customers attitude about the place/Distribution of East Africa bottling s.c are Average towards it's the new distribution systems of the company are satisfactory, rates of delivery well planned, availability of products mix, service quality of distributors and the distributors were located conveniently.

The response towards factors of customer satisfaction shows that the averages mean score for all questions is 3.34being explained Average. This indicates that all questions which are customer handling, Ways of objection or complain handling, you will continue buying, good relationship or communication with the distributor it facilitate your work activities and as beneficiary on the company different promotional activities of East Africa bottling s.c.

The regression result obtained also indicated that all the coefficients of the independent variables are statistically significant. Meaning that product, price, promotion and place have an effect on customer satisfaction of East Africa bottling s.c. $R^2 = .949$ is very high indicating that the model is fitting well to the data which means 94.9% of the variation in the dependent variable (customer satisfaction) was explained by the independent variables (product, price, promotion and place). Adjusted R^2 is 0.948 which means about 94.8% of the variance in the dependent variable that is customer satisfaction was explained by the independent variables that are product, price, promotion and place. This is a very satisfactory result to understand that the independent variables affect the dependent variable.

In addition to this, the correlation analysis and its result show a positive and significant association between the independent and dependent variable. All the independent variables (product, price, promotion and place) are found to be positively highly related with the dependent variable (customer satisfaction). It is the products that is the most highly related with the customer satisfaction ($r = 0.961$ with $p\text{-value} = 0.000$). Whereas the correlation between price and customer satisfaction, promotion and customer satisfaction and place/distribution and customer satisfaction are $r = 0.810$ with $p = 0.000$, $r = 0.719$ with $p = 0.000$, $r = 0.689$ with $p = 0.000$ respectively.

5.2. Conclusion

This research study is aimed at the effect of marketing mix on East Africa bottling S.C. The result of the study showed (Table 4.1.4.) that customers' attitude about the most favorite products (East Africa bottling S.C) is Coca Cola means 40.5% from the total number of the respondents agreed. And next to Coca-Cola, 32.5 % of the respondent favorite products were also Sprite. So that it can be concluded as, those products of East Africa bottling S.C are best for its customers.

The result of the study showed (Table 4.1.5) that customers' attitude about the response to wards attitude about the product mix of the company the most scarcity product observed that 44.5% of the respondents were indicated Sprite products. So that the researcher concludes that most of the times on Sprite products are occurred scarcity.

The result of the study showed (Table 4.2.2) that customers' attitude about the products of East Africa bottling S.C is very good. So that, it can be concluded as the products of East Africa bottling S.C is best for its customers.

The result of the study showed (Table 4.2.3) that customers' attitude about the price of East Africa bottling S.C is Average. So that, it can be concluded as the price of East Africa bottling S.C is More or less best for its customers.

The result of the study showed (Table 4.2.4) that customers' attitude about the promotion of East Africa bottling S.C is Average. So that it, can be concluded as the promotion of East Africa

bottling S.C are relatively best to get, attract and influence the attitude of its customers towards the promotion.

The result of the study showed (Table 4.2.5) that customers' attitude about the place/Distribution of East Africa bottling S.C is Average. So that, it can be concluded as the place of East Africa bottling S.C is usual for its customers.

The result of the study showed (Table 4.2.6) that factors which affect the customer satisfaction of East Africa bottling S.C are also Average. So that, it can be concluded as customer handling, Ways of objection or complain handling, will continue buying, good relationship or communication with the distributor and as beneficiary on the company different promotional activities of East Africa bottling S.C are undistinguished.

The result of the study showed (Table 4.3.1) that factors which affect are dependent variable by the independent variables. $R^2 = .949$ is very high indicating that the model is fitting well to the data which means 94.9% of the variation in the dependent variable (customer satisfaction) was explained by the independent variables (product, price, promotion and place). It means Adjusted R^2 is 0.948 which means about 94.8% of the variance in the dependent variable that is customer satisfaction was explained by the independent variables that are product, price, promotion and place. This is a very satisfactory to conclude that the result to understand that the independent variables affect the dependent variable.

All the independent variables (product, price, promotion and place) are found to be positively highly related with the dependent variable (customer satisfaction). As such products is the most highly related with the customer satisfaction ($r = 0.961$ with $p\text{-value} = 0.000$). Whereas the correlation between price and customer satisfaction, promotion and customer satisfaction and place/distribution and customer satisfaction are $r = 0.810$ with $p = 0.000$, $r = 0.719$ with $p = 0.000$, $r = 0.689$ with $p = 0.000$ respectively.

5.3. Recommendation

As the study shows the customer's attitude about the product is very good. Therefore, the company should keep its current product quality intended for the customers' satisfaction sustainability and to hold its customers in general.

According to the result, the most favorite products are coca cola and sprit respectively. Therefore, the company keep those strong customers favorite products and go together strongly done on others remaining products to more favorite product.

As the study shows that, the researcher also tries to investigate about the products scarcity and the results shows that most of the time Sprit products more scarce than the others, therefore as the researcher recommended that, product scarcity may create unsatisfied customers. Those unsatisfied customers also have chance to exercised and shift to other substitute products. So that, the companies should be avoid such types of products scarcity from the market.

As the study shows the customer's attitude about the price is Average. Therefore the researcher recommended that, the company should speculate its current pricing strategy because today there are a number of substitute in the market.

As the study shows, the customer's attitude about the promotion is also Average. Therefore as the researcher point of view, the company should improve its promotion strategy to grow its customers. In addition to these the company spent a huge capital of money to promote those the company products through different means of promotional mix elements. Especially in print and electronic media advertisement may not totally follow the customers' culture, norms and seasonality. Therefore the researcher recommended that the company advertisements strategy focused on customers' culture, norms, use internal models advertisers and keep its seasonality.

As the study shows the customer's attitude about the place/Distribution is Average. Therefore the researcher recommended that, the company still have an assignment to upgrade the ways of distribution system and to create satisfied customers. Means the company implemented that smart ways of distribution systems but without follow up the results may become opposite. The companies rule on two times delivery per week to outlets to avoid out off stock customers. This condition might create unhappy customers with small number crate on the hands. So the company should revise this rule and make it flexible to be changed to different market dynamics and strongly follow up to avoid customer's complaints on that delivery of the products.

Generally marketing mix element affected on customers satisfactions in the cases of East African bottling share company as shown and proved as the researcher, there is a strong

relationship with the variables and jointly affect the marketing mix elements on customer satisfaction. So that, the companies strongly focus on those marketing mix elements to improved the customers satisfaction and build to long lasting relationship with the customers.

At last, the researcher recommends that future research studies should be conducted on the corporate levels that are found in Ethiopia. This will allow for generalizations of “The Effects of marketing mix on the customer satisfaction” in the case of East African bottling S.C and helps to upgrade their performance, to get better results and thereby realize their Marketing mix objectives.

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Appendices

APPENDIX I

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES FACULTY OF BUSINESS

Dear participants:

The questionnaire is prepared by Master of Business Administration specialization in Marketing (MBA) graduate student for the purpose of writing thesis on the Assessment of Marketing mix on the Customer satisfaction in the case of East Africa Bottling S.C. Your honest response is very much important input to my thesis. I want assure you that your privacy for responding to this questionnaire is completely kept in secret.

I know that your time is valuable and I hope that you will take the time (an estimated 10-15 minutes) to complete the questionnaire. Please attempt to answer all the questions and click one appropriate box that best suits your perspective for each statement. Thank you very much for your time and assistance.

Sincerely yours,

MinilkMelese.

ST. MARY'S UNIVERSITY

Masters of Business Administration Specialized in Marketing.

Direction: - Please select your answer by encircling the appropriate response category from part I- part VI.

PART I. DEMOGRAPHIC PROFILE

1. Gender

A. Male

B) Female

2. Age category

A. 15-25

B. 26-35

C. 36-45

D. 46-55

E. Above 55

3. Education

A. up to grade 4

B. 4 up to 8

C. 9 up to 12

D. Diploma

E. Degree

F. All above

PART II General Question to the respondent

1. Which product is more favored by you as a consumer of the Coca cola products?

A. Coca Cola

B. Fanta orange

C. Sprite

2. How many cases of Coca Cola do you have?

A. 1-5 cases

B. 6-15 Cases

C. 16-30 Cases

3. 31-45 Cases

E. 46- 60 Cases

F. More than 60

cases How many cases of Coca Cola Company’s products do you buy week?

A. 1 to 5 cases

B. 6 to 10 cases

C. 11 to 20 cases

D. 21 to 50 cases

E. More than 51 cases

4. Which product is more scarce

A. Coca- Cola B. Fanta Orange C. Sprite

D. Fanta Ananase E. Schweppes Toinc.

PART III. Please tick at the appropriate column which indicates the dimensions of Marketing Mix.

| | | | | |
|-------------------|----------|------------|-------------|----------------------|
| 5= Strongly Agree | 4= Agree | 3= Average | 2= Disagree | 1= Strongly Disagree |
|-------------------|----------|------------|-------------|----------------------|

| Products. | | Strongly Disagree | Disagree | Average | Agree | Strongly Agree |
|------------------|--|-------------------|----------|---------|-------|----------------|
| 1. | The quality of Coca – Cola Company Products keeps always their own standards. | | | | | |
| 2. | As Compared to others Cola products, Coca-Cola is more favorable products than the others. | | | | | |
| 3. | The packages of Coca-Cola Company products are very attractive. | | | | | |
| 4. | New FANTA ORANGE as compared to the previous one is very testy and attractive. | | | | | |
| 5. | By the quality of the products I’m always familiar with Coca-Cola company. | | | | | |
| Price | | Strongly | Disagree | Average | Agree | Strongly |

| | | | | | | |
|---------------------------|--|-------------------|----------|---------|-------|----------------|
| | | Disagree | | | | Agree |
| 6. | The current prices of Coca-Cola products are fair and reasonable. | | | | | |
| 7. | In your perception about the value of Coca Cola company products as compared to its price are equivalent | | | | | |
| 8. | To buyany Coca-Cola company products prices are very important for you. | | | | | |
| 9. | If the price of Coca-Cola company products increases, your reaction may change to other products. | | | | | |
| 10. | The current price of Coca-Cola company affect on your current profit margin. | | | | | |
| Promotion | | Strongly Disagree | Disagree | Average | Agree | Strongly Agree |
| 11. | The Coca Cola's Company advertisement s is attractive. | | | | | |
| 12. | Repetitiveness of Coca-Cola products advertisements are builds your confidence. | | | | | |
| 13. | The promotion of Coca Cola makes me convinced andgets good awareness to buy the product. | | | | | |
| 14. | The Coca Cola's Company advertisement s follows its seasonality. | | | | | |
| 15. | New FANTA ORANGE advertisement were changed our outlooks to the products. | | | | | |
| Place/Distribution | | Strongly Disagree | Disagree | Average | Agree | Strongly Agree |
| 16. | The new distribution systems of the Coca cola products are satisfactory. | | | | | |

| | | | | | | |
|-----|--|-------------------|----------|---------|-------|----------------|
| 17. | The rates of delivery any Coca-Cola products are well planned. | | | | | |
| 18. | The availability of Coca-Cola company products mix is good. | | | | | |
| 19. | After the company implemented new distribution system you are satisfied the service quality of distributors. | | | | | |
| 20. | The distributors are conveniently located. | | | | | |
| | Customers Satisfaction. | Strongly Disagree | Disagree | Average | Agree | Strongly Agree |
| 21. | You are satisfied by the customer handling service of the company. | | | | | |
| 22. | If you have any defect on the product the company response is instant. | | | | | |
| 23. | Ways of objection or complain handling by the company representatives are attractive. | | | | | |
| 24. | You will continue buying any Coca-Cola company products on our life time. | | | | | |
| 25. | Your good relationship or communication with the distributor it facilitate your work activities. | | | | | |
| 26. | You are beneficiary on the company different promotional activities. | | | | | |

Any comments or suggestion please use the blank space on the back side of the questioners.

----Thank you---

Appendix II

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES FACULTY OF BUSINESS

ውድ የዚህ መጠይቅ ተሳታፊዎች፡

ከሁሉ አስቀድሞ ውድ ጊዜያችሁን ሰጥታችሁ ይህንን መጠይቅ ለመሙላት ፈቃደኛ በመሆናችሁ ከልብ አመሰግናለሁ ይህ መጠይቅ የተዘጋጀው ትምህርታዊ ጥናት ለማድረግ እና ለመመረቂያ ፅሁፍ ማሟያ ሲሆን ማንኛውም በዚህ መጠይቅ አማካኝነት የሚሰበሰበው መረጃ ሙሉ በሙሉ ለትምህርታዊ ጥናት በመሆኑ ሚስጥራዊነቱ ተጠብቆ የሚያዝ መሆኑን ላረጋግጥላችሁ እወዳለሁ።

ከውድ ጊዜዎት ላይ ወስደው ይህንን መጠይቅ (ከ10-15 ደቂቃ) ፈጅተው መጠይቁን ለመሙላት በመተባበርዎ ከልብ እያመሰገንኩ ለጥናቱ መሳካት ይራዳ ዘንድ እና መጠይቁ የተሟላ ይሆን ዘንድ በተዘጋጀለዎት የመልስ መስጫ ቦታ ለእስከ የሚስማማዎትን መልስ በግልፅ እና በትክክል በመልስ መስጫው ቦታ ላይ መርጃውን ይሰጡኝ ዘንድ እየጠየቅኩ ለሰጡኝ ትኩረት እና ጊዜ ከልብ የመነጨ ምስጋናዬን አስቀድሞ አቀርባለሁ።

በድጋሚ አመሰግናለሁ።።

ሚኒሊክ መለሰ
እጩ ተመራቂ

መመሪያ፡- ለሚከተሉት በክፍል 1 እና 2 ለተሰጡት ጥያቄዎች ለእርዎ በሚስማማዎት መልስ ላይ በመክበብ መለስዎን ይስጡ።

ክፍል I. አጠቃላይ መረጃ

- 1. ፆታ
 - ሀ. ወንድሉ ሴት
- 2. እድሜ

| | | |
|----------|------------|----------|
| ሀ. 15-25 | ለ. 26-35 | ሐ. 36-45 |
| መ. 46-55 | ሠ. ከ55 በላይ | |
- 3. የትምህርት ደረጃ

| | | |
|-----------------------|------------|-------------|
| ሀ. አስከ 4 | ለ. 4 እስከ 8 | ሐ. 9 እስከ 12 |
| መ. ዲፕሎማ. ዲግሪ. ከዚህ በላይ | | |

ክፍል II የጠቅላላ ዳሰሳ መጠይቅ

- 1. ከሚከተሉት የካ ምርቶች በእርስዎ ተመራጭ ምርት የቱ ነው

| | | |
|----------|-------------|----------|
| ሀ. ኮካ ኮላ | ለ. ፋንታ ኦራንጅ | ሐ. ስፕራይት |
|----------|-------------|----------|

2. ምን ያክል የኮካ ኮላ ሳፕን አለዎት

ሀ. 1-5 ሳፕንሊ. 6-15 ሳፕንሐ. 16-30 ሳፕን

መ. 31-45 ሳፕንሠ. 46- 60 ሳፕንረ. 60 ሳፕንበለይ

3. ምን ያክል ሳፕን የኮካ ኮላ ምርት በሳምንት ይገዛሉ

ሀ. 1-5 ሳፕንሊ. 6-10 ሳፕንሐ. 11-20 ሳፕን

መ. 21-50 ሳፕንሠ. 51 ሳፕንበለይ

4. የትኛው ምርት ላይ ብዙ ጊዜ እትረት ይከሰታል

ሀ. ኮካ ኮላ ለ. ፋንታ ኦሬንጅ ሐ. ስፕሪይት መ. ፋንታ አናናስ ሠ. ሸዊፕስ ቶኒክ

ክፍል III. እባክዎት ለእርስዎ ተስማሚ በሆነው መለስ ሳፕን ውስጥ የሚገኙትን ያድርጉ።

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| 5= | በጣም | 4= | እስማማለሁ | 3= | መካከለኛ | 2= | አልስማማም | 1= | በጣም |
| እስማማለሁ | | | | | | | | አልስማማም | |

| የኮካ ኮላ ምርቶችን በተመለከተ. | | በጣምአስማማለሁ | እስማማለሁ | መካከለኛ | አልስማማም | በጣምአልስማማም |
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| 1. | የኮካኮላ ድርጅት ምርቶች ዘወትር የራሳቸውን ጥራት የጠበቁ ምርቶች ናቸው። | | | | | |
| 2. | ኮካ ኮላ ከሌሎች ኮላ ምርቶች ጋር ሲጻፀር ኮካ ኮላ ከሌሎቹ ይበልጥ ተመራጭ ነው። | | | | | |
| 3. | የኮካኮላ ምርት ማሸጊያ ሳቢ ነው። | | | | | |
| 4. | አዲሱ ፋንታ ኦሬንጅ ከቀድሞው ጋር ሲነጻጸር በጣም ጠፋጭ እና ሳቢ ነው። | | | | | |
| 5. | በኮካኮላ ድርጅት በምርት ጥራት የተነሳ ከኮካ ኮላ ድርጅት ጋር ዘወትር ቤተሰባዊ ሆኛለሁ። | | | | | |
| የኮካ ኮላ ምርቶች ዋጋን በተመለከተ. | | በጣምአስማማለሁ | እስማማለሁ | መካከለኛ | አልስማማም | በጣምአልስማማም |
| 6. | አሁን ያለው እና የኮካ ኮላ ምርቶች ዋጋ ተመጣጣኝ እና ተገቢ ነው። | | | | | |
| 7. | በእርስዎ አመለካከት የኮካ ኮላ ምርቶች ዋጋ እና ምርቶቹ ካያላቸው ጠቀሜታ አኳያ ተመጣጣኝ ነው። | | | | | |
| 8. | የኮካ ኮላ ምርቶችን ለመግዛት ለእርስዎ ዋጋው ዋሳኝነት አለው። | | | | | |
| 9. | ምናልባት የኮካ ኮላ ምርቶች ዋጋ ቢጨምር የእርስዎ እርምጃ ሌሎች ምርቶችን መጠቀም ነው። | | | | | |

