



**ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**THE DETERMINANTS OF PURCHASE INTENTION OF
CUSTOMERS: IN THE CASE OF MOHA SOFT DRINKS INDUSTRIES
S.C.**

BY

WONGEL ZELALEM

**May 18, 2019
Addis Ababa, Ethiopia**

**ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES
COLLAGE OF BUSINESS AND ECONOMICS DEPARTMENT OF
MARKETING MANAGEMENT**

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WONGEL ZELALEM
ID SGS/0385/2009A**

ADVISOR: MOHAMMED M. NUR (Assistant Professor)

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APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies

Signature

Advisor

Signature

External Examiner

Signature

Internal Examiner

Signature

ENDORSEMENT

This is to certify that *WONGEL ZELALEM* carried out her thesis on “*THE DETERMINANTS OF PURCHASE INTENTION OF CUSTOMERS: IN THE CASE OF MOHA SOFT DRINKS INDUSTRIES S.C.*” and submitted in partial fulfilment of the requirements for the award of the degree of Masters of Art in Marketing Management at St. Marry University with my approval as university advisor.

Signature: _____ Date: _____

Mohammed M. Nur (Assistant Professor) – Advisor

DECLARATION

I the undersigned, declare that this thesis is my original work, prepared under the guidance of Mohammed. M Nur (Assistant professor). 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 May, 2019

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ACRONYMS

ANOVA:	Analysis of Variance
SPSS:	Statistical Package for Social Science
PI:	Purchase Intention
MOHA:	Mohammed Hussein Ali Alamoudi
SMU:	St. Mary's University
EFP:	Expected Future Price
PBC:	Perceived Behavioural Control
FMCG:	Fast Moving Consumer Goods

ABSTRACT

Customers' Purchasing Intention is crucial to any business for the customer to consume a product. The purpose of this study is to analyze the determinants of Purchase Intention of Moha soft drinks customers. Thus, this study evaluates the relationship between Purchase Intention and the independent variables which are quality, price, availability, promotion, competition and service providers of Moha soft drinks. To see the relationships and effect between the Independent variables and Purchase Intention, this research adopted Explanatory research method analysis. For this study primary data was collected using five-point Likert scale-based questionnaire that was constructed considering most of the dimensions that affect customers Purchasing Intention. Samples of 345 customers were selected using purposive sampling technique, and 300 customers have completed and returned. And the data was analyzed using descriptive statistics. The statistical methods of analysis included a descriptive statistic for demographic profile, and inferential statistics correlation and Regression analysis presented through SPSS version 20. The result of this study revealed that, out of the six independent variables assessed: Product Quality, Product Availability, Promotion and Service Provider significantly and positively affects Purchase Intention of customers of Moha soft drinks. However, competition and Price have negative and yet statistically significant relationship with Purchase Intention.

Key words: *Purchase Intention, Quality, Price, Availability, Promotion, Competition, Service Provider*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Purchase intention or referring to willingness to buy is widely defined as the likelihood of a consumer to purchase a product or service (Dodd & Supa, 2011; Sam & Tahir, 2009). It is also being defined as a conscious plan made by an individual to make an effort to purchase a brand (Spears & Singh, 2004). The concept of purchase intention is rooted in psychological and is extensively used in behavioural studies (Dodd & Supa, 2011). Purchase intention is being characterized as a behavioural tendency that the consumer will purchase the product (Monroe & Krishnan, 1985) and as an important indicator for the actual purchasing decision (Tan, 1999). This statement is then further supported by Li, Davies, Edwards, Kinman and Duan (2002), stated that purchase intention is a common measure that usually employed to assess effectiveness of purchase behaviour.

Purchase intention is a kind of decision-making that studies the reason to buy a particular brand by consumer (Shah et al., 2012). Morinez et al. (2007) define purchase intention as a situation where consumer tends to buy a certain product in certain condition. Customers purchase decision is a complex process. Purchase intention usually is related to the behaviour, perceptions and attitudes of consumers. Purchase behaviour is a key point for consumers to access and evaluate the specific product. Ghosh (1990) states that purchase intention is an effective tool to predict buying process. Purchase intention may be changed under the influence of price or perceived quality and value. In addition, consumers are affected by internal or external motivations during the buying process (Gogoi, 2013). Researchers have proposed six stages before deciding to buy the product, which are: awareness, knowledge, interest, preference, persuasion and purchase (Kotler & Armstrong, 2010) (Kawa et al., 2013).

The history of soft drinks in the United States illustrates important business innovations, such as product development, franchising, and mass marketing, as well as the evolution of consumer tastes and cultural trends. Many Europeans long believed natural mineral waters held medicinal qualities and favoured them as alternatives to often-polluted common drinking water. By 1772, British chemist Joseph Priestley invented a means to synthetically carbonate water, and the commercial manufacturing of artificial mineral waters began with Jacob Schweppes's

businesses in Geneva in the 1780s and London in the 1790s. The first known U.S. manufacturer of soda water, as it was then known, was Yale University chemist Benjamin Silliman in 1807, though Joseph Hawkins of Baltimore secured the first U.S. patent for the equipment to produce the drink two years later. By the 1820s, pharmacies nationwide provided the beverage as a remedy for various ailments, especially digestive. Though the drinks would continue to be sold in part for their therapeutic value, customers increasingly consumed them for refreshment, especially after the 1830s, when sugar and flavourings were first added. Soda fountains emerged as regular features of drugstores by the 1860s and served beverages flavoured with ginger, vanilla, fruits, roots, and herbs. In 1874 a Philadelphia store combined two popular products to make the first known ice-cream soda. The first cola drink appeared in 1881. The soft drinks industry in Ethiopia is dominated by some of the top players and the names of these top players are: Coco-Cola and PepsiCo

Foreign investment in Ethiopia's beverage industry is showing massive increase as multinational companies are increasingly attracted to the industry, according to the Ethiopian Food, Beverage and Pharmaceuticals Industry Development Institute. The Institute says investment in alcoholic, non-alcoholic beverages and soft drinks as well as stimulants industry have shown a tremendous progress during the past decade.

Institute Beverage Processing Directorate Director Aklilu Kefyalew said multinational beverage companies are continuing to increase their presence in Ethiopia's rapidly growing economy. "Hence, Ethiopia is attracting more investment as a business and world tourism destination, beverage investment has become the lucrative market for the wine and beer industry." The Manufacture, Wholesale and Retail of Beverages in Ethiopia: With a population of more than 102 million people, Ethiopia is the second most populous country in Africa and represents a largely untapped consumer market. There is growing demand for carbonated soft drinks, as well as bottled water, and although the majority of Ethiopians still drink home brewed beer, branded alcoholic beverages are becoming increasingly popular amongst upwardly mobile members of society. During the past five years foreign companies have made substantial investments in the Ethiopian beverages industry and several manufacturers have expanded their installed capacity in an effort to meet growing demand.

MOHA (Mohammed Hussein Ali Alamoudi) Soft drinks Industry Share Company is one of the two giant soft drinks producers in Ethiopia. It is a sole producer of Pepsi – cola products in the country under the franchise agreement with Pepsi-Co International. The soft drink products which

the company currently produces are: Pepsi-cola, Mirinda orange, Mirinda apple, Mirinda tonic and 7up. It also produces Kool mineral and Tossa Carbonated waters. The soft drinks are available in 300ml returnable bottles. Some of these products are available in polyethylene (PET) bottles package, the content of which are ranging from 0.5 litre – 1.5 litre.

According to the employee handbook of MOHA soft drinks factory (2016), the Ethiopian Nefas Silk Pepsi Cola is the first Pepsi Cola plant in country and it was established in 1996 as a share company with an initial capital of 1 million birr. The capacity of bottling line at the time was 20,000 bottles per hour.

The concept of purchase intention is rooted in psychological and is extensively used in behavioural studies (Dodd & Supa, 2011). Purchase intention is being characterized as a behavioural tendency that the consumer will purchase the product (Monroe & Krishnan, 1985) and as an important indicator for the actual purchasing decision (Tan, 1999). Studies indicate Purchase Intention is linked with quality of the product as well as price of the product (Li, Davies, Edwards, Kinman and Duan, 2002).

Additionally, other studies showed that there are internal and external factors affecting purchasing intention of customers which are promotion and availability(internal), competition and service providers (external) Batey,2008. So in line with this the purpose of this study is to assess the determinants of Purchase Intention of Moha soft drink customers.

1.2 Statements of the Problem

In the past ten years the rising of consumer consciousness has made consumers choose to purchase their familiar and favourable brand. Therefore, if businesses want to defeat their competitors, they have to make consumers love to buy their products and brands. Macdonald and Sharp (2017) mention that even though consumers familiarize and are willing to purchase a product, brand quality is still an important factor to influence purchase intention. When consumers want to buy a product, and a brand name can come to their minds at once, it reflects that product has higher brand awareness when they are perceived a quality product.

This research will attempt to find out the relationship of independent variables such as quality, price, availability, promotion, competition, service provider and consumer buying intention on soft drinks. In 2019 the majority of soft drinks products target all kind of people such as children, adults, middle age and old age; however, there is a need for a nutritional drink for the adult. The purpose of this study is to find out which factors have more impact on purchase intention of consumers. It is one for the needful study because now every companies are running their business in highly competitive market and ever-changing environment due that customers life style is

changing day to day so that every organization have to give more consideration on customer preferences and purchasing intention because they are kings in the market.

Current report on the Ethiopian beverages industry investigates the local beverages market, recent development and factors influencing the success of the formal industry. The report profiles 16 companies including Moha, which with market share of approximately 52%, dominates Ethiopia's multi-million dollar carbonated soft drinks market, also profiled are BGI Ethiopia, the leading player in the beer brewing segment with annual production capacity of 3 million hectolitres and the country's largest wine producer, Awash winery share company. Ethiopia represents a potentially attractive territory for soft drinks brands. This is because of its huge and young population, rising income levels, the strong urbanisation trend and relatively low per capita soft drinks consumption (Euromonitor, 2017). With governments across the globe and media publicizing obesity concerns, sugar content in soft drinks has gone under increased scrutiny. While the Pepsi Co. As the popularity of carbonates has waned in traditional high-consumption markets, the public pressure to reduce sugar consumption via soft drinks will remain high. Moha will need to expand sales of other beverages and diversity its soft drinks category portfolio.

Barbara Murray (2010) explained the soft drink industry by stating, "For years the story in the non-alcoholic sector centered on the power struggle between...Coke and Pepsi. But as the pop fight has topped out, the industry's giants have begun relying on new product flavours...and looking to noncarbonated beverages for growth."

The growth rate has been recently criticized due market saturation of soft drinks. Datamonitor (2010) stated, "Looking ahead, despite solid growth in consumption, the global soft drinks market is expected to slightly decelerate, reflecting stagnation of market prices." The change is attributed to the other growing sectors of the non-alcoholic industry including tea and coffee (11.8%) and bottled water (9.3%). Sports drinks and energy drinks are also expected to increase in growth as competitors start adopting new product lines.

Current Situation shows that the global carbonated soft drinks market size was worth 392.6 billion in 2016. Increasing consumer disposable income, growing population and increasing access to products due to the expansion of distribution channels are likely to augment the demand over the forecast period. Sales of carbonated soft drinks are significantly based on the ability of the company to develop new products on the basis of changing consumer requirements. Market players of the world opt for large-scale retailers and supermarkets such as Walmart, safeway and carrefour for distribution to increase access of their products to numerous consumers. The development of technology has transformed the production process for the beverage industry. Companies are focusing on using equipment and technology which can improve the production output with the reduction in lead time and cost.

The carbonated beverage industry is a highly competitive global industry as illustrated in the financial statements. According to John Sicher of Beverage Digest (2009), Coca-Cola was the number one brand with around 4.5 billion cases sold in 2009. Pepsi followed with 3.2 billion cases, and Cadbury had 1.5 billion cases sold. However, the market share shows a different picture. Coca-Cola and PepsiCo control the market share with Coca-Cola holding 43.1% and Pepsi with 31.7%; however, these market shares for both Coca-Cola and PepsiCo 4 have slightly decreased from 2015 to 2016. Coca-Cola's volume has also decreased 1.0% since 2015. Diet Coke posted a 5% growth, but Coca-Cola's other top 10 brands declined (Sicher, 2014). Overall, Coca-Cola's market position has declined in 2015.

The student researcher has observed competitions of Moha soft drinks industries S.C. like Coca cola dominating the market and have noted absence of Moha products in high end restaurants as well as smaller cafés. Recently, Moha soft drinks like Mirinda line (orange, apple, pineapple, tonic), Pepsi and 7up Availability in stores and restaurants have been declining. In Ethiopia it is difficult to find the products everywhere. According, to the data gained from the interview conducted with some cafe owners in Addis Ababa customers intention to consume Moha products is reducing.

Determining the Customers Purchase Intention of Moha soft drink industries S.C will help the student researcher as well as the company identify the significant forces that are responsible for Customers to Purchase Moha soft drinks. The student researcher is attempting to analyse the effect of quality, price, availability, promotion, competition and service provider on Purchase Intention of Customers of Moha soft drinks industries S.C.

1.3 Research Hypothesis

Based on the preliminary facts discussed above the following hypothesis were formulated;

H1; Quality has statistically significant effect on Purchase Intention of Moha soft drink products.

H2; Price has statistically significant effect on Purchase Intention of Moha soft drink products.

H3; Availability has statistically significant effect on Purchase Intention of Moha soft drink products.

H4; Promotion has statistically significant effect on Purchase Intention of Moha soft drink products.

H5; Competition has statistically significant effect on Purchase Intention of Moha soft drink products.

H6; Service Provider has statistically significant effect on Purchase Intention of Moha soft drink products.

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to assess the determinants of Purchase Intention of Customers in the case of Moha soft drink industries S.C.

1.4.2 Specific Objectives

Based on the above major objective, the study has the following specific objectives;

- To examine the effects of Quality on the Purchase Intention of customers
- To examine the effect of Price on the Purchase Intention of customers
- To examine the effect of Availability on the Purchase Intention of customers
- To examine the effect of Promotion used by the company on the Purchase Intention of customers
- To examine the effect of Competing products on the Purchase Intention of customers

To examine the effect of Service Provider's on the Purchase Intention of customers

1.5 Significance of the Study

Soft drink industry is a multi-million-dollar industry which plays a role in the economy of a country and employs thousands of local people in their factories, offices and markets. Hence, the success of the company also benefits people on the ground, as described in the previous sections, this study is designed to investigate the determinants of Purchase Intention of customers. This research is believed to have the following significance;

- ❖ It will enable the management of the company to identify the factors that affect the purchase intention of their customers which will help them grow their sales growth if they investigate more into the determinant factors
- ❖ It will give awareness to as which determinants are responsible for the purchasing behaviour of customer of a soft drink company, which will help the company to understand their customers behaviour and cater to it
- ❖ It serves as a stepping stone for other researchers to undertake future study and help pave the way to a successful research finding
- ❖ It enhances the research skill and knowledge of the student researcher

1.6 Scope of the Study

The scope of this study is to assess the determinants of Purchase Intention in the case of Moha. as a profit-based company Moha depends on its sales growth in order to grow as a company as well as succeed in the soft drink industry that means they will need customers to purchase their products in order to make profit. Geographically, Addis Ababa has 10 sub-cities, and this study will focus on 5 of the sub-cities. The 5 sub-cities are Yeka, Nifas silk, Kolfe Keranio, Kirkos and

Bole. The student researcher choose these 5 sub-cities as they have more restaurants and stores that offer Moha products.

1.7 Limitation of the Study

The limitation of the study is secondary data may not be available as much as required since, the culture of organizing data base is not yet fully developed in Ethiopia. Furthermore, the researcher may face difficulty in obtaining sufficient literature to learn about what has been done so far in this regard.

This study has not been conducted on a large scale and the possibility of committing error cannot be ruled out. Another limitation is time as the student researcher has a very short time to finish the study.

1.8 Organization of the Study

This thesis is categorized into five chapters. The first chapter concentrates on introductory parts of the paper that mainly pinpoints the statement of the problems and objective of the study. The second chapter provides related literature review with specific emphasis to theoretical, empirical and conceptual framework aspects. The third chapter deals with research methodology and design. The fourth chapter includes data presentation and analysis of the descriptive and results and the fifth chapter includes conclusion and recommendation.

1.9 Definition of Basic Terms

Determinants: A factor which decisively affects the nature or outcome of something.

Purchase Intention: The willingness of a customer to buy a certain product or a certain service.

Effect: A change which is a result or consequence of an action or other cause.

Loyal customer: The extent to which customers are devoted to a company's products or services.

Health conscious: Concerned about how healthy one's diet and lifestyle are.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Literature

2.1.1 The Concept of Purchase Intention

Purchase intention or referring to willingness to buy is widely defined as the likelihood of a consumer to purchase a product or service (Dodd & Supa, 2011; Sam & Tahir, 2009). It is also being defined as a conscious plan made by an individual to make an effort to purchase a brand (Spears & Singh, 2004).

The concept of purchase intention is rooted in psychological and is extensively used in behavioural studies (Dodd & Supa, 2011). Purchase intention is being characterized as a behavioural tendency that the consumer will purchase the product (Monroe & Krishnan, 1985) and as an important indicator for the actual purchasing decision (Tan, 1999). This statement is then further supported by Li, Davies, Edwards, Kinman and Duan (2002), stated that purchase intention is a common measure that usually employed to assess effectiveness of purchase behaviour.

Purchase intention is the implied promise to one's self to buy the product again whenever one makes next trip to the market. It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Purchase intention depicts the impression of customer retention. There are certain functions of the brand, which have a strong influence on the purchase intention of the customer's i.e. brand image, product quality, product knowledge, product involvement, product attributes and brand loyalty (Fandos & Flavian, 2006; Halim & Hameed, 2005).

Purchase Intention of the customers that how general public attract to make purchase of the branded quality product and also reveal the important aspects which are quite necessary to capture the purchase intention of the customers. This research helps to categorize that among these aspects which factors have significant effect on the purchase intention of the patrons. In this wondrous world where penetration in the market in the presence of competitors is very problematic and challenging, it is very much important to determine the exact features, which the consumer wants. It will help the marketers to focus on the features of the product that are significant and are positively correlated with purchase intentions of the customers. The customer driven approach is applied to find out the perception of users to have an exact idea about preference and desires.

Purchase intentions are one of the main concepts studied in the marketing literature. The interest of marketing scholars on purchase intentions comes from its relation to buying behaviour. Several

studies have reported a positive correlation between purchase intentions and purchase behaviour. Moreover, marketing managers are interested in consumer purchase intentions in order to forecast sales of existing and/or new products and services. Purchase intentions data can assist managers in their marketing decisions related to product demand (new and existing products), market segmentation and promotional strategies (Morwitz and Schmittlein, 1992; Morwitz et al., 1996).

Studies have reported an indirect effect of values (Pitts and Woodside, 1984) and involvement (Swinyard, 1993), and a direct effect of consumer satisfaction (Reichheld and Teal, 1996; Zeithaml et al., 1996; McQuitty et al., 2000) on purchase intentions. There is a debated issue on the relation between perceived quality and purchase intentions. Some scholars have found a direct relationship between perceived quality and purchase intentions (Carman, 1990; Boulding et al., 1993; Parasuraman et al., 1996), whereas some others have reported an indirect relation mediated by satisfaction (Cronin and Taylor, 1992; Sweeny et al., 1999).

Despite its importance, purchase intentions have not been explained well in marketing provide), sensorial (physical experience of a brand and derive from its sensorial properties – looks, taste, smell, texture and so forth), expressive (allowing the consumer to express certain values, contributing to a sense of identity) or emotive (positive feelings created in consumers when buying or using a brand often have a symbolic dimension and respond to profound human needs such as the need to be cared for or the need to give and receive love). Strong brands often deliver a combination of those benefits type (Batey, 2008).

2.1.2 Factors Affecting Purchase Intention

The willingness of a customer to buy a certain product or a certain service is known as purchase intention. Purchase intention is a dependent variable that depends on several external and internal factors. From plenty of reasons that impact purchasing intention the most important factors this research will address are; quality, price, availability, competition, promotion and service provider.

2.1.2.1 Product Quality

Perceived Quality is defined as consumer finding about a product performance and how this product compared with their expectation. Quality can also be defined as the whole features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs (Kotler et al., 2002). Perceived superiority view is dissimilar from manufactures based and product-based approach. Most organizations approve their superiority description from market point of view (main 1994). Product quality mainly depends on important factors like:

- ❖ The type of raw materials used for making a product
- ❖ How well are various production-technologies implemented
- ❖ Skill and experience of manpower that is involved in the production process
- ❖ Availability of production-related overheads like power and water supply, transport (Kotler et al., 2002)

Product quality has two main characteristics; measured and attributes.

1. Measured characteristics; includes features like shape, size, colour, strength, appearance, height, weight, thickness, diameter, volume, fuel consumption, etc. of a product.
2. Attributes characteristics; checks and controls defective-pieces per batch, defects per item, number of mistakes per page, cracks in crockery, double-threading in textile material, discolouring in garments, etc.

Based on this classification, we can divide products into good and bad. So, product quality refers to the total of the goodness of a product. The five main aspects of product quality are depicted and listed below:

- i. Quality of design: The product must be designed as per the consumers' needs and high-quality standards.
- ii. Quality conformance: The finished products must conform (match) to the product design specifications.
- iii. Reliability: The products must be reliable or dependable. They must not easily breakdown or become non-functional. They must also not require frequent repairs. They must remain operational for a satisfactory longer-time to be called as a reliable one.
- iv. Safety: The finished product must be safe for use and/or handling. It must not harm consumers in any way.
- v. Proper storage: The product must be packed and stored properly. Its quality must be maintained until its expiry date (Dr. Hsin Kuang Chi,2010)

Consumer's perception of product superiority is compared with their anticipation. Customers calculate product superiority in terms of how much happiness they received from that product (jiang and wang, 2006). On the other version, brand reliability is estimated to impact the perceived superiority of the product (Erdem and Swait, 1998). Perceived superiority could be defined as the consumer finding about a product on the whole supremacy and excellence (zeithaml, 1988).

In marketing customer satisfaction is the most important result of marketing practice and occupies a significant position in both observation and theory (Churchill and Surprenant, 1982). Before the position of organizational arrangement and strategies the customers are the early aspect measured by managements. The questions asked in the strategic forecast ranges from who will require to consume these offers, where are they and for how much can they buy to how to attain the customers and will it suspend them maximum satisfaction? Customer' estimation of the product

depends on its demand and the accessibility of alternative service in the marketplace and information available to the customer. Whether an organization provides superiority services or not it depends on the customers' feedback on the pleasure they get from consuming the products, since higher levels of superiority express to higher levels of customer satisfaction (Kotler and Keller, 2009).

Product perceived quality directly influences to purchase intention. Customers have some perceptions about the product quality, price and styles before going to purchasing the product. After using of product, purchase intention increases as well as decreases, because it has direct relations which affect each other's. If the quality is high, purchase intention of customer is also high. (Rust and Oliver, 1994) proposed two differences between perceived quality and satisfaction. The customers considered perceived quality as a more specific concept based on product and service features. The company can have a degree of control over quality. So, it is suggested when perceived quality is regarded as overall assessments, then perceived quality is understood as the source of satisfaction (Llusar et al., 2001).

The satisfaction is considered the most important constructs in marketing (Erevelles and Leavitt, 1992). Satisfaction plays the vital role in marketing because it is a good predictor of purchase behaviour (McQuitty et al., 2000). Various theories have been developed in an effort to determine the construct and explain satisfaction in different compensation in products/services.

2.1.2.2 Product Price

A price is the quantity of payment or compensation given by one party to another in return for one unit of goods or services. A price is influenced by both production costs and demand for the product. A price may be determined by a monopolist or may be imposed on the firm by market conditions (Lichtenstein, Ridgway, & Netemeyer, 1993).

In modern economies, prices are generally expressed in units of some form of currency. (For commodities, they are expressed as currency per unit weight of the commodity, e.g. euros per kilogram or Rands per KG.) Although prices could be quoted as quantities of other goods or services, this sort of barter exchange is rarely seen. Prices are sometimes quoted in terms of vouchers such as trading stamps and air miles. In some circumstances, cigarettes have been used as currency, for example in prisons, in times of hyperinflation, and in some places during World War II. In a black-market economy, barter is also relatively common (Monroe ,1990).

"Price" sometimes refers to the quantity of payment requested by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the asking price or selling price, while the actual payment may be called the transaction price or traded price. Likewise, the bid price or buying price is the quantity of payment offered by a buyer of goods or services, although this meaning is more common in asset or financial markets than in consumer markets (McGowan & Sternquist, 1998).

Price and quality play an important role in brand choice, since they are often central to consumers' judgments and decisions, influencing both their attitudes toward a brand and their purchasing behaviours. For instance, consumers may choose brands that compare favourably in the "what you pay for" and "what you get" categories. Numerous researchers have studied the effects of price on product choices (Kalyanaram & Winer, 1995; Kojima, 1994; Lattin & Bucklin, 1989). Among them, Kalyanaram and Winer (1995) have shown that consumers use reference prices when they make decisions. For most brands, consumers believe that price and quality are correlated (Laroche & Toffoli, 1999).

Consumers with positive price-quality perceptions, for example, are more likely to associate price with high quality in the consideration set. Similarly, in the reject set, those with negative price-quality perceptions have less chance of buying a product with a higher price. Evidence shows that net utility, determined by the price and quality of a specific brand, can be important in influencing consumers' brand choices (Lichtenstein et al., 1993).

Consumer response to a price promotion depends on the evaluation of the promotion in light of the reception of benefit or utility associated with the purchase. This corresponds to the notion of "value." Understanding the value customers seek becomes the core within the pricing strategies of both manufacturers and retailers. Zeithaml (1988) defines perceived value as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given." Monroe (1990) views customer value as "a consequence of evaluating perceived quality and benefits in the product or service and perceived cost of acquiring and using them." As such, value is defined as the trade-off between benefits, i.e., the "get" component, and sacrifices, i.e., the "give" component (Woodruff and Gardial 1996).

Several researchers have argued that the total perceived value of a product being considered for purchase is further broken down into two categories: acquisition value and transaction value (Grewal, Monroe and Krishnan 1998; Lichtenstein, Netemeyer and Burton 1990; Monroe 1990; Monroe and Chapman 1987; Thaler 1983, 1985; Urbany et al. 1997). Acquisition value is the expected benefit to be gained from acquiring the product compared to the net cost of paying for it (Thaler 1985). It can be thought of as the difference between the price one would pay for acquiring a product of this quality and the current price.

Transaction value comes from the feeling of having received a good bargain or deal, which is independent of quality consideration (Thaler 1983, 1985). Buyers are thought to experience pleasure from the fact they buy the product at a price less than the regular price, and/or less than the price of other similar products in the store (or another store). The total value received by the purchaser is thought to be the sum of acquisition value and transaction value, both of which are considered antecedents to actual purchase behaviour.

This value perception comprised of acquisition and transactional value, is the output from evaluating the current deal against some standard or reference prices (Grewal, Monroe and Krishnan 1998; Monroe 1990; Monroe and Chapman 1987; Thaler 1983, 1985; Zeithaml 1988). Consumers do not have an absolute response to pricing, rather their response is related to one or more reference prices. Although different terms are used to refer to reference price, e.g., fair price, reservation price, value equivalent price (Thaler 1983, 1985) and maximum acceptable price (Monroe 1990), the consensus is that consumers use various kinds of reference price as a standard to evaluate acquisition value and/or transaction value.

Four judgmental theories from psychology can be used to explain the logic of reference price. These include prospect theory (Kahneman and Tversky 1979), mental accounting (Thaler 1985), adaptation level theory (Helson 1964), and assimilation-contrast theory (Sherif 1963). The first two suggest that consumers may perceive the current price/deal as a loss or a gain, relative to their reference price. The latter two would posit that a new price can be assimilated in order to update the reference price or it can be rejected, both situations affecting the reference price.

Although the notion of price expectation as another reference price has been introduced, e.g., expected future price (Winer 1986), last price paid, and going price (modal price from the buyer's historical experience - Morris and Morris 1990), the consumer's price expectation has not been a focal point of research. Among the few studies, there are several that have taken a modelling approach to estimate expected price. This modelling approach has employed various scanner data such as a brand's last period prices, frequency of promotion, and price trend (Kalwani et al. 1990; Helsen and Schmittlen 1992; Mayhew and Winer 1992; Winer 1986). The previous research generally suggests that a model incorporating the concept of price expectation provides better predictive power for brand choice and purchase decision. This result is attributed to the fact that sellers set price based on historical price levels and accordingly, consumers develop their expectations (Briesch et al. 1997). As such, the most often employed technique to operationalize expected price has been an estimation approach using scanner data.

However, this estimation method has a limitation in demonstrating how consumers' expectations of the future price actively influence current purchase behaviour. This limitation was discussed by Jacobson and Obermiller (1989, 1990) as they introduced the conceptual difference between expected prices as backward-looking and forward-looking. The early studies conceptualized expected prices as if consumers were looking back at the past rather than looking forward to a future price. Thus, research did not take into consideration the potential for a consumer's conscious and active anticipation of future price. A forward-looking expected price is part of the active price anticipation that derives its basis from 1) the buyer's knowledge about past prices, 2) current market prices, and 3) the expectation of future price. All three are important to consider in attempting to identify and understand the consumer's interpretation of the current deal. This paper presents a study that examines the role of the least explored of the three pricing considerations listed above, expected future price (EFP).

A few studies have employed the concept of EFP as the forward-looking strategy. Expected future price taps into what consumers think they will have to pay for a product in the future (Jacobson and Obermiller 1990; Kalwani and Yim 1992; Krishna 1994). These researchers conducted experiments and measured the concept of forward-looking expected price by asking subjects their expected price (Jacobson and Obermiller 1990; Kalwani and Yim 1992), and by providing information on future price deals. However, these studies only tested the impact of future expected price on the final purchase decision or brand choice, they did not provide insight into how this expectation influences the purchase decision.

2.1.2.3 Product Availability

It is common to consider product availability as a positive signal about the product. That is, when the product is available to purchase, the consumer typically finds it as a good thing (in most cases, this is the default state), and when it not available, there are potentially negative consequences. This perception is in line with the traditional way of inducing involvement levels via product availability (e.g., Apsler and Sears 1968). However, reservations concerning the appropriateness of the product availability manipulation as the driver of involvement have been echoed in subsequent research. The core principle behind the product availability manipulation is that it activates product relevance. Mittal (1995) and Poiesz and de Bont (1995) argue that relevance differs from involvement. According to Mittal (1995), relevance simply means that something serves a function, but it does not indicate the importance of the function it serves. For example, cotton swabs may be very relevant to a consumer, as may be diamonds, but these two products are poles apart in importance or involvement.

We further contend that, when product availability is perceived positively and lack of product availability is perceived negatively, it represents a practical product feature which is more related to the ease of attaining the product than to its core benefits. Therefore, product availability is

proposed to be strongly related to subordinate features of the product (Christopher T. Conlon, 2010).

Both product availability and lack of availability have the potential to trigger the intention to buy. The research aims to identify the specific processes by which situation of lack of availability drives purchase intention. When lack of product availability is perceived positively, it influences purchase intentions via consumer involvement. However, when lack of product availability is perceived negatively, it influences purchase intentions via perceived feasibility, irrespective of consumer involvement (Julie Holland, 2010)

Product mix and availability impact demand and cost considerations in many markets, particularly those for which storage costs or capacity constraints matter. For example, the choice of product mix, stocking levels, product placement, and shelf-space coverage impact almost all retail markets; transportation and performance event industries face critical decisions about capacity and mix of seating types; and capacity decisions also impact the provision of health care and school choice (V. Anojan, 2015).

Firms in these markets may optimize over product mix and availability to influence consumer decisions about where to shop and when to make purchasing decisions. In vertically-separated markets, optimal product and stocking choices for downstream firms may differ substantially from those of the competing manufacturers whose products the downstream firms carry. In such settings, manufacturers tend to produce a wide array of product varieties and to use vertical arrangements to try to align the stocking decisions of the downstream firms with their own interests.

Prior research has suggested that, when the causes for lack of product availability are clearly stated, as well as associated to extensive demand (Verhallen 1982) or product scarcity (Amaldoss and Jain 2005, 2008; Fromkin et al. 1971; Lynn 1992; Verhallen 1982), then lack of product availability constitutes an essential cue about product benefits. Amaldoss and Jain (2005), for example, indicate that the strategy of limiting production quantity, restricting product availability by using exclusive distribution channels, or via legal action, increase the perceived value of products even for items such as cookies.

Verhallen (1982) specifically examines the effect of degree of availability (low to high) and cause of unavailability (unexplained lack of availability, unavailability due to popularity, unavailability due to limited supply, and unavailability due to both limited supply and popularity) on the consumers' preferences. The results suggest that unavailability enhanced the intention to buy only in the case where lack of availability was a result of high popularity or limited supply. The current research extends this reasoning and further examines the settings where lack of product availability impacts purchase intention via involvement, or via perceived feasibility. Despite the

key role that product availability can play in many markets, little empirical evidence exists on the importance of product availability for firm profits or consumer choices (T. Subaskaran, 2015)

2.1.2.4 Promotion

Sales Promotion has been the routine marketing of businesses appealing consumers to making orders and increasing media exposure in recent years. Sales Promotion is a tactic for the sales of goods with price or non-price discounts. There are various sales promotions in the market, but not all of them are effective in marketing, as brand image, perceived value, and purchase intention are also associated. Sales Promotion therefore has become a primary issue for marketing (Angela Chang, 2017).

Promote is a part of promotion mix in marketing activities as well as the marketing tactic of a business entering the market or retaining customers (Berjani and Strufe 2011). The major function of Sales Promotion is to communicate with consumers and touch their hearts. Chang & Tsai (2011) proposed the communication tools for marketing including advertising, public relations, personal selling, sales promotions, and direct marketing to enhance consumer Purchase Intention.

Sales Promotion is also a critical factor in consumer purchase behaviors (Dehkordi et al. 2012). Huang & Gartner (2012) regarded Sales Promotion as a direct stimulus to extra value of a product or an incentive to final consumers, salespeople, or distributors. Khajvand & Tarokh (2011) mentioned that Sales Promotion was composed of various temporary incentives, mainly to induce consumers or dealers purchasing certain products in advance or purchasing more quantity. Li et al. (2011) indicated that Sales Promotion was essentially a complimentary marketing effort, being practiced in limited time and tending to stimulate consumer purchase.

The consumer market would change with changeable life styles and constantly present distinct promotion tactics, such as gift for a pair of sports shoes, cash refund, discount and coupon, prize, and cash or gift for returned certificate. It is what a marketer desires to know about which kind of promotion being able to enhance consumer evaluation on the brand of sports shoes and to appear preference and Purchase Intention on specific promotions (Mesforoush and Tarokh 2013).

Among various promotions, Pinheiro et al. (2010) divided promotion incentives into price orientation and nonprice orientation, including monetary or non-monetary promotions, instantaneous or delayed promotions, acquiring product-related or price-related incentives, and purely economic or psychological promotions. Sun (2010) regarded price orientation as inducing consumer purchase through discount, such as coupons and preferential. Zhou et al. (2012) pointed out Non-Price Promotion as the sales promotion irrelevant to product prices, such as gifts, prizes, competition, and lotteries being the incentives to consumers purchasing specific products. As a consequence, the measuring dimensions for Sales Promotion in this study are referred to Zhou et

al. (2012), containing Price Promotion, the example of cash discount and Non-Price Promotion, the example of gifts.

In the public market, promotions are often the key factor in consumer purchase among plenty options of products and the high product homogeneity that manufacturers stress more on promotions (Dehkordi et al. 2012). Aiming at Sales Promotion and Purchase Intention, Lee & Olafsson (2009) found out the notably positive effects of Sales Promotion on Purchase Intention. Li et al. (2011) discovered the highest perception of promotion in consumer Purchase Intention, with significant effects. Bobadilla, Serradilla & Movie Lens (2009) aiming at Sales Promotion and Pinheiro et al. (2010) aiming at Brand Equity studied the effects of instantaneous Sales Promotion on Purchase Intention. Sun (2010) regarded the remarkable effects of promotions on Purchase Intention.

2.1.2.5 Competition

In today's fiercely competitive and increasingly global markets, consumers are faced with much greater information and choice (Laroche & Toffoli, 1999). In the age of information and information overload, the challenge of understanding which salient attributes significantly affect consumers' brand evaluations and purchasing decisions is more important than ever. Researchers have shown that consumers have limited processing capacity and hence use only part of the information available when choosing a brand (Bettman, 1979). In their evaluations of brand attributes, for example, consumers limit themselves to three or four items of information (Simon, 1974). Researchers have even found that consumers focus on comparisons of the two most popular brands in order to reduce the cognitive complexity of selection (Brisoux & Laroche, 1981; Lussier & Olshavsky, 1979).

The literature on consumer behaviour has not yet dealt with the effects of net utility of competing brands on attitude and intention toward a focal brand. Some researchers have found that cognitive evaluations of competing brands significantly influence consumers' attitude and intention formation toward a focal brand within the choice set (Laroche, Hui, & Zhou, 1994; Laroche, Kim, & Zhou, 1996).

Competition in the soft drink industry is fierce, it is a competitive industry. In Ethiopia as well as other countries the competition for Moha soft drinks is mainly Coca cola. This study will address if a competitor like Coca cola has a significant impact on Moha customers purchase intention.

2.1.2.6 Service Provider

Service provider plays a role in offering the products for consumption to customers. Restaurants, cafes, bars as well as stores are the outlets where the customer meets the product/soft drinks.

The restaurant menu sits at the core of a restaurant's strategy. A variety of suggestions have been made as to how restaurants should “manage” their menus: Some are derived empirically; others are driven intuitively without supporting evidence. This research note examines how menu description complexity can increase perceptions of item quality, expected price, and selection likelihood.

The menu serves several functions for both the restaurateur and the consumer. Carefully designed menus direct customers' attention to particular items and facilitate item selection. Menus can represent a type of selling situation and are similar in character to giving a professional speech (Bowen & Morris, 1995 Bowen, J. T. and Morris, A. J. 1995. Menu design; Can menus sell? International Journal of Contemporary Hospitality Management, although menus are intended to promote a perception of value among customers, the exact mechanism that creates that perception has not been scientifically studied. What is known is that the design of a menu directly influences how customers perceive the operation (cf. Stoner, 1986 Stoner, C. L. 1986.

Subtle changes in menu design can increase sales up to 10% (Restaurants magazine, USA, 2000) Reading between the lines: The psychology of menu design. Reprinted from Restaurants USA. For a business that does 2 million in sales, that could mean as much as \$200,000 in additional revenue.

Prior research has emphasized issues of product placement on a menu page with the underlying logic that the primary purpose of menu design is to sell goods that the restaurateur wants to move. This article examines how features of a menu create perceptions of quality, value, and ultimately, appropriate pricing. A number of restaurant consultants have advised their clients to construct menus using simple wording over more complex descriptions, whereas others have suggested that more complex wording communicates an items' distinctiveness or “unique” character. Therefore, it is important to understand how item wording affects customer responses.

This study will address if service providers play a role in the purchase intention of customers as they are a place where customers consume and purchase soft drinks from.

2.1.3 Carbonated Soft Drink

A soft drink is a drink that usually contains carbonated water (although some lemonades are not carbonated), a sweetener, and a natural or artificial flavouring. The sweetener may be a sugar, high-fructose corn syrup, fruit juice, a sugar substitute (in the case of diet drinks), or some combination of these. Soft drinks may also contain caffeine, colourings, preservatives, and/or other ingredients. Soft drinks are called "soft" in contrast with "hard" alcoholic drinks. Small amounts of alcohol may be present in a soft drink, but the alcohol content must be less than 0.5% of the total volume of the drink in many countries and localities if the drink is to be considered non-alcoholic. Fruit punch, tea (even kombucha), and other such non-alcoholic drinks are technically soft drinks by this definition, but are not generally referred to as such (Electronic Code of Federal Regulations, 2011)

Soft drinks may be served chilled, over ice cubes, or at room temperature, especially soda. They are available in many container formats, including cans, glass bottles, and plastic bottles. Containers come in a variety of sizes, ranging from small bottles to large multi-liter containers. Soft drinks are widely available at fast food restaurants, movie theaters, convenience stores, casual-dining restaurants, dedicated soda stores, and bars from soda fountain machines. Soft drinks are usually served in paper or plastic disposable cups in the first three venues. In casual dining restaurants and bars, soft drinks are often served in glasses made from glass or plastic. Soft drinks may be drunk with straws or sipped directly from the cups (Harvard Dialect survey, 2011).

Soft drinks are mixed with other ingredients in several contexts. In Western countries, in bars and other places where alcohol is served (e.g. airplanes, restaurants and nightclubs), many mixed drinks are made by blending a soft drink with hard liquor and serving the drink over ice. One well-known example is the rum and coke, which may also contain lime juice. Some homemade fruit punch recipes, which may or may not contain alcohol, contain a mixture of various fruit juices and a soft drink (e.g. ginger ale). At ice cream parlours and 1950s-themed diners, ice cream floats, and specifically root beer floats, are often sold. Examples of brands include Coca-Cola, Pepsi, Sprite, Sierra Mist, Fanta, Sunkist, Mountain Dew, Dr. Pepper, and 7 UP (Manish Saran, 2015).

Islam Nazrul et al (2009) in his study explained the six important factors which are important for carbonated soft drinks consumers. The factors are colour and price, brand image and refreshment, removing tiredness and digestive, advertisement, flavour and taste, sweetness and coolness. The most important factor of the soft drinks selecting by young users is colour and price. According to the study, highest importance is given to this factor factors followed by brand image and refreshment, removing tiredness and digestive, advertisement, flavour and taste, sweetness and coolness. J.W. Abarajithan (2011) in his study concluded that, most of switching tendency for switching customers are triggered by high level influence of marketers' marketing mix offerings

such as product, place, promotion, and distributional strategies of marketers. They highly concentrated on brand name, taste, and quality of the soft drink that they purchase.

As switching customers explore variety seeking behaviour toward their soft drink purchase, they were unable to be loyal to a specific brand. However it was also recognized that these factors also influenced on their switching decision. Kaur Simranjeet et al(2013) in his study developed a better understanding of consumption pattern of soft drinks and fruit juices of consumers at Indore city.

Results from descriptive statistics for the survey indicated that 42% of their respondents prefer Soft Drinks and 58% of the respondents prefer fruit juices. Kirwa Jairo (2013) in his study stated that soft drinks are still popular beverage in the youth market in both Kenya and India. However, it is evident from the study that the consumption of soft drinks in India is reducing with health concern as the main cause for the same. Parents are very crucial in introducing their children to various soft drinks brands and subsequently shaping their loyalty in Kenyan Market.

In India, peer influence is the major factor in the introduction of soft drinks brands Reddy Venkateswara et al (2015) in this study tried to find out the leading player in the softdrinks market and concluded that the Coca-Cola Brand is a leading player in the market. Because of the quality, price and brand value of Coca Cola products, it has become the symbol of quality and brand image all over the world. Raffia nashath et al(2015)in his study explored certain demographical factors that affect the overall preference of the consumer towards soft drinks.

2.2. Empirical Literature Review

The result of (Dr. Vahidreza Mirabi, Associate professor Department of Management Islamic Azad University, Central Tehran Branch, Tehran, Iran, 2015) with title ‘‘Factors affecting on customers Purchase Intention results showed that product quality, brand name, promotion and packaging impacts the purchase intention of customers.

Studies have investigated the impact of brand quality, availability, price on customers’ purchase intention that indicates the impact of these factors on customers’ purchase intention (Azhini & Ajini, 2012; Arslan and Altuna, 2010; Chi et al., 2008; Tariq et al., 2013; Tih and Lee, 2013). The result of this hypothesis indicates the significance impact of brand quality on customers’ purchase intention. According to the results of multiple regressions, brand quality was the third factor affecting customers’ purchase intention and indicates that the company should invest more on its brand quality in order to increase customers' brand awareness.

The result of (Chi et al., 2008; Jalilvand et al., 2011; Gogoi, 2013; Tariq et al., 2013; Tih & Lee, 2013; Dursun et al., 2011; Bao et al., 2011; Levy and Guterman, 2012) titled ‘‘the impact of product quality on customers’ purchase intention’’. The hypothesis supported and revealed a significant and positive impact of product quality on customers’ purchase intention. In previous

studies, the relationship between these two variables was investigated and indicated a positive impact of product quality on customers' purchase intention.

(Tang et al. and Latif Abideen ,2012) has studied "The impact of advertising on the purchase intention of customers". The results they found in this study, rejected their hypotheses. And they wrote "We can justify that the price of products in this company is high, thus the price can be considered as a barrier for the purchase intention of customers. On the other hand, when customers visit the tile agencies and shops, they see the products without packaging and do their selection. Thus, customers pay less attention to packaging and quality is more important. Consequently, the continuous improvement in the product quality can bring high yield for company. Therefore, it is suggested that researchers do the comparative study between different brands for the present model.

Another study done by (Dr. Manvinder Tandon and Mandi Gobindgarh, 2017) titled "Consumer Perception towards Soft Drinks" result data clearly indicated that soft drinks products are more popular mainly because of its taste, brand name, taste, availability and packaging , thus the companies should focus on good packaging so that it can capture the major part of the market. The study also indicated that the consumers are satisfied with the soft drinks. In today's scenario, customer is the king because he has got various choices around him. If you are not capable of providing him the desired result he will definitely switch over to the other provider. Therefore, to survive in this cut throat competition, you need to be the best.

The result of (V. Anojan & T. Subaskaran, 2015) titled "Consumer's Preference and Consumer's purchasing intention on Soft Drinks" found correlation value between Price and purchase intention as 0.412 which has significant value 0.000 so it can be clearly stated that there is significant association between price and purchase intention of soft drinks, also correlation value between promotion and buying behaviour is as 0.406 which has significant value 0.000 so it can be clearly stated that there is significant association between Promotion and the buying behaviour of soft drinks.

The research results of (Angela Ya-Ping Changpresent) titled "Study on the Effects of Sales Promotion on Consumer Involvement and Purchase Intention" present the remarkably positive effects of Sales Promotion on Consumer Involvement and Purchase Intention, revealing that consumers with high involvement appear more awareness and concerns about Sales Promotion. The preference would further affect the brand attitudes which would cause higher prediction of Purchase Intention.

To enhance consumer Purchase Intention, Sales Promotion is preceded from the aspects of Consumer Involvement and Brand Attitude to create the senses of belongings and participation with the orientation of consumers as partners. It is because higher involvement could enhance Purchase Intention and be further applied to making more suitable Sales Promotion strategies. In

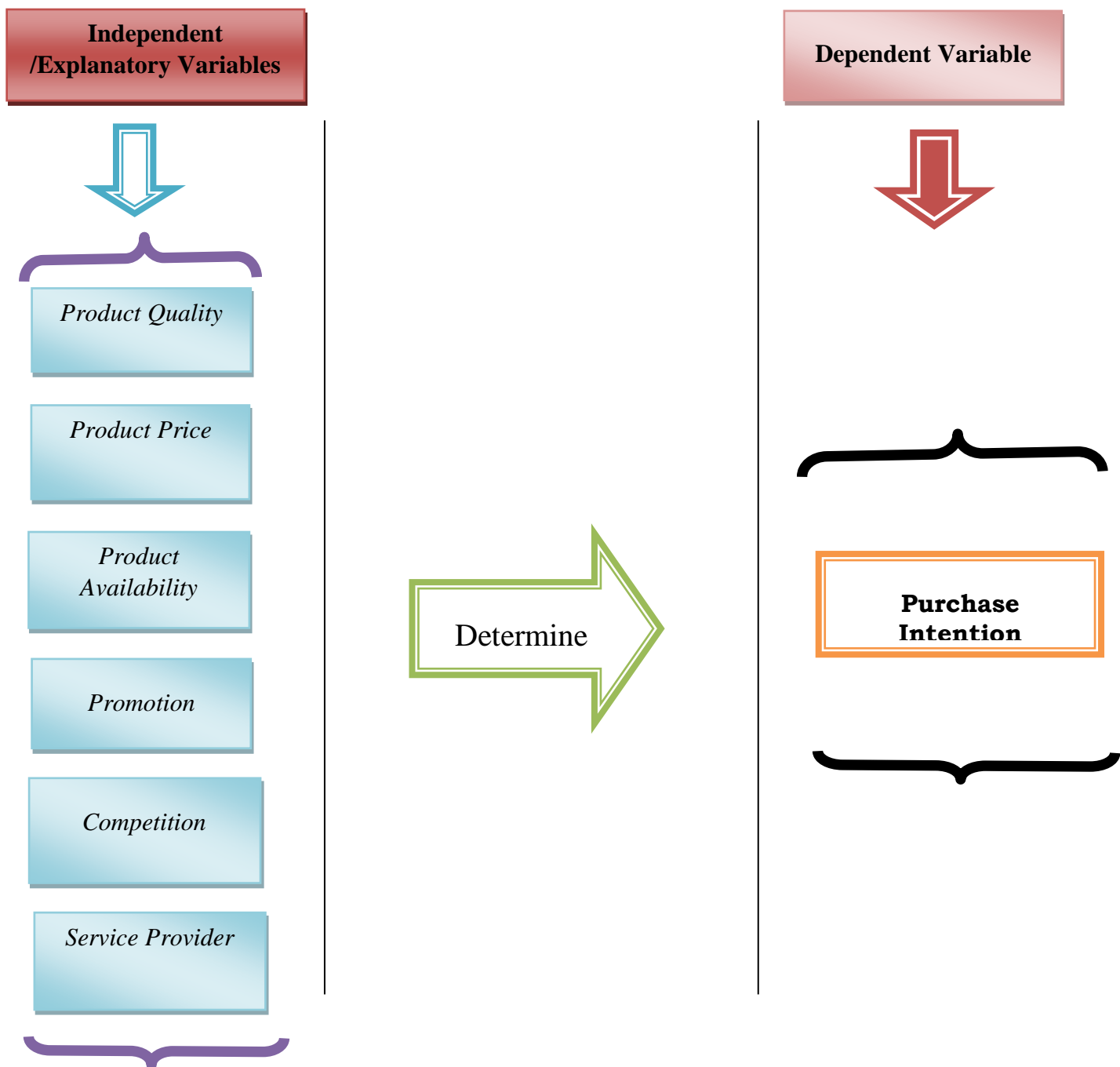
addition to the innovation of Sales Promotion, the thresholds which the competitors cannot cross should be created. Sales Promotion could bring pleasant perception for consumers. The sign value could result in favourable word-of mouth of a business to further enhance Consumer Involvement and Purchase Intention.

(Michael Laroche, Lefa Teng, and Maria Kalamsi, 2016) research titled ‘‘ Effects of competition on consumer brand selection processes’’ Their study revealed that price-quality evaluations of competing brands have an impact on consumers’ attitudes and intentions toward a focal brand. Their results suggest that competitive effects on attitude, intention, and choice formations can be partially explained by price-quality evaluations.

2.3 Conceptual Framework

Based on the related literature reviewed earlier the conceptual framework of this study shows the linkage between independent variables to the dependent variable is develop as follow

Figure 1: Conceptual Framework



Source: Own figure, 2019

CHAPTER THREE

RESEARCH METHODOLOGY AND DESIGN

3.1 Research Design

The nature of problem and objective of any study usually determine the type of research design adopted by researcher (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008). The major objective of this study is to examine; Determinant factors of purchase intention of customers the case of Moha Soft Drinks Industries S.C. To identify the extent and nature of cause-and-effect relationships between a company's competitors, product quality, product price, product availability, promotion, service provider and the purchase intention of customers, this research adopted Explanatory research design. Whether there is a cause and effect relationship between variables, explanatory research is more appropriate to be undertaken (Kurata & Nam, 2010).

3.2 Research Approach

This study has employed a mixed approach of both qualitative and quantitative data for all variables. The qualitative approach is adopted to get more insight on the sales change of the organization and to understand the major determinants for Purchase Intention. The quantitative research approach is adopted to see the effect of customer's, price, quality, competition, availability, promotion and service provider on Purchase Intention of Moha soft drinks industries S.C.

3.3. Population and Sampling Design

The total population for the study comprises of population units constituted customers of the company located in Addis Ababa. From 10 sub cities of Addis Ababa the 345 respondents were from the 5 sub cities; Nifas Silk, Kolfe Keranio, Bole, Yeka, and Kirkos. The five sub cities were chosen because of limitation on time and man power.

Based on Cochran's formula student researcher is doing a study on the customers of Moha soft drink industries S.C. specifically 5 sub cities, and want to find out how many customers have the intention to buy Moha soft drinks. The student researcher doesn't have much information on how many loyal customers Moha soft drinks have, so the student researcher is going to assume that half of the population of 5 sub cities have consumed Moha soft drinks ones. This gives us maximum variability.

3.4 Sample Size determination

Since there is a limited time and resources to conduct the study on the total population sample the student researcher determined the sample size from the overall customers of Moha soft drink industries S.C.

The Cochran formula allows us to calculate an ideal sample size given a desired level of precision, desired confidence level, and the estimated proportion of the attribute present in the population.

Cochran's formula is considered especially appropriate in situations with large populations. A sample of any given size provides more information about a smaller population than a larger one, so there's a 'correction' through which the number given by Cochran's formula can be reduced if the whole population is relatively small. According to (Cochran, 1977) stated the following sample size determination formula for large population:

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where:

- e is the desired level of precision (i.e. the margin of error),
- p is the (estimated) proportion of the population which has the attribute in question,
- q is 1 – p.

p = 0.5. Now we want 95% confidence, and at least 5 percent—plus or minus—precision. A 95 % confidence level gives us Z values of 1.96, per the normal tables.

$$((1.96)^2 (0.5) (0.5)) / (0.05)^2 = \underline{345}$$

So, a random sample of 345 customers in our target population should be enough to give us the confidence levels we need.

3.5 Sampling Method / Techniques

This study has used purposive sampling technique. The reason to use purposive is because it is more appropriate for the study, since it enabled the researcher to select the sample based on his own judgment about some characteristics required from the sample element. For example, a respondent should be a consumer who have consumed Moha soft drinks (Pepsi, Mirinda apple, Mirinda orange, 7up) more than once and customers that had or have stocks of Moha products (service providers).

3.6 Data Type and Source

3.6.1 Data sources

a. Primary source of data

By using questionnaire this study will collect primary data from sample respondents which live around the 5 sub-cities; Nifas Silk, Kolfe Keranio, Bole, Yeka and Kirkos relating to the components of Variables.

b. Secondary source of data

Secondary information has been gathered from various journals like International Business Research, International Journal of Business and Secondary information that also previous research, website blogs, brusher and reports of the companies.

3.6.2. Data Type

This research used qualitative and quantitative response in order to identify the effect of Independent Variables on dependent variables on this study.

The reason why the student researcher collected qualitative data is to analyse The Effect of competitors, quality, price, availability, promotion and service provider on purchase intention which will help to develop ideas or hypotheses for potential quantitative research in Moha soft drinks industry S.C. Quantitative investigations tend to measure “*how often*” or “*how much*” (Johnston, 2006).

3.7 Data Collection Method

In this regard the student researcher used qualitative and quantitative data about the level of agreement is collected from sample customers through close-ended questionnaires prepared in English and Amharic languages. The questionnaires had been developed from comprehensive literature review related to determinants of sales performance and used Likert scale rated from 1 to 5 (strongly agree to strongly disagree).

3.8 Data Analysis Techniques

The analysis of quantitative data collected from sample customers was computed from the result of Statistical Package for Social Sciences (SPSS). To analyse the demographic data, this study has used descriptive analysis (percentage, frequency and mean), to understand the relationship between the dependent variable (purchase intention) and independent variable (price, quality, availability, promotion, competition and service provider) regression and correlation analysis were computed.

3.9 Ethical Consideration

When the research performing, name of the respondents and other identifying information was not used in the questioner explained the study benefits well and it is safe the convenience of respondents. The researcher also safeguarded all information related to the participants. Their privacy, identity and confidentiality are maintained by assigning them code numbers instead of names (anonymity).

3.10. Reliability Test

It is mandatory that assessors and researchers should estimate the quantity to add validity and accuracy to the interpretation of their data. The term reliability is defined as consistency of measurement or stability of measurement over a variety of conditions in which basically the same results should be obtained (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008).

Cronbach's alpha coefficient is the most popular and commonly used technique to estimate reliability or internal consistency of assessments and questionnaires in the behavioural sciences coefficients (Kurata & Nam, 2010). It is mandatory that assessors and researchers should estimate this quantity to add validity and accuracy to the interpretation of their data. It is expressed as a number between 0 and 1. Value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Kurata & Nam, 2010). Consequently, this study used the Cronbach's alpha coefficient to estimate Reliability of data. According to the SPSS, result is summarized as follows;

Table 3.10 Reliability Result

Cronbach's Alpha	N of Items
.796	7

Source: SPSS Result, 2019

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND DISCUSSIONS

This chapter deals with analysis and interpretation of the collected data through questionnaires. Which Included a Reliability analysis, demographic information of the respondents, descriptive analysis, correlation, assumptions and Regression analysis are presented through SPSS version 20.

4.1 Response Rate

Three hundred forty-five (345) questionnaires were distributed to the respondent and out of that three hundred (300) of them were returned for analysis with a response rate of 86.95%

Table 4.1 Response rate

Distributed Questioners	345	100%
Collected Questioners	300	86.95%

Source: Own survey, 2019

4.2. Reliability Analysis

The term reliability is defined as consistency of measurement or stability of measurement over a variety of conditions in which basically the same results should be obtained (Hoffman & Bateson, 2010; Jacob & Ulaga, 2008). Reliability test measures if the reliability analysis is high or low. Reliability tests were carried out to ascertain whether questioner items under each construct were strongly related and were good indicators for the research. In this study the scale reliability was checked by Cronbach's alpha Reliability test for variables; product quality, product price, product availability, competition, promotion, and service provider with the dependent variable Purchase intention, and for all components. A summary of the reliability statistics of the data from the SPSS version 20 is presented in Table 4.2

Table 4.2 Test of Reliability

Cronbach's Alpha	N of Items
.796	7

Source: SPSS result, 2019

According to (Nunnally, 1978) has indicated 0.5 to be an acceptable reliability coefficient. Since the value of chronbach alphas for this study is above 0.77 for all scale variables so the data collected from respondents is reliable and consistent with the scale. In simple term the result is confirmed the reliability and consistency of the questionnaire.

4.3. Demographic Characteristics

Descriptive statistics were used for demographic factors of gender, age and sub-city of respondent. Below are the Demographic characteristics of Sample Respondents.

Table 4.3 Demographic characteristics of Sample Respondents

Age	Frequency	Percent	Cumulative Percent
14 – 20	60	20.0	20.0
21 – 30	94	31.3	51.3
31 – 40	62	20.7	72.0
41 – 50	56	18.7	90.7
Above 50	28	9.3	100.0
Total	300	100.0	
Gender	Frequency	Percent	Cumulative Percent
Male	194	64.7	64.7
Female	106	35.3	100.0
Total	300	100.0	
Sub – City	Frequency	Percent	Cumulative Percent
Nifas silk	39	13.0	13.0
Kolfe keranio	90	30.0	43.0
Bole	60	20.0	63.0
Yeka	30	10.0	73.0
Kirkos	81	27.0	100.0
Total	300	100.0	

Source: Own survey and SPSS analysis, 2019

As the above table 4.3 indicated that 31.3% of respondents were in the ages of 21 – 30 years old, 20.7% of respondents were in the ages of 31 – 40 years old, 20% of respondents were in the ages of 14 – 20 years old, 18.7% of respondents were in the ages of 21 – 50 years old and 28 9.3% of

respondents were above the age of 50. This shows that the majority of respondent's age group is from 21 till 30 years of age.

As the above table 4.3 indicated that there were more males as compared to females, 64.7% of Moha soft drinks industries sample customers are males, the rest 35.3% of Moha soft drinks industries sample customer are females.

As the above table 4.3.3 indicated that 30% respondents were from Kolfe Keranio Sub city, 20% respondents were from Bole Sub city, 27% of respondents were from Kirkos Sub city, 13% of respondents were from Nifas Silk Sub-city and 10% of respondents were from Yeka Sub city. This shows that majority of the respondents were from Kolfe Keranio Sub city.

4.4. Descriptive Statistics

This section discuss about the descriptive statistics for data which was gathered through questionnaires to examining the Effect of Product Quality, Product Price, Product Availability, Competition, Promotion and Service Provider on Purchase intention of Moha soft drinks customers. The following tables 4.4. Indicates that the Mean and SD score of product quality, product price, availability, promotion competition and service provider are presented

Table .4.4 Descriptive Statistics

	N	Mean	Std. Deviation
Product Quality	300	2.4681	0.77517
Product Price	300	2.8133	1.07228
Product Availability	300	2.6193	0.76269
Competition	300	3.1781	0.82101
Promotion	300	3.1647	0.75418
Service Provider	300	2.8607	0.62815
Purchase Intention	300	3.0910	1.09277
Valid N (list wise)	300		

Source: SPSS result, 2019

As it shows in the above table 4.4, the mean value of Product Quality is =2.4681 (SD=0.77517), this indicates that, majority of the respondents did respond below (3) on the product quality of Moha soft

drinks. This implies that the product quality of Moha soft drinks is not as per standard for the respondents of this study.

The mean score of the Product Price is =2.8133 (SD=1.07228). This indicates that, majority of the participants respond below (3) on product price of Moha soft drinks. This implies that the product price of Moha soft drinks price is higher than what the respondents would like to pay.

Regarding the mean value of Product Availability is =2.6193 (SD=0.76269), this indicates that, majority of the respondents did respond below (3) on the product availability that was provided by Moha soft drinks. This implies that product availability of Moha soft drinks is low for the respondents of this study.

The mean score of Competition is 3.1781 (SD=0.82101), this mean score of competition is above (3). This implies that the respondents of this study considers competitors of Moha soft drinks more Suitable for them.

The mean score of Promotion of Moha soft drinks is 3.1647 (SD=0.75418). This mean score of promotion is above neutral (3). This implies that the promotion of Moha soft drinks is satisfactory for the respondents of this study.

Regarding the mean value of Service Provider is =2.8607 (SD=0.62815), this indicates that, majority of the respondents did respond below (3) on the service provider. This implies that the service provider of Moha soft drinks role in the participants purchase intention is not substantial for the respondents of this study.

The mean score of Purchase Intention of Moha soft drinks is 3.0910 (SD=1.09277). This mean score of promotion is (3). This implies that the respondent customers of Moha soft drinks purchase intention are in different which means the participants purchase intention didn't change after the promotion.

4.5. Correlation Analysis

According to (Cochran, 1977), positive values indicate positive correlation between the two variables, negative values indicate negative correlation.

A zero value indicates that there is no association between the two variables. When $r = (+) 1$, it indicates perfect positive correlation and when it is $(-) 1$, it indicates perfect negative correlation. In the same way relation, and r ranging from 0.50 to 1.00 may be regarded as a high degree of correlation.

Table 4.5 Inter-correlation analysis between Moha soft drinks product mix, and purchase intention

Correlations

		Product Quality	Product Price	Product Availability	Competition	Promotion	Service Provider	Purchase Intention
Product Quality	Pearson Correlation	1	.577**	.120 [*]	.516**	.393**	.221**	.540**
	Sig. (2-tailed)		.000	.038	.000	.000	.000	.000
	N	300	300	300	300	300	300	300
Product Price	Pearson Correlation	.577**	1	.108	.486**	.119 [*]	.297**	.496**
	Sig. (2-tailed)	.000		.061	.000	.039	.000	.000
	N	300	300	300	300	300	300	300
Product Availability	Pearson Correlation	.120 [*]	.108	1	.365**	.184**	.224**	.255**
	Sig. (2-tailed)	.038	.061		.000	.001	.000	.000
	N	300	300	300	300	300	300	300
Competition	Pearson Correlation	.516**	.486**	.365**	1	.394**	.317**	.737**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300	300
Promotion	Pearson Correlation	.393**	.119 [*]	.184**	.394**	1	.518**	.379**
	Sig. (2-tailed)	.000	.039	.001	.000		.000	.000
	N	300	300	300	300	300	300	300
Service Provider	Pearson Correlation	.221**	.297**	.224**	.317**	.518**	1	.275**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300	300
Purchase Intention	Pearson Correlation	.540**	.356**	.555**	.337**	.579**	.495**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: SPSS result, 2019

Based on The Pearson correlation result that is association with the independent variables (product quality, product price, product availability, competition and service provider with purchase intention (dependent variable) presented on the above table 4.5, Product Quality with Purchase Intention Correlation Coefficient is 0.540, this explain that there is positive relationship between the two

variables. Product Price and Purchase Intention coefficient is 0.356, this result indicates that there is negative relationship between the two variables. Product Availability and Purchase Intention Coefficient is 0.555, this explains that there is strong and positive relationship between the two variables. Correlation coefficient result of Competition and Purchase Intention is 0.337, this shows that there is a negative relationship between the two variables, Promotion and Purchase Intention Coefficient is 0.579, this result indicates that there is strong and positive relationship between the two variables. Service Provider and Purchase Intention coefficient is 0.496, this result indicates that there is positive relationship between the two variables. Hence the result implies there is a positive relationship between independent and dependent variables.

4.6. Regression Analysis

4.6.1 Diagnostic Test

This study is a test for normality assumption and is presented graphically as follows:

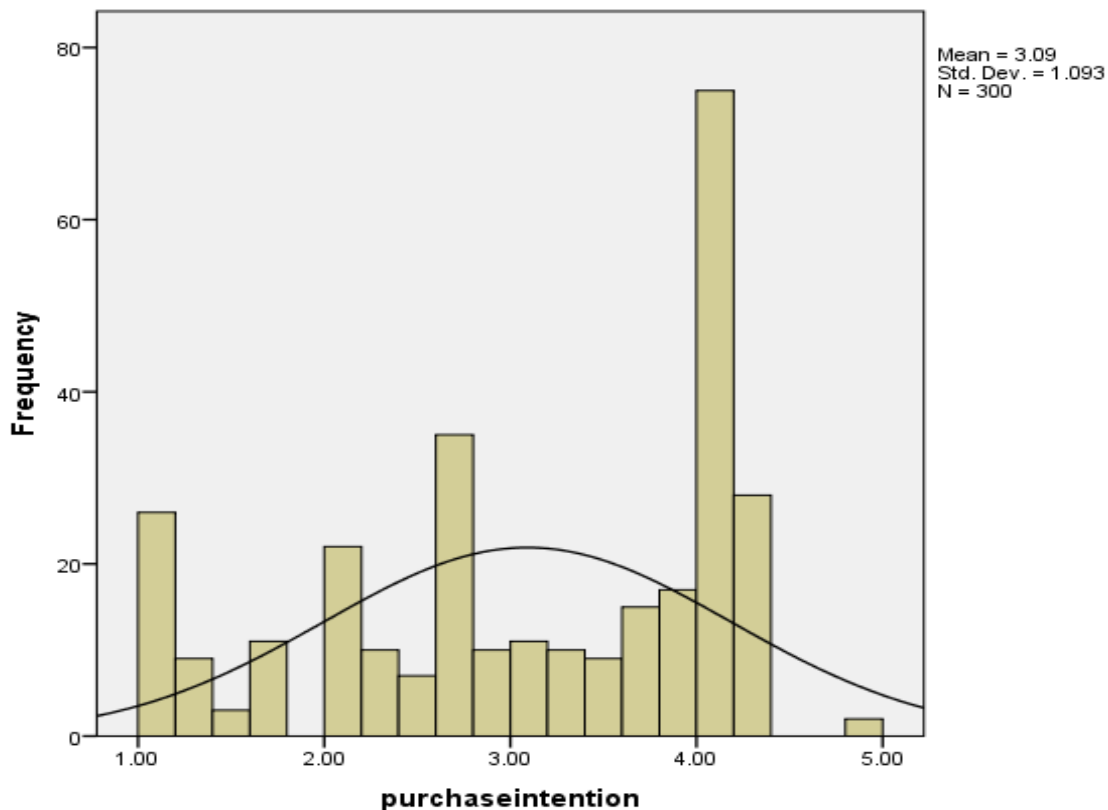


Figure 2 - Normality test for residuals

If the residuals are normally distributed, the histogram should be bell-shaped. (Bryman, 1988). Therefore, from the above figure, the Histogram is bell-shaped; this implies that the residuals are normally distributed. Hence, the normality assumption is fulfilled.

4.6.2. Autocorrelation Assumptions Test

The Durbin Watson statistic is a number that tests for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic is always between 0 and 4. The value 2 means that there is no autocorrelation in the sample of the study. Values approaching 0 indicate positive autocorrelation and values toward 4 indicate negative autocorrelation (Bryman, 1988).

Table 4.6 Autocorrelation assumptions test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.973 ^a	.948	.947	.04686	1.965
a. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price b. Dependent Variable: purchase intention					

Source: SPSS Result, 2019

The above table indicates that the value Durbin Watson statistic result is 1.965. Thus, this study has tested for assumption of Autocorrelation. Hence, the Autocorrelation assumption is fulfilled.

4.6.3. Assumption 4: The Multi collinearity Test

According to (Cochran, 1977) stated that presence of multi collinearity can be detected by just looking at variance inflation factor (VIF) value of each explanatory variable. That is, if VIF is more than 10, then, it signifies that there is interdependency among independent variables.

Table 4.7 Multi collinearity assumption Test

Model		Coefficients ^a	
		Collinearity Statistics	
		Tolerance	VIF
1	Product quality	.517	1.936
	Product price	.533	1.775
	Product availability	.841	1.189
	Competition	.554	1.806
	Promotion	.565	1.669
	Service provider	.642	1.557
a. Dependent Variable: purchase intention			

Source: SPSS Result, 2019

The above table 4.7 indicates that the VIF values for Product quality, Product price, Product availability, Competition, Promotion and Service provider are below 10. Hence, the multi collinearity assumption is fulfilled in this study.

4.6.4. The Effect Independent Variables on Purchase Intention in Moha soft drinks

Multiple linear regression (MLR) analysis applied to investigate the Effect of price, quality, availability, competition and service provider of Moha soft drinks on Purchasing intention. Coefficient of determination-R² is the measure of proportion of the variance of dependent variable, and the mean that is explained by the independent or predictor variables (Saccani, 2007). Higher value of R² represents greater explanatory power of the regression equation.

Table 4.8 Model Summary (Independent variables as predictors to Purchasing Intention).

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.948	.947	.04686
a. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price				

Source: SPSS Result, 2019

Table 4.8 presents the model summary which states that Purchasing Intention as a function of Product price, Product quality, Product availability, Promotion, Competition and Service provider. Based on the above model summary R square value indicated that the independent variables explained the dependent variable by .948. This result implies that the predictor factors accounted for 94.8 percent of the variance in Purchasing Intention.

Table 4.9 ANOVA (Independent variables as predictors to Purchasing Intention)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	211.005	6	35.168	700.553	.000 ^b
	Residual	146.047	293	.498		
	Total	357.052	299			
a. Dependent Variable: purchase intention						
b. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price						

Source: SPSS Result, 2019

ANOVA tells overall goodness of fit of the model significant at the 0.000 level which is quite good and entails that the model is a good fit level of significance.

4.6.5. Regression Coefficient

This section presents the regressions result of to examine the individual effect of Independent Variable on Purchase Intention of customers. Regression analysis was presented as follows.

Table 4.10: Regression analysis coefficients for Purchase Intention of Moha Soft drinks

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.006	.008		.749	.454
	Product quality	.757	.067	.569	2.555	.000
	Product price	-.479	.064	-.171	-2.709	.001
	Product availability	.542	.096	.331	3.168	.000
	Competition	-.757	.067	-.569	-11.331	.000
	Promotion	.315	.039	.291	8.169	.001
	Service provider	.050	.081	.029	.620	.536

a. Dependent Variable: purchase intention

Source: SPSS Result, 2019

Table 4.10 the independent variables, Product quality, Promotion and Product availability have a positive sign and $P < 0.01$ however Product price and Competition has a negative sign, this means the two variable move in the opposite direction, Service Provider has statistically insignificant effect at **5%** level of significance on Purchasing Intention. The student researcher has used Un standardized Coefficients of the variables to interpret the result. To distinguish the effect of Price, quality, competition, promotion and availability of Moha Soft drinks on the Purchasing Intention of the company's customers, the following regression model is applied:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_k X_k + e_i$$

Where,

β_0 = Point of intercept

- Y = Purchasing intention of customers in of Moha soft drinks
- X_k = Predictor variables of Moha soft drinks
- β_k = Slope of the line
- e_i = Error term associated with the observation

Table 4.11 Summary of Regression

$$\begin{aligned} \text{Purchase Intention of Moha soft drinks Customers} = & 0.006 + 0.757 \text{ Product Quality of Moha soft} \\ & \text{drinks} + -0.479 \text{ Product Price of Moha soft drinks} + \\ & 0.542 \text{ Product Availability of Moha soft drinks} + -0.757 \text{ Competition of Moha soft drinks} \\ & + 0.315 \text{ Promotion} + 0.4686 \epsilon_i \end{aligned}$$

Source: SPSS results, 2019

Product Quality

As shown on table 4.11, the results of regression regarding Product quality show that there is positive relationship and statistically significant effect on Purchase Intention of customers. unstandardized Coefficients of Product quality is 0.757 which implies that on average a percent increase in Quality will increase Purchase Intention of customers 75.7 percent and vice versa. Thus, from the results it can be concluded that Quality of Moha soft drinks has effect on Purchase Intention of customers. Therefore, hypothesis test is accepted.

