

HAWASSA UNIVERSITY



**THE EFFECT OF MARKETING MIX STRATEGIES ