



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

**MARKETING MIX PRACTICE OF SOFT DRINKS INDUSTRY
IN ETHIOPIA: THE CASE OF MOHA SOFT DRINKS SHARE
COMPANY**

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**THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES
OF ST, MARY'S UNIVERSITY IN PARTIAL FULFILMENTS OF
THE REQUIREMENTS FOR THE DEGREE OF MASTERS OF
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**JUNE, 2019
ADDIS ABABA, ETHIOPIA**

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Certification

St, Mary's University

School of Graduate Studies

This is to certify that the thesis prepared by Nebil Adem entitled: Marketing Mix practice of soft drinks industry: the case of MOHA Soft drinks S.C and submitted in partial fulfillment of the requirements or the degree of masters in Marketing Management compiles with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ENDORSEMENT

This thesis has been submitted to ST, MARY'S University School of graduate studies for the examination with my approval as a University Advisor.

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List of Abbreviations/Acronyms

MOHA.....	Mohammed Hussein Ali Amudin
MIDROC.....	Mohammed International Development Research and Operation Company
PET.....	Polyethylene Package
PCI.....	Pepsi Cola International
SPSS	Statistical Package for Social Science

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ABSTRACT

The purpose of the research was Marketing Mix Practice of Soft Drinks Industry in Ethiopia; The Case of MOHA Soft Drinks Share Company. Specifically it examined the product, price, place and promotion of the company. In order to obtain the best result the research methodology adopted were a Descriptive Survey involving retail customer in Addis Ababa. Primary data were used in this study. Primary data were collected using Questionnaire and Interview. 204 Questionnaires were distributed to a sample respondents and 185 Questionnaires were returned and valid for data analysis making a response rate of 90%. The selections of the retail customers were carried out by using purposive sampling technique because it is believed that to have more exposure to get a total population of the study. Interview was conducted with companies marketing manager. Descriptive Statistics like frequency counts, percentage were used in the analysis of the data. To analyze the data the researcher used Statistical Package for Social Science SPSS software 24 versions. Findings from the research revealed that the price dimension of the products of the company retail customers responses indicated that the price of the product unfair and unaffordable. Product dimension of the company retail customers response revealed customers are disagree about product Unavailability during peak seasons. Location perspective (Place) dimension of product of company customers are not convenient to the distribution channels used by the company is less convenient to them. Promotion dimension of the company customers responses shows that the company promotional mixes used are were not effectively used.

Key words: *Marketing Mix, Product, Price, Place and Promotion.*

CHAPTER ONE:INTRODUCTION

1.1 Background of the Study

Marketing has often been described as the part of selling products. The aim of marketing is to make selling superfluous and understand the customer so well that the product or service fits him and sell itself (Kotler,2000).

Ideally ,marketing should result in a customer who is ready to buy (kotler,2000). Business organizations develop market strategies that can help them exit sustainably and achieve long term objectives. They use various tools to set appropriate strategies so as to get desired responses from their target markets (Goi,2009),One of such tools is a marketing mix. It is a framework that firms use to pursue their marketing goals in the target markets.McCarthy classified marketing mix into four broad groups that he called four Ps of marketing product, price ,promotion and place (Goi,2009).

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

According to Jobber there are four hallmarks of an effective Marketing Mix Practice . These are:-

- The marketing mix matches customer needs.
- The marketing mix creates a competitive advantage.
- The marketing mix should be well blended.
- The marketing mix should match corporate resources.

Manipulation of the elements of marketing mix helps to understand ways in which a differential advantage might be achieved and sustained. The effective management strategist also needs to pay attention to the ways in which the mix as a whole is managed and how the various elements can be integrated to achieve a high degree of synergy(Richard,and Wilson ,Gilligan,2005).

In Ethiopia soft drinks have become essential part in life style of the people in the society. There are number of soft dink brands are available in the market. In those brands some brands are very famous not only in Ethiopia but also globally. A soft drink is a cold beverage usually sweet drink which does not contain alcohol. In Ethiopia soft drinks are known by the Amharic word “leslassa” meaning literally “smooth” (Aregawi,2006).

Soft drinks industry is one of the processing industries that play an important role in the economic development especially for developing countries like Ethiopia. Even if industry consitutes a very few of companies. There is stiff competition in the industry, therefore to get acceptance in the market and to increase sales volume marketing mix elements is a prominent tool. In contrast in effective operation of marketing mix elements can damages the image of the company and its products. Thus this study on the Marketing Mix Practices ofSoft Drinks in Ethiopia: the case of MOHA soft drinks S.C

1.1.1 Background of the Company

MOHA Soft Drinks Industry S.C. has a franchise agreement with Pepsi Cola Company in Ethiopia. It is one of the MIDROC sisters Company.

MOHA Soft Drinks Industry S.C was established in accordance with the commercial code of Ethiopia following the acquisition of the four plants which are Teklehaimanot plant in AddisAbaba, Nifas Silk Plant in Addis Ababa, Gondar plant, and Dessie Plant in January 1996 at a total purchase price of Birr 111.8 million (USD 17.5 million) through a bid floated by the Ethiopian privatization agency. The company is a sole producer of Pepsi cola product in the country under the franchise agreement with Pepsi Cola International (PCI).

The plants under the auspices of the company reach 7 (seven). Their list is presented below.

Table 1:Plants under MOHA Soft Drink Industry S.C and their Location

No	Name of plants	Location
1	Teklehaimanot plant	Addis Ababa (Merkato)
2	Nefas Silk plant	Addis Ababa (Gotera)
3	Summit Meri plant	Addis Ababa (Meri)
4	Awassa Millennium plant	Awassa
5	Bure plant	Bure (Gojam)
6	Gondar plant	Gondar
7	Dessie plant	Dessie

Source from Company Data, 2017

1.2 Statements of the Problem

In this competitive and ever changing environment companies can ensure their survival and gain a competitive edge through marketing mix practice. McCarthy (1964) offered the “marketing mix” often referred as the “4P” as a means of translating marketing into practice (Bennett, 1997).

Marketing mix practice has been extremely influential in informing the development of both marketing theory and practice (Moller, 2006). Major objectives of marketing mix practices are increasing customer awareness, successful distribution of products, developing a corporate image, improving customer service, improving customer base and its spread, etc.

The marketing mix is a set of controllable marketing factor that an organization uses to produce the response it wants from its various target market. In an attempt by this marketing mix practice in soft drinks industries raised the competition because of their grounds in retail market areas.

These tools comprise the marketing mix practice in fact it is a set of tools that institution use to achieve marketing goals. The same thing that MOHA Soft drinks S.C produces different products and carries to the market. To motivate, convince, satisfy the customers and aware the markets the company implement different marketing mix practice.

Hence this study was intended to the marketing mix practice of MOHA Soft drinks S.C among the retail customers.

1.3 Basic Research Questions

This study was guided by the following research questions:

1. What are the major factor areas influencing the distribution practice of the company?
2. What are the reasons of product shortage in the market during peak seasons?
3. What is a problem of price variability in the market?
4. What are the promotional mixes used by company?

1.4 Objectives of the Study

1.4.1 General Objective of the Study

The General Objective of the Study the Marketing Mix Practice of Soft Drinks in Ethiopia; the Case of MOHA Soft Drinks Share Company.

1.4.2 Specific Objectives

1. To suggest some of a possible solution regarding distribution practice.
2. To examine reasons of product shortage in the market during peak seasons.
3. To investigate a problem of price variability in the market.
4. To explore promotional mixes of company.

1.5 Significance of the Study

The study will enable the management of the company to design appropriate marketing mix Practice and to resolve the problems of marketing mix practice.

The finding of this study will contribute a lot towards the effective and efficient utilization of marketing mix practice by suggesting some important practices of marketing which can help specifically the company in achieving its objectives.

The study will enhance the research skill and knowledge of the researcher and add value to the existing stock of knowledge. It also serves as a stepping stone for other researchers to undertake further research.

1.6 Scope of the Study

The scope of this study focuses on the following dimensions: i.e. Geographical, Conceptual and Methodological. Geographical scope from the total of seven company's the study focus on mainly in Addis Ababa area retail customers because of geographical proximity to the researcher. From the conceptual scope viewpoint, there are a lot of concepts that rise from academic research like challenges of product shortages, product quality, and customer satisfaction. Methodological at the time of the study the culture of organizing data base has not yet been developed in the business organization like the one under study. Furthermore as the issue rose in the study is not yet researched well in Ethiopia. Time scope because of the research should complete in specific time was scope to this study.

1.7 Limitations of the Study

The study will be limited by the geographical locations of the company. There are companies under auspices located in different regions of the country as a result will not consider in this

particular research. Another limitation will be mentioned here is that secondary data are not available as required since the culture of organizing data base has not yet been developed in business organizations like the one under the study.

1.8 Definition of Terms

Marketing Mix is a tool that can be used by the firms to set appropriate strategies to get the responses from their target market (Goi, 2009). Four Ps of marketing is marketing mixes consist of product, price, place and promotion (McCarthy, 1964).

- **Marketing:** is a set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers ,clients, partners and society at large (American Marketing Association, 2007).
- **Marketing Mix:** is a tool that can be used by firms to set appropriate strategies so as to get the desired responses from their target markets. It is a framework businesses use to pursue their marketing goals in the target markets (Goi, 2009).
- **Product:** is an offering that brings value to target customers and may come in the form of a pure tangible good (product) or a pure service (Kotler and Armstrong, 2008).
- **Promotion:** Promotion refers to the activities carried out to communicate the benefits of products or services in order to motivate customers to purchase the products and services (Kotler, Wong, and John and Armstrong, 2005).
- **Price:** is the amount of money that is charged for either a product or service or the total of values Consumers will exchange for the benefits for making use of or having the product or service (Kotlerand Armstrong, 2008)
- **Place:** in the marketing mix defines where the product is sold, through which channel and with what transportation, logistics etc, (Kotlerand Armstrong, 2008).

1.9 Organization of the Study

The first chapter deals with the Background of the study, Statement of the Problem, Objectives of the study, Scope of the study and Significance of the study. The second chapter is confined to review of the related literature, where the theoretical and empirical review is discussed. The third chapter is devoted to data presentation and analysis. It covers research design, population,

sample and sampling method, and data collection. The fourth chapter covers data analysis and discussion. The fifth chapter focuses on summary, conclusions, and recommendations.

CHAPTER TWO: LITERATURE REVIEW

2.1 Theoretical Literature

The term marketing mix is attributed to H. Borden and refers to the set of marketing ingredients a company can use to achieve its objectives. (Lancaster and Massingham, 2010) suggest some of the factors that the detailed marketing mix plans as four Ps are products (quality, features, options, style, services, installation, warranty, packaging, and new product development) price (pricing, price changes, list prices discounts, allowances, payment and credit terms) promotion (overall emphasis in promotional mix, objectives strategies and plans and the last is place, which is channel configuration, coverage level).

The main reason the marketing mix is a powerful concept is that it makes marketing seem easy to handle, allows the separation of marketing from other activities of the firm and the delegation of marketing tasks to specialists and the components of the marketing mix can change a firm's competitive position (Grönroos, 1994).

Marketing mix is one of the most popular theoretical frameworks in marketing that has been used by companies in order to make marketing and other decisions in a more efficient manner. Companies have concentrated on various elements of marketing mix as a source of competitive edge according to the strategy adopted by senior level management in order to achieve long-term aims and objectives.

The potential contribution of marketing in terms of obtaining competitive edge has been realized by management of many successful businesses therefore, the attention to this specific area of business practice has become greater than ever before (Egan, 2007). Marketing mix, otherwise known as 4Ps can be highlighted as one of the fundamental concepts in marketing and focuses on four aspects of the business practice: product, price, promotion and place (Klein, 2007). The practical application of marketing mix by companies varies according to their size, chosen business strategies, geographical location, competitive edge and a range of other factors.

According to (Kumar, 2010), marketing mix is the terms used to describe the combination of methods employed by a business in order to achieve its objectives by marketing its products and

services effectively to a specific target group. (Bootwala et al.,2009) mention the definition of marketing mix as offered by Kotler according to which “marketing mix is a set of controllable variables and their levels that the firm uses to influence the target market” (Bootwala et al., 2009, p.3.1).

The marketing mix concept has dominated marketing since the 1940s. In 1964 McCarthy developed the concept and presented the classification of the 4Ps, which is still popular among marketers (Goi,2009). The marketing mix will always vary for different products, companies markets and marketers.

The price element is used by companies by set an appropriate and efficient price for the product. Price efficiency depends on the company’s strategies and objectives. When the company uses the strategy for price standardization, the product prices on the international level remain exactly the same as on the domestic market, but the final customer will additionally pay for logistics and import fees to his country (Doole and Lowe,2001). Usually the company examines how the price will affect indicators’ such as demand, revenues, volume, profit and relationships with a customer (Woodruff,2004).

Place defines the process of how the product is made available for the customer. It includes the retailer’s distribution system, which means the process of how the goods are transported from manufacturing to the final customer. Furthermore it includes the actual location of the stores of the company. According to (Seth and Randall,2005), the most competitive companies are constantly adapting the place element by searching for the best solutions for every specific market.

The promotion element includes various promotion activities that are targeted to the final customer which helps him to decide in favor of the promoted brands. This category includes channels such as TV, radio, printed materials in store campaign and in store navigation (Doole andLowe, 2001; Burtet *al.*,2010). Standard communication helps the company to avoid promotion costs increases the perceived value for the customer through widely recognized images and increases the awareness of the product (Doole and Lowe,2001).

As stated by Kotler (2003) "marketing mix describes the set of tools that management can use to influence sales". In order to maximize sales we have different kind of tools. The formulation is called the 4Ps product, price, place and promotion.

It is a planned mix of the controllable elements known as a "mix" because each ingredient affects the other and the mix must overall be suitable to the target customer. A profitable formula for marketing operation is mostly that marketing mix changes as per marketing conditions and also with changing marketing factors. The marketing tools are classified into four broad groups, called the four "P"s of marketing: products, price, place and promotion. To deliver on its value proposition, the firms first create a need satisfying market offering (product). It must decide how much it will charge for the offering (price) and how it will make the offering available to target consumers (place). Finally, it must communicate with target customers about the offering and persuade them of its merits (Kotler and Armstrong, 2012).

Product mix of an individual company can be described in terms of width, length, depth, and consistency. The width refers to how many different product lines the company carries. The length refers to the total number of items in the mix. The depth of a product mix refers to how many variants of each product are offered. The consistency of the product mix refers to how closely relate the various product lines are in end use, production requirements, distribution channels, or some other way (Kotler, 2007).

Kotler (2000) defines that product is anything that can be offered to the market to satisfy a want or a need. Products include physical good, services, experiences, events, persons, places, properties, organization, information, and ideas. The customer will judge the offering by three basic elements: product features and quality, service mix and quality, and price appropriateness. As a result, marketers must carefully think through the level at which they set each product's features, benefits and quality.

A product, service is the starting point of all marketing activities. A product is a combination of different attributes. It comprises of physical factors such as color, design, features, performance and non physical factors like value, quality etc. Product planning involves a variety of decision to be taken firmly to bring the product in the market.

Promotion means activities that communicate the merits of the product and persuade target consumers to buy it (Kotler and Armstrong 2012). Promotion helps the trader and sales force to represent the product to the consumers in an effective manner and bring them to buy. Promotion consists of different blends of its components which are used to achieve the company's marketing goal. According to Andrew (2010) the elements of promotional mix are: personal selling, sales promotion, public relation, direct mail, trade fairs and exhibition, advertising and sponsorship. Advertising is a powerful element of promotion mix. The main aim of the advertising is to create and develop the image of a product in the market. It is one of the important tools of competition which maintains the dynamism of industry. Promotion mix decides the positioning of the product in the target market. It should be considered as expenditure and hence added to the cost of a product. Personal selling: any oral presentation in a conversation with one or more prospective purchaser for the purpose of making sales (Kayode, 2014). As recognized by Andrew (2010) sales promotion tends to be thought of as being all promotions apart from advertising, sales promotion and public relations.

Distribution is the physical movement of goods from producer to wholesaler, from wholesaler to retailer and from retailer to consumer (Manmohan, 2012). It includes distribution channels, warehousing facilities, mode of transportation and inventory control management thus it is a mechanism through which goods and services are moved from the service provider and manufacturer to consumer. If the product is a business product then a business team is required to interact with different clients and ensure the availability of the product for them. Distribution has a huge effect on the profitability therefore a firm should have excellent supply chain and logistics management plan for distribution. All the four variables of marketing mix are interconnected. By increasing the price of the product, the demand of the product will be lesser distribution points will be required. Kotler(2003) recognized that distribution channels are dynamic and they can create a competitive advantage when used right, but become a competitive liability when used liability. The overall marketing mix can result in dynamic modeling based on customer feedback for improving a product and the same can be launched as the upgraded product.

2.1.1 Marketing Mix

As good as experience and instinct it can nevertheless be helpful to quantify and study the different elements in order to ensure maximum effectiveness. That's what E.Jerome; McCarthy did in 1960 proposing a "4Ps" classification which we still use today. Using the "4P" marketing managers can cut through the noise and confusion and identify which elements they must take responsibility for in order to ensure business success.

As with many things invented more than 50 years ago, the "4P"s has also been updated to reflect the needs of modern businesses. Instead of a total focus on products the new Eight "P"s is flexible enough to include the role to customer service and adapt to businesses which sell services instead of products.

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

The marketing mix is one of the most famous marketing terms. The marketing mix is the tactical or operational part of a marketing plan. The marketing mix is also called the 4Ps; the 4Ps are price, place, product and promotion.

The marketing mix is the set of controllable tactical marketing tools product, price, place, and promotion that the firm blends to produce the response it wants in the target market (Kotler and Armstrong,2010).

Price-Price is the amount the consumer must exchange to receive the offering (Solomon et al, 2009).

Place-Place includes company activities that make the product available to target consumers (Kotler and Armstrong,2010).

Product-Product means the goods-and-services combination the company offers to the target market (Kotler and Armstrong,2010).

Promotion -Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products (Solomon et al, 2009).

2.1.2 Concept Briefing

The Marketing Mix Practice refers to the set of actions or tactics that a company uses to promote its brand or products in the market. The 4Ps make up a typical marketing mix price, product, promotion and place. However nowadays the marketing mix increasingly includes several others Ps like packaging, positioning, people and even politics as vital mix elements.

- Price: refers to the value that is put for a product. It depends on costs of production, segment targeted, ability of the market to pay supply demand and a host of other direct and indirect factors.
- Product: refers to the item actually being sold. The product must deliver a minimum level of performance otherwise even the best work on the other elements of the marketing mix won't do any good.
- Place: refers to the point of sale. In every industry catching the eye of the consumer and making it easy for him/her to buy it is the main aim of a good distribution or place strategy.
- Promotion: refers to all the activities undertaken to make the product or service known to the user and trade. This can include advertising, word of mouth, press reports, incentives, commissions and awards to the trade.

2.2 Empirical Review

An empirical study shows one of the marketing mixes which are believed well known in the general marketing mix. This element is as an outcome of its visibility and occurrence in all the

other marketing essentials. This is validated on the grounds that messages reach enormous numbers of people and make them alert convince and remind them about the organization offerings.

Table 2.1: Empirical Literature on Marketing Mix

General theme	Authors	Focus of the study	Findings	Limitations	Research knowledge gap	Focus of the current study
Relationship between marketing mix and sales performance.	Keramati, Ardan, A., Ardan, 2011)	“Relationship between marketing mix and sales performance in the context of private companies.	The result indicates that marketing mix has considerable link on sales performance.	Limitation of the study was methodology employed only 12 sample of private firms instead of all companies. Further research should be on investigating other elements which should be able to grow sales performance	The study has indicated the independent relationship between marketing mix and sales performance.	To determine the relationship between four marketing mix variable and sales performance.
	Hossein, M&N aviaie, M, 2011)	“Analyzing the influence of promotion mix on increase of sales in cosmetics and beauty products.	Results showed that promotion mix (sales promotion, personal selling and advertising were most powerful factors in boosting sales of cosmetics products. but direct marketing had	Reluctance of the sample to answer research questions. Future research can be done on studying the task and significance of marketing mix	The study based on the cosmetics industry which may not apply in the other fields such as fast moving consumer goods and home appliance.	To assess the effect of marketing mix on sales performance of soft drink companies in Tanzania. 14

			less effect on increase of sales of the product.	components in increase of sales. Also presenting approaches to introduce beauty products to the market in an effective way.	The study did not observe the other marketing mix variables like publicity and direct marketing.	
	Moghareh,G.A Haghghi,M,2009)	The effects of selling strategies stimulate individual level behavior that have a direct impact on customers oriented selling adaptive and rational selling. However the study found that customer oriented relational selling strategies.	Few studies have been conducted on the relationship between sales strategies and its effect on sales performance.	The study did not point out the indirect effect of marketing communication strategies on sales performance.	To find out the impact of advertising sales promotion direct marketing and publicity on sales performance.	
	Smith A ,Rupp W,2003)	“An examination of emerging strategy and sales performance motivation chaotic change and organizational structure”	The result of the study concludes that sales performance is a function of motivation that is a collection of a number of interconnected sources including individual resistance to change organizational	Further research can be done in the study by attempting to compute the effect to individual struggle to change organizational structure.	The research study pointed out the implication of sales performance on the personnel hence a study of sales performance on marketing mix would be significant.	To focus on the effect of direct marketing techniques on increasing sales performance.

			sales strategy.			
Role of micro environment factors on sales performance	Norouzi, E., Panahian, H., Mazandani, G.H., (2015)	“Evaluating the relationship between competition and management accounting systems change and performance	The study showed that the effect of competition on performance companies, the strategic decisions of companies for increasing benefits shareholders efficiencies. Technology selection, production	In determination of the amount of effectiveness of each mentioned factor questionnaire tools for collection of data have been used and the people who answered made their effects through their mental valuations which may be a little different with actual life. This research was carried out around Tehran province surrounding and cannot be generalized for other cities.	The study based on the competition variables which is part of the micro environmental factors hence a study on other variables like market and suppliers would be useful. This research has used a simple scale of companies in future research can describe the relationship of other selections such as competition intensity.	To establish the effect of macro environmental factors as moderate variable in the relationship between marketing mix and sales performance

	Kitchen, P. J.,1994)	“The marketing communication revolution a unveiled”	<p>The study revealed that the leviathan has the possibility to be a form of contamination perhaps as damaging to human minds as harm to the atmosphere is in its effects on the physical body.</p> <p>Moreover, this possible pollution has not been adequately recognized or observed by academics and practitioners alike.</p>	<p>Limitation of the study is that the study did not examine all the marketing communication strategies hence the findings cannot be generalized to all models of communication.</p> <p>Further research can be done on the effect of each marketing communication tool to the consumers.</p>	<p>Proof of such pollution created by a marketing communications monster has not been presented in the research article.</p> <p>Hence a research is needed to be done to provide a proof on the assumption created.</p>	To assess the positive or negative outcome of the marketing mix on sales performance
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	Agnihotri, R., Rapp, A., Trainor, K, (2009)	“Understanding the role of information communication in the buyer seller exchange process: antecedent	The results propose that managers can benefit by expanding sales force training to concentrate on not only practical knowledge but also communication skills. Presenting	The study was performed on a single company framework hence it would be beneficial to study in other business sceneries or industries. It was a cross-sectional research type hence future research can be conducted in a longitudinal study.	The study based on the sales force tasks, knowledge and skills on the company side which is the seller hence a study considering the buyers	To establish how soft drink companies in Tanzania apply marketing mix to increase sales performance
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Source: Review Summary by the Researcher, 2019

2.3 Conceptual Frameworks

The Marketing Mix practice mainly includes product, price, promotion and place (Kotler & Bowen, 2008). The research model proposed for this study contains the independent variables which are product, price place and promotion while dependent variable customer satisfaction.

Independent Variables Dependent Variable

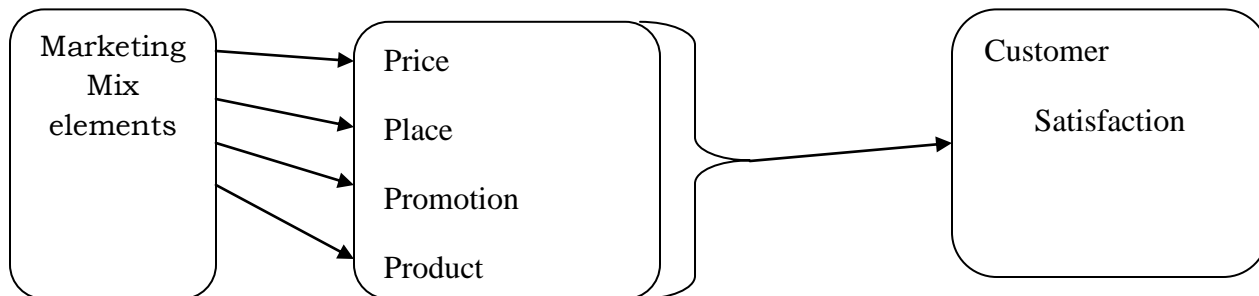


Figure 2.3.1 Conceptual Framework (Source: Own Construct, 2019)

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

In the view of on wumere (2009:111), research design is a kind of blue print that guides the researcher in his or her investigation and analysis. The Descriptive research design intends to answer of why, how, where, when and what (Burns & Groove, 2001). For the purposes of this study, Descriptive Survey design was used. The method is considered adequate and most appropriate because it helped to describe, examine, record, analyze and interpret the variables that existed in this study.

3.2 Sampling Design

3.2.1 Population of the Study

The interests of this study from whom the researcher needs to obtain information are the retail customers. To get the answers to research question purposive sampling technique were used. To get representative sample size from the total population the study use calculation of sample size formula to determine the sample size at the sample size determined by Taro Yamane. The population for this study was retail customers 12,033 (Source from company's data 2018).

3.2.2 Sample Size

The formula adopted in determining the sample size for my study was proposed by Taro Yamane (1964). The mathematical formula is given as:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

- N = Population Size
- n = sample size desired
- e = Maximum acceptable margin of error

3.2.3 Sampling Procedure

The sample method adopted in my study was the purposive sampling method. Purposive sampling was used as the population has a sample frame and questionnaire in proportion to the population size that formed the population.