Product Price

The results of the regression results relating with Price has statistically significant effect on Purchasing Intention of customers. un standardized Coefficients of Product Price is -0.479 which implies that on average a percent increase in Price will decrease in Purchase Intention of Moha soft drink Customers by -47.9 percent and vice versa. The result indicates that Product Price of Moha soft drinks can determine Purchasing Intention of customers. Therefore, hypothesis test is accepted.

Product Availability

As shown on table 12, the results of regression regarding Product Availability show that there is positive relationship and statically significant effect on Purchase Intention of customers. un standardized Coefficients of Product Availability is 0.542 which implies that on average a percent increase in Availability will increase Purchase Intention of customers 54.2 percent and vice versa. Thus, from the results it can be concluded that Product Availability of Moha soft drinks has effect on Purchase Intention of customers. Therefore, hypothesis test is accepted.

Promotion

As shown on the results of regression regarding Promotion show that there is positive relationship and statically significant effect on Purchase Intention of customers. un standardized Coefficients of Promotion is 0.315 which implies that on average a percent increase in Promotion will increase

Purchase Intention of customers 31.5 percent and vice versa. Thus, from the results it can be concluded that Promotion of Moha soft drinks has effect on Purchase Intention of customers. Therefore, hypothesis test is accepted.

Competition

The results of the regression results relating with Competition has statistically significant effect on Purchasing Intention of customers. un standardized Coefficients of Product Price is -0.757 which implies that on average a percent increase in Competition will decrease Purchase Intention of Moha soft drink Customers by 75.7 percent and vice versa. The result indicates that Competitors of Moha soft drinks determine Purchasing Intention of customers. Therefore, hypothesis test is accepted.

The result shows that the previous related findings are similar in regards to competition, quality, price, promotion except service provider.

CHAPTER FIVE

5. MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter deals with the conclusions drawn from the findings and recommendations based on the findings of the study. This chapter is organized into three subsections. section 5.1 Findings 5.2 Conclusions and section 5.3 Recommendations.

5.1 Major Findings

Based on the data analysis and discussion of the results: concerning age the largest groups of Respondents' are from 21 – 30 years of age. Second largest age groups of respondents are from 31 – 40 years of age. The group of respondents from age 14 – 20 years takes 20% from the total sample taken by the student researcher, the sample indicates that young adults and adults below 40 years consume Moha soft drinks more than the ages of 41 years and older. The largest groups of respondents live around Kolfe Keranio and Kirkos Sub - city customers.

5.2 Conclusion

Based on the data analysis and discussion of the results the following conclusions are drawn: The largest gender respondents are men customers than female customers of Moha soft drinks,

The value of chronbach alphas result is confirmed the reliability and consistency of the questionnaire. As a result, data collected from respondents is reliable and consistent with the scale.

As per the mean score respondents are unsatisfied with the Product Quality, Product Price, Product Availability, promotion and Service Provider. As for the mean score for Competition shows that respondents found it to be satisfying. Overall result dimensions indicate that customers disagreed on the Product Quality, Price, Availability and Service of Moha soft drinks.

Based on the regression result; Product Quality, Product Availability, Promotion, Product Price, Competition and Service Provider are found significantly affected Purchase Intention of Moha soft drink customers. However, coefficients of Competition and Price are negative and they have statistically significant effect on Purchase Intention of Moha soft drinks customers, which means when Competition of Moha soft drinks increases the Purchase Intention of customers decreases and when Price of Moha soft drinks Increases the Purchase Intention of customers decreases. The

Coefficients of Quality, Availability, Promotion and Service Provider are positive and they have statistically significant relationship with Purchase Intention of Moha soft drinks customers.

In summary the finding indicates that from internal factors Product Quality and Product Price have great effect on customers Purchase Intention; Promotion has effect on purchase intention of customers but not as much as quality and price. As for external factors competing brands, availability in stores and service providers have a significant effect on the Purchase Intention of Moha soft drinks customers. Research also shows that young adults consume Moha soft drinks more often than other age groups.

5.3. Recommendations

Based on the major findings of the study, the student researcher forwards the following recommendations. This study provides some findings that help us further our knowledge on Marketing mix (4 P's) of Moha soft drinks, and its effect on Purchase Intention of customers. Product Quality, Product Price, Product Availability, Promotion and Competition of Moha soft drinks has a strong effect on Purchase Intention of customers.

The study recommends the below;

- ❖ The Company can invest more on R&D (Research and Development) to promote healthy choices to the product line especially for sugar percent by making pepsi zero more available in Ethiopia market
- ❖ The Company shall recognize that their product is not as available in the market as much as other brands and regulate the product availability to customers reach by working on improving distribution
- ❖ Regarding Product Price, the company could work more on bringing price down or introduce a smaller liter (bottle) to the Ethiopian market so that; customers can have choice and be able to afford it. For example they can introduce the 200 ml coke has in other markets outside of Ethiopia
- ❖ The company might need to consider promotional packages and work with service providers, for example; if a customer goes in a restaurant and orders a meal he/she can get a discount by ordering food with Moha soft drinks
- ❖ The company will need to consider attractive advertisement continuously and find new ways of advertising in order to compete with other brands that are doing extremely well on this regard, for example widening advertising reach like on the internet put ads on YouTube, twitter, Facebook, Instagram

- ❖ The company will need to pay attention to new technologies of easy to packing containers and easy to remove features of their products as well as quality of product itself.

5.4. Limitation

However, this study is based on the findings from Moha soft drinks customers alone. Hence, the interpretation cannot be generalized for other Soft drink companies. Also, this study did not analyse other components of that can affect Purchase Intention. So, future research should examine on other factor such as, Consumer awareness of health, Customer loyalty, Brand Preference and other factors that may have effects on Purchasing Intention of customers.

5.5 Further Studies

Other studies have shown similar results as this research and the studies can be found in Chapter Two; Literature Review and Emphatical review.

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APPENDIX

Test of Reliability

Cronbach's Alpha	N of Items
.796	7

Demographic characteristics of Sample Respondents

Age	Frequency	Percent	Valid Percent	Cumulative Percent
14 - 20	60	20.0	20.0	20.0
21 - 30	94	31.3	31.3	51.3
31 - 40	62	20.7	20.7	72.0
41 - 50	56	18.7	18.7	90.7
Above 50	28	9.3	9.3	100.0
Total	300	100.0	100.0	
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	194	64.7	64.7	64.7
Female	106	35.3	35.3	100.0
Total	300	100.0	100.0	
Sub - City	Frequency	Percent	Valid Percent	Cumulative Percent
Nifas silk	39	13.0	13.0	13.0
Kolfe keranio	90	30.0	30.0	43.0
Bole	60	20.0	20.0	63.0
Yeka	30	10.0	10.0	73.0
Kirkos	81	27.0	27.0	100.0
Total	300	100.0	100.0	

Descriptive Statistics

	N	Mean	Std. Deviation
Product Quality	300	2.4681	0.77517
Product Price	300	2.8133	1.07228
Product Availability	300	2.6193	0.76269
Competition	300	3.1781	0.82101
Promotion	300	3.1647	0.75418
Service Provider	300	2.8607	0.62815
Purchase Intention	300	3.0910	1.09277
Valid N (list wise)	300		

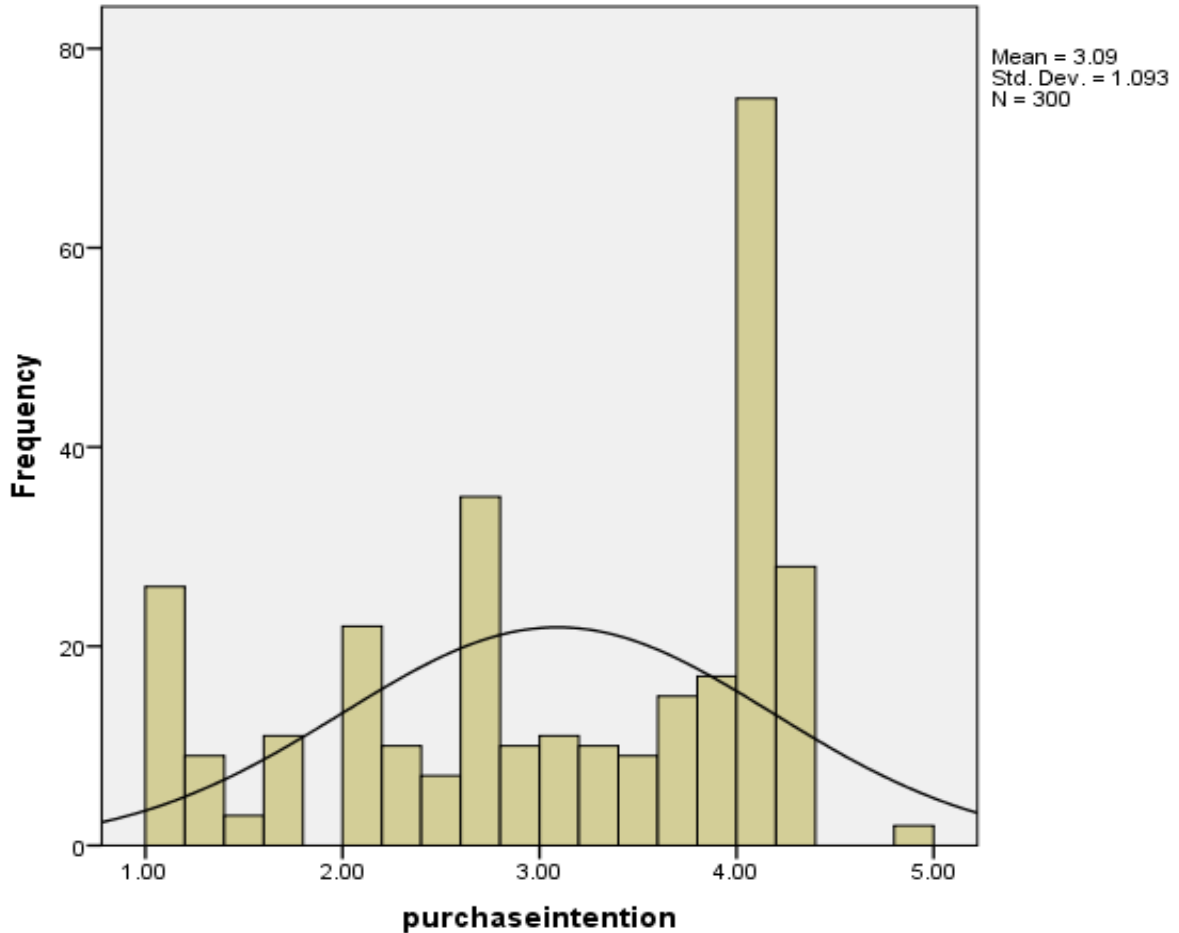
Correlations

		Product Quality	Product Price	Product Availability	Competition	Promotion	Service Provider	Purchase Intention
Product Quality	Pearson Correlation	1	.577**	.120 [†]	.516**	.393**	.221**	.540**
	Sig. (2-tailed)		.000	.038	.000	.000	.000	.000
	N	300	300	300	300	300	300	300
Product Price	Pearson Correlation	.577**	1	.108	.486**	.119 [†]	.297**	.496**
	Sig. (2-tailed)	.000		.061	.000	.039	.000	.000
	N	300	300	300	300	300	300	300
Product Availability	Pearson Correlation	.120 [†]	.108	1	.365**	.184**	.224**	.255**
	Sig. (2-tailed)	.038	.061		.000	.001	.000	.000
	N	300	300	300	300	300	300	300
Competition	Pearson Correlation	.516**	.486**	.365**	1	.394**	.317**	.737**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	300	300	300	300	300	300	300
Promotion	Pearson Correlation	.393**	.119 [†]	.184**	.394**	1	.518**	.379**
	Sig. (2-tailed)	.000	.039	.001	.000		.000	.000
	N	300	300	300	300	300	300	300
Service Provider	Pearson Correlation	.221**	.297**	.224**	.317**	.518**	1	.275**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	300	300	300	300	300	300	300
Purchase Intention	Pearson Correlation	.540**	.496**	.255**	.737**	.379**	.275**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	300	300	300	300	300	300	300

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

* . Correlation is significant at the 0.05 level (2-tailed).