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| 10. | አሁን ያለው የኮከ ኮላ ምርት ዋጋ በትርፎ ላይ ተፅዕኖ አድርጓል። | | | | | |
| የኮከ ኮላ ምርቶች ማስታወቂያ በተመለከተ. | | በጣምአስማ ማለሁ | እስማማለሁ | መካካለኛ | አልስማማም | በጣምአልስማማም |
| 11. | የኮከ ኮላ ድርጅት ማስታወቂያዎች ለእርስዎ ሳቢ ናቸው። | | | | | |
| 12. | የተደጋገመ የኮከ ኮላ ምርቶች ማስታወቂያ የእርስዎን አቅም ይገነባልታል። | | | | | |
| 13. | የኮከ ኮላ ማስታወቂያዎች ለእርስዎ አሳማኝ እና ምርቱን ለመግዛት ጥሩ እገዛ አድረጎሎታል። | | | | | |
| 14. | የኮከ ኮላ ድርጅት ማስታወቂያዎች ወቅታዊ እና ጊዜውን ያገናዘቡ ናቸው። | | | | | |
| 15. | አዲሱ የፋንታ አሬንጅማስታወቂያ በምርቱ ላይ ያለዎትን አመለካከት ቀይሮታል። | | | | | |
| የኮከ ኮላ ምርቶች ስርጭትን በተመለከተ. | | በጣምአስማ ማለሁ | እስማማለሁ | መካካለኛ | አልስማማም | በጣምአልስማማም |
| 16. | አዲሱ የኮከ ኮላ የምርት ስርጭት መንገድ አስደሳች ነው። | | | | | |
| 17. | የኮከ ኮላ ምርቶች አቅርቦት/ስርጭት መንገድ በደንብ በተደራጀ እና በእቅድ ነው። | | | | | |
| 18. | የኮከ ኮላ ድርጅት ምርቶች በአየነት አቅርቦት በጣም ጥሩ ነው። | | | | | |
| 19. | አዲሱ የኮከ ኮላ ድርጅት አዲስ የምርት ስርጭት ተግባራዊ ካደረገ በኋላ ጥራት ባለው አገልግሎት አሰጣጡ አረክቻለሁ። | | | | | |
| 20. | የምርት አከፋፋዮቹ የሚገኙበት ቦታ አመቺ ለምርት ስርጭቱ አመቺ ቦታ ናቸው። | | | | | |
| ኮከ ኮላ ምርቶች ላይ ያለዎትን እርካታ በተመለከተ. | | በጣምአስማ ማለሁ | እስማማለሁ | መካካለኛ | አልስማማም | በጣምአልስማማም |
| 21. | በኮከ ኮላ ድርጅት የደንበኞች አያያዝ እረክተዋለሁ። | | | | | |
| 22. | በድርጅቱ የምርት ጥራት ጉድለት ቢያጋጥምዎት የድርጅቱ ምላሽ አጣኝ ነው። | | | | | |
| 23. | የድርጅቱ ተወካዮች የችግር እና የቅሬታ አፈታት መንገድ አስደሳች ነው። | | | | | |
| 24. | በቀጣይ እና በህይወት ዘመንዎ የኮከ ኮላ ምርቶችን መግዛት ይቀጥላሉ። | | | | | |

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| 25. | አሁን ከተወከሉት የምርት አከፋፋይ ጋር ያለዎት መልካም ግንኙነት ስራዎትን አቀላጥፎ ያለታል። | | | | | |
| 26 | በድርጅቱ የተለያዩ ማነቃቂያ እና የማስታወቂያ ስራዎች ተጠቃሚ ነዎት። | | | | | |

➤ ተጨማሪ ሃሳብ እና አስያየት ካለዎት የመጠይቁን ጀርባ ባለው ክፍት ቦታ በመጠቀም አስትያየቶን መስጠት ይችላሉ።

-----ከልብአመሰግናለሁ-----