3.3 Source of Data

Primary data were utilized for my study:-

3.3.1 Primary Data

For the primary data collection 204(Two hundred four) self-administered Questionnaires were distributed to retail customers in Addis Ababa through a purposive sampling method. In addition to the English version of this instrument were developed and distributed to retail customers.

3.4 Data Collection Methodology

The data for this study was collected through questionnaire was distributed to retail customers of MOHA Soft drinks S.C. the questionnaire was distributed by me for customers of the company it was held with the help of the research assistance. The interview method that used in this study become in depth interview with the company marketing manager.

3.4.1 Likert Scale Ratings

Selective Item	Strongly Disagree	Disagree	Undecided	Agree	Strongly agree
	1	2	3	4	5

3.5 Data Analysis Method

The primary data generated through self-administered Questionnaire were categorized in a way that suits to address the research questions raised in the study. The data entered in to Microsoft excel and raw data set were established following this the raw data were imported to SPSS and the frequency; tables were produced for all responses variables in the data set. Therefore Descriptive analysis was carried out using the Frequency tables, Percentage on the basis of mentioned here above.

3.6 Validity and Reliability

3.6.1 Validity

Onwumere(2005:66), defines validity as “the extent to which a measuring instrument on application performs the function for which for which it was designed”. Validity is determined by the degree of provision of correct response from sample objects by the relevant research design or research instrument. The structure and language of the questionnaire were modified in the light of their corrections. The instrument was structured in such a way as to minimize the effect of errors like inconsistency and ambiguity.

3.6.2 Reliability

Anyanwu(2000:87)defines reliability as “the ability of a particular measuring instrument yield similar result when applied to the same situation at different times”. The reliability of instrument was determined by a reliability test through the use of questionnaire administered to the customers all the copies of the questionnaire were completed and returned.

3.7 Ethical Consideration

Marketing research requires serious of ethical considerations, Cognizant of this fact the researcher was taken all precautions while securing the necessary information for the accomplishment of the research objective. The researcher was exerting effort to get consent of the organization under study prior to the collection of the data. Customers who were the subject of the survey conducted were brief about importance of the study and their valuable contribution in providing information. These people were treating with respect and care as the same time they were assured that the data obtained from them kept confidential and only be used for academic purpose. Finally the data was collected with strict adherence to the aforementioned research ethics and code of conduct of the organization.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

Demographic characteristics of respondents, analyses and interpretation based on the data from respondents of the study area about Marketing Mix Practice of Soft Drinks Industry in Ethiopia: the case of MOHA Soft Drinks S.C.

4.1 Demographic Characteristics of Respondents

Demographic characteristics including gender/sex and educational background are summarized as follows using frequencies and percentages respectively.

4.1.1 General Demographic Variables of Respondents

Table 4.1.1 Gender of Respondents

		Frequency	Percent
Gender of Respondents	Male	104	56.2
	Female	81	43.8
	Total	185	100.0

Source: Own Survey 2019 (SPSS 24)

Table 4.1.1 Shows that 56.2% of Respondents were Male and 43.8% of retail Customers were Female. This result shows that in the contribution of customers of MOHA Soft Drinks dominant retail purpose the involvement of Males are more dominant than Female.

4.1.2 Educational Status of Respondents

Table 4.1.2 Educational Status of Respondents

		Frequency	Percent
Education Status of Respondents	Certificate	62	33.7
	Diploma	49	26.6
	Degree	42	22.8
	Masters degree	6	3.3
	Others	25	13.6
	Total	184	100.0

Source: Own Survey 2019 (SPSS 24)

Table 4.1.2 Regarding Educational Level of Respondents Certificate 33.7% Master degree 3.3% Diploma holders 26.6% respectively this implies that a customer retails MOHA Soft Drinks products irrespective of their levels of education.

4.2 Product Dimension

Table 4.2.1 Company Product Dimension

	Frequency	Percent
Strongly Disagree	81	43.8
Disagree	49	26.5
Undecided	42	22.7
Agree	13	7.0
Total	185	100.0

Source: OwnSurvey 2019 (SPSS 24)

Table 4.2.1: According to the result on the above table the researcher tries to investigate the product dimension indicated that products unavailability 43.8% and 26.5% and 22.7% from the responses of respondents. These results show that most of time the product in the markets in the peak seasons of company products are in shortage or unavailability during peak seasons.

4.3 Price Dimension

Table 4.3.1 Price Dimension of Company

	Frequency	Percent
Strongly Disagree	95	51.3
Undecided	64	34.6
Agree	7	3.8
Strongly Agree	19	10.3
Total	185	100.0

Source: OwnSurvey 2019 (SPSS 24)

Table 4.3.1: Based on the above table shows that the researcher has analyzed the results of the price dimension of the company. The responses of respondent's shows that the price

unaffordability and fairness, price variability 51.3% and 34.6%. Thus this indicated that the current prices of “MOHA” soft drinks are unfair and unreasonable.