Normality Test



Autocorrelation assumptions test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.973 ^a	.948	.947	.04686	1.965

c. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price

d. Dependent Variable: purchase intention

Linearity assumptions test

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	211.005	6	35.168	70.553	.000 ^b
Residual	146.047	293	.498		
Total	357.052	299			

- a. Dependent Variable: purchase intention
 b. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price

Multi collinearity assumption Test

Coefficients^a

Model	Collinearity Statistics	
	Tolerance	VIF
1 Product quality	.517	1.936
Product price	.533	1.775
Product availability	.841	1.189
Competition	.554	1.806
Promotion	.565	1.669
Service provider	.642	1.557

- a. Dependent Variable: purchase intention

Model Summary (Independent variables as predictors to Purchasing Intention).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.948	.947	.04686

- a. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price

ANOVA (Independent variables as predictors to Purchasing Intention)

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	211.005	6	35.168	700.553	.000 ^b
Residual	146.047	293	.498		
Total	357.052	299			

c. Dependent Variable: purchase intention
 d. Predictors: (Constant), service provider, product quality, product availability, promotion, competition, product price

Regression analysis coefficients for Purchase Intention of Moha Soft drinks

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.006	.008		.749	.454
Product quality	.757	.067	.569	2.555	.000
Product price	-.479	.064	-.171	-2.709	.001
Product availability	.542	.096	.331	3.168	.000
Competition	-.757	.067	-.569	-11.331	.000
Promotion	.315	.039	.291	8.169	.001
Service provider	.050	.081	.029	.620	.536

a. Dependent Variable: purchase intention

ST MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
Questionnaire

Dear respondent,

I am **Wongel Zelalem** a post graduate student at **St. MARY'S UNIVERSITY** School of graduate studies. Currently I am carrying out research for my master's thesis with a research title of "Determinants of Purchase Intention in the case of Moha soft drinks industries.

The purpose of the study is to investigate effect of Independent Variable with respect to Purchasing Intention, your genuine responses on this questionnaire are valuable for the quality and validity of the data to be used in the course of this study. Therefore, I kindly request you to voluntarily participate in filling out this questionnaire. Thank you in advance for your cooperation.

If you have any questions or concerns about completing the questionnaire, please contact me via the address provided below. Please note that your responses are confidential and your name and department will not be shared.

Wongel Zelalem

Mobile: +251 912 148601

Email: wongel.zelalem@gmail.com

Instruction

- No need to mention name on the questioner.
- The questioner is a close ended question. Use the mark [√] for the close ended questions.

Part I: Demographic characteristics

1. Gender:

A. Male [] B. Female []

2. Age Group:

14 – 20 []

21 - 30 []

31 – 40 []

41 - 50 []

Above 50 []

2. Sub - city

Nifas silk []

Kolfe keranio []

Bole []

Yeka []

Kirkos []

PART II: Questions related to Purchase Intention

Pease tick [] the appropriate box for your answers and rank each statement as follows:

5 = strongly agree

4 = agree

3 = neutral/ not sure

2 = disagree

1= strongly disagree

Depending on your experience, please rate on the following questions about Moha soft drinks;

St. Mary University Survey

MOHA Soft drinks are; Pepsi , Mirindi apple, Mirinda Orange, Mirinda Tonic, 7up, Kool Mineral water

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Product Quality					
1. I would rate the value of Moha soft drinks for Money as worth it					
2. I would describe Pepsi as tasty					
3. I would describe Mirinda Orange as tasty					
4. I would describe Mirinda Apple as tasty					
5. I would describe Mirinda Tonic as tasty					
6. I would describe 7up as tasty					
Product Price					
1. I am satisfied with the amount I paid for the soft drink I consumed from Moha					
2. I am satisfied with the amount I paid for the quality of drink I consumed					
3. I believe the quantity of Moha soft drinks is fair for the price I pay					
4. I would you rate the value of Moha soft drinks for Money as worth it					
5. I believe the price of Moha soft drink is fair					
Product Availability					
1. I can find Moha soft drinks easily in a nearby store in my neighbourhood					
2. I can find Moha soft drinks easily in a high end supermarket					
3. Overall supply of Moha soft drinks is suitable for me					
4. I can find Moha soft drinks in most restaurants I enter					
5. Moha products are more accessible than other competing soft drinks					

Competition					
1. Restaurants sell Moha products more than other competitor soft drinks					
2. I consider Moha soft drinks before choosing other soft drinks					
3. I consume Moha soft drinks frequently in a day compared to other competition soft drinks					
4. Price of Moha soft drinks is fair as compared to competition soft drinks					
5. Compared to Coca Cola product quality of Pepsi is better					
6. Compared to Fanta Orange product quality of Mirinda Orange is better					
7. Compared to Sprite product quality of 7up is better					
Promotion					
1. I find discount when purchasing Moha soft drinks					
2. Moha products have a gift voucher when purchasing soft drinks					
3. When I open TV I can find advertisement of Moha soft drinks					
4. When I open radio I can find advertisement of Moha soft drinks					
5. When passing through the city of Addis Ababa I see printing advertisement of Moha soft drinks					
Service Provider					
1. When I visit restaurants I get recommended to buy Moha soft drinks					
2. Restaurants have enough supply of Moha soft drinks					
3. I get served Moha soft drinks if I ask for it					

4. I find Moha soft drinks ads when I enter the restaurant					
5. I find Moha soft drinks offer with my meal in the restaurant					
Purchase Intention					
1. I am satisfied when consuming Pepsi					
2. I am satisfied when consuming Mirinda					
3. I am satisfied when consuming 7up					
4. I intend to buy Moha soft drinks before I leave the house for shopping groceries					
5. My first choice when I enter a store or a restaurant is Moha soft drinks					
6. I would recommend drinking Moha soft drinks to a friend					

ቅድስት ማርያም ዮሐንስ ስራ ትምህርት ቤቅ

የሞሁ ለስላሳ ምርቶች መጠይቅ ፎርም

ለእያንዳንዱ መጠይቆች አምስት አማራጮች ያሉት ስለሆነ በመጠይቁ ትይዩ ካሉት መጠይቆች አንድን ላይ ምልክት ያኑሩ

የሞህ የለስላሳ መጠጦች ፔፕሊ፣ ሚሪንግ፣ አፕል፣ ሚሪንግ ኦሬንጅ፣ ሚሪንግ ቶኒክ፣ ሰሽን አፕ እና ኩል የመደብን

ውሃ ናቸው።

ሀ. የምርት ጥራት

1. ለመሀ ለስላሳ ምርቶች የሚከፈለው ገንዘብ ይገባዎል እላለሁ
2. ፔፕሊ ምርጥ ጣዕም አለው
3. ሚሪንግ ኦሬንጅ ምርጥ ጣዕም አለው
4. ሚሪንግ አፕል ምርጥ ጣዕም አለው
5. ሚሪንግ ቶኒክ ምርጥ ጣዕም አለው
6. ሰሽን አፕ ምርጥ ጣዕም አለው

ለ. ለምርቱ ዋጋ

1. ለተጠቀምኩት የሞ ለስላሳ መጠጥ የከፈልኩት ዋጋ ያረካኛል
2. የከፈልኩት የገንዘብ መጠን ለተጠቀምኩበትና ለገኘሁት ግልጋሎት ጥራት እርካታን ፈጥሮብኛል፤
3. የምክፍለው ገንዘብ ለሞህ ለስላሳ መጠጦች መጠን ተገቢ ነው ብዬ አምናለሁ፤
4. የሚከፈለው መጠን ለመሀ ለስላሳ ክፍያው ይገባዎል፤
5. የሞህ ለስላሳ ክፍያ ተገቢ እና ተመጣጣኝ ነው ብዬ አምናለሁ

ሐ. የምርት አቅርቦት

1. ባካባቢዬ ባሉ ሱቆች የሞህ ለስላሳ መጠጦችን በቀላሉ ማግኘት እችላለሁ፤
2. የሞህ ለስላሳ መጠጦች በትልልቅ ሱፐር ማርኬቶች በቀላሉ ይገኛሉ፤
3. በአጠቃላይ የሞህ የምርት ስርጭት አስደሳች ነው፤
4. በሄድኩበት ምግብ ቤቶች ሁሉ የሞህ ለስላሳ መጠጦች ይገኛል፤
5. ተመሳሳይ ከሆኑ ተጨማሪ የለስላሳ መጠጦች ከሚመረቱ ድርጅቶች ምርቶች የበለጠ የሞህ ለስላሳ መጠጦች ተደራሽ ናቸው፤

መ. የገበያ ውድድር

1. ተመሳሳይ ምርት ከሆኑ የለስላሳ መጠጦች የበለጠ የሞህ ለስላሳ መጠጦች በየሬሶቶራንቱ በተሻለ ይሸጣሉ፤
2. ሌሎች ተመሳሳይ ምርቶችን ከማሰቤ በፊት የሞህ መጠጦችን ቅድሚያ እሰጣለሁ፤
3. ከሌሎች የለስላሳ መጠጦች በተሻለ በየቀኑ የሞህ ለስላሳ መጠጦች በተደጋጋሚ እጠቀማለሁ፤

4. የሞህ ለስላሳ መጠጦች ዋጋ ከሌሎች የለስላሳ መጠጦች ምርት ዋጋ ጋር ሲነፃፀር የተሻለ ነው፤

5. ከከካከላ ምርቶች ጋር ሲወዳደር የሞህ ለስላሳ ምርቶች የተሻለ ጥራት አላቸው

6. የፋንታ ኦሬንጅ ምርት ጥራት ከሚሪን ዓ ኦሬንጅ ጥራት ጋር ሲወዳደር ሚሪን ዓ ኦሬንጅ የተሻለ ነው፤

7. የሰቨን ኦፕ ጥራት ከእስፕራይት ጥራት ጋር ሲወዳደር ሰቨን ኦፕ ብልጫ አለው፤

ሠ. የንግድ ማስተዋወቂያ

1. የሞህ ለስላሳ መጠጦች ስገዛ ቅናሽ አገኛለሁ

2. የሞጣ ምርቶች ስገዛ የነፃ ሽልማቶች ይገኛል

3. ቴሌቪዥን በክፈትኩ ቁጥር የሞህ ለስላሳ ማስታወቂያ ያጋጥሙሃል፤

4. ሬዲዮ በክፈትኩ ጊዜ የሞህ ለስላሳ ምርቶች ማስታወቂያ ያጋጥሙኛል

5. በአዲስ አበባ ጎዳኖች ስንቀሳቀስ የሞህ ለስላሳ ምርቶች ማስታወቂያዎች ተለጥፈው እመለከታለሁ፤

ረ. አስተናጋጆች

1. ምግብ ቤቶች በምገለገልበት ወቅት አስተናጋጆች የሞህ ምርቶችን እንድጠቀም ይመክራሉ

2. ምግብ ቤቶች በቂ የሞህ ለስላሳ ምርቶች አቅርቦት አላቸው

3. ሞህ ለስላሳ በፈለግሁ ቁጥር ምርቱን አገኛለሁ

4. ሬስቶራንት ውስጥ ስመገብ የሞህ ማስተዋወቂያዎች ያጋጥሙኛል፤

5. በገበታዬ ላይ የሞህ ምርት በተጨማሪነት ይሰጠኛል፤

ሰ. የመግዛት ፍላጎት

1. ፔፕሲ በጠጣው ቁጥር እርካታን አገኛለሁ

2. ሚሪን ዓ በጠጣው ቁጥር እርካታን አገኛለሁ

3. ሰቨን ኦፕ ስጠጣ እርካታን አገኛለሁ

4. ወደ ግሮሰሪ ለመሄድ ከቤት ከመውጣቴ በፊት የሞህ መጠጦች ለመግዛት ውሳኔ አደርጋለሁ

5. ምግብ ቤቶች ውስጥ ወይም ሱቆች ውስጥ በገባሁ ቁጥር ቀደምት ምርጫዎቼ የሞህ ለስላሳ ምርቶች ናቸው፤

6. ለጓደኞቼ የሞህ ለስላሳ ምርቶችን እመክራለሁ፤

Thank you!