4.3 Place or Distribution Dimension

Table 4.4.1 Place or Location Perspective of Company

	Frequency	Percent
Strongly Disagree	109	58.9
Undecided	50	27.0
Agree	7	3.8
Strongly Agree	19	10.3
Total	185	100.0

Source: OwnSurvey 2019 (SPSS 24)

Table 4.4.1: The above table implies that the respondents on the location perspective 58.9% and 27.0% distribution are not well planned; the distributors are not conveniently located. This indicates that the service quality and location perspective of the company distribution of the products not convenient to customers. Thus this indicates that conveniently located distributors it facilitates the product distribution.

4.4 Promotion Dimension

Table 4.5.1 Promotion Dimension of Company

	Frequency	Percent
Strongly Disagree	89	48.1
Disagree	20	10.8
Undecided	69	37.3
Strongly Agree	7	3.8
Total	185	100.0

Source: OwnSurvey 2019 (SPSS 24)

Table 4.5.1:The above table indicates that Promotion dimension by some extent of which the promotion of the company unattractive to get attention to customer 48.1% and 10.8%. This indicates that promotions used were not effectively used. Thus repetitiveness of the promotion enables the company make its promotion familiar for the target customers. That helps the company to be remembered in the mind of the customers easily.

4.6 Interview Results and Discussions

As per the interview made responses with marketing department officers the company does not carry out formal study on retail customers rather the company is engaged in reaching retail customers through the existing policies.

The company employs cost based and competition based policy. In the industry of soft drinks competition is basically based on the price. As a result there is a price war in the industry; moreover the customers are price sensitive, frequent revision was not done by the company.

The promotion media which is mostly used by the company is newspapers, and radio sometimes the company is using TV for advertisement. But it is not used billboards as other means of the company to promote itself. The company does not use social media as a means of promotion. Public relation is not well performed by the company due to problem of budget. No attempt was made by the company to evaluate the effectiveness and the efficiency of the marketing mix elements employed by the company.

CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In the first part of this chapter conclusions drawn from the major findings of the study were presented and followed by recommendations that the researcher forwarded so as to enhance marketing mix practice.

5.1 Summary of Major Findings

The main objective of the study was the marketing mix practice of soft drinks industry in Ethiopia; the case of MOHA Soft Drinks S.C. The study was designed mainly to deal with how marketing mix practice are used in order to enhance, maintain and attract customers and to identify how these elements are aligned to the marketing mix practice of the company. Therefore, the company is executing its marketing activity by applying fully marketing practice elements. The study uses Descriptive Survey research and findings from the quantitative data collected from self administered questionnaires. Based on the main objective four specific research objectives were developed. To achieve the main objective the study used mixed research approach. Findings from the qualitative data gathered from in depth interview questions. Consequently the following conclusions have been reached from the analysis made earlier to address the research questions and specific objectives set in the study based on the dimensions considered in the marketing mix practice result of the study as follow:

Product Dimension

- First regarding to one of the major marketing mix practice of product which include the quality, features, design and style and other attributes the customers comprehended as follow considering those survey.
 - There is inconsistency and incompatibility of demands of products shortage during peak seasons.
 - Significant numbers of customers proved that product shortage were appeared during peak seasons.
 - Customers responses shows that the products of company product Unavailability during the peak seasons.

Price Dimension

- Secondly regarding to price which includes about the discount rate mechanisms unit price of the product, pricing strategy, payment methods and others the customers comprehended as follows considering those survey.
 - The price charged for the product is unfair and unaffordable.
 - The company has not convenient payment method.
 - The company does not provide different discount method to attract new customers and to retain the existing one.
 - The pricing strategy of the company is found cost based as well as competition based.

Place or Location Perspective Dimension

- Thirdly regarding to place or Location perspective which include on time delivery, accessible to different place, good store capacity and others attributes the customers comprehended as follows considering those survey.
 - The products aren't delivered on time and with specified requested quantity.
 - The products aren't available in the stock or delivered with short period of time.
 - There are no fair distributions of the products.
 - Retail Customers indicated that the product distribution of the location not convenient to customers.
 - The product distribution strategies of the company through channel of a wholesaler that employs to make its goods available to retail customers. Thus through middlemen the company's products cannot be easily reached to retail customers.

Promotion Dimension

- Fourthly regarding to promotion which includes applicability of major promotion mix connection with the customers and Medias and other promotional features the customers comprehended as follows considering those survey.
 - Majority of the retail Customer's responses shows that the promotion used by the company does not motivate or persuade to buy.
 - Promotion strategies used by the company are less popular the major promotion strategies used by the company were newspapers and radio sometimes. However in

personal selling, public relation, publicity, direct marketing and event and experience the practice is moderate.

- The company doesn't use social Medias to promote products.

5.2 Conclusions

Marketing mix plays a significant role in marketing of the product and management of marketing mix is considered to be a key marketing activity and proper choice of marketing mix is a significant to provide higher customer satisfaction at a reasonable price (Jobber andFahy, 2009).

Consequently the following conclusions have been reached from the analysis made in the previous chapters.

- The study indicated that product shortages were appeared during the peak seasons. Therefore retail customers were dissatisfied during the peak seasons of products unavailability in the markets. Therefore appropriate corrective measures have to take to enhance product availability during peak seasons of company's products.
- The study indicated that price charged by the company is not fair and not reasonable. The price charged by the company is about the same as competitors but retail customer's indicated that the price of the products not fair and reasonable. The study also shows that the pricing policy adopted by the company is both cost based and competition based. So that it can be concluded as the price of MOHA Soft drinks S.C not fair and not reasonable.
- The Company Location perspective (Place) that does not meet the needs of the customer's majority of the retail customers stated that the company is less popular destinations to serve customers. So that it can be conclude as the place (distribution) used by the company less popular destination and does not satisfied customers.
- The company is promoting its products using television, newspapers brochures and fliers. The study showed that television and brochures are found to be the most widely used promotion tools. The billboards used by the company are not effective in promoting customers as they are not located on visible sites. Internet, website and social medias are not mostly used it promoting the company. So that it can be conclude as promotion made by the company found less attractive and it is also less attractive compared to competitors, consequently its roll in attracting customer is not satisfactory.

5.3 Recommendations

The following recommendations and suggestions are brought forwards based on the conclusions made earlier so as to allow the managements of the company to take appropriate actions to resolve the problems identified in the study.

- Although the application of four “P”s of Marketing Mix practices to manage the marketing of the company. As the study shows that the researcher also tries to investigate about product shortage in the peak seasons the result shows that product shortage were appeared therefore as the researcher recommend that product shortage during peak seasons may create unsatisfied customers. Those unsatisfied customers were a chance to shift to other substitute products. So that company should be avoid such types of product shortage from the market.
- As confirmed in the study price is an important variable in making decision to buy. The company should seriously consider this situation in order that it could gain the advantage of setting fair and affordable market price. Because doing so would enable the company to boost the market share.
- As the study shows place or Location perspective are the main and critical in company distribution. The researcher recommended that the company location perspective system problems lead to unsatisfied on retail customers. This means that company should implement a unique and appropriate distribution channels to serve customers.
- From the results of study promotional mixes the company mostly used TV advertisement, radio and newspapers. Therefore the company should create awareness to customers through the use of different promotional mix elements such as social Medias, billboards, print ads, and exhibitions in order to increase product awareness, increase sales, and retain customers and overall company value.

5.4 FUTURE RESEARCH IMPLICATION

Since the current research was conducted on Marketing Mix Practices of Soft Drinks Industry in Ethiopia: The Case of MOHA Soft Drinks S.C in Addis Ababa retail customers because of time and financial resources therefore it’s difficult to generalize. Therefore future researcher can replicate insights of the current study into overall practices of company in Ethiopia.

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Appendices

APPENDIX 1 QUESTIONNAIRE

ST, MARY'S UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

JUNE, 2019

Dear Sir/Madam

I am a postgraduate student of department of marketing at St, mary University. I am undertaking a research work on “marketing practice of Soft Drinks Industry the Case of MOHA Soft drinks S.C. This Questionnaire being presented for your completion is designed to gather information relating to the study and is purely for academic research paper purpose in partial fulfillment of the requirements for the award of Master of Art (MA) Degree in Marketing.

It is also my request, that you kindly and sincerely answer these questions as the success of this work depends on your willingness to do so and be assured that any information provided shall be for the study only and shall be treated with optimum confidentiality.

In case you have any query, please contact me through Mob 0913-89-03-55

NebilAdem

Thank you very much.

Directions please select your answers by encircling the appropriate response category.

Part One 1 Demographic profile of the respondents

1. What is your gender?
 - A) Male
 - b).Female
2. Educational Status
 - a) Certificate
 - b) Diploma
 - c) Degree
 - d) Master degree

- e) PhD
- f) Others

Part 2

Please indicate the extent, to which you agree/disagree with the following statement, strongly disagree carries the least weight of 1 while strongly agree carries the highest weight of 5. please put (√) mark accordingly.

	Key focus elements	Strongly Disagree (1)	Disagree (2)	Undecided(3)	Agree (4)	Strongly Agree (5)
1	The current prices of MOHA products are fair and reasonable.					
2	In your perception about the value of company products as compared to its prices are equivalent					
3	If the price of MOHA company increases your reaction may change to other products.					
4	The current price of company affect on your current profit margin.					
5	Company status have an influence on Purchasing of MOHA products.					

	Key focus elements Place Dimensions	Strongly Disagree (1)	Disagree (2)	Undecided(3)	Agree (4)	Strongly Agree (5)
1	The distribution channels used by company are well established.					
2	The new distribution systems of the product satisfactory.					
3	Distribution channels are located in such a way that they fulfill demand of customers at the right place and the right time when it is needed by the customers.					
4	The distributors are conveniently located.					
5	After the company implemented new distribution system are you satisfied the service quality of distributors.					

	Key focus elements Promotion dimensions	Strongly Disagree (1)	Disagree (2)	Undecided(3)	Agree (4)	Strongly agree (5)
1	The promotion of MOHA makes me convinced and gets me					

	awareness to buy.					
2	The advertisement is attractive.					
3	Promotional media has significant influence on Your purchase decision.					
4	Promotion of products of MOHA follows seasonality.					
5	Due to its promotional activities you prefer MOHA products.					

	Key focus elements Product dimensions	Strongly Disagree (1)	Disagree (2)	Undecided (3)	Agree (4)	Strongly Agree (5)
1	The Quality of company product keeps standards.					
2	The products are available during peak seasons.					
3	By the quality of the products I'm always familiar with MOHA.					
4	The products available.					
5	The packages of products are attractive.					

Appendix B

Interview Questionnaire

1. What is the promotion strategy of the company?
2. Please reflect on the price strategy of the company?
3. What is your assessment of the current distributions system of the company?
4. What do you suggest to solve the early mentioned problems?
5. Please comment on the overall marketing mix of the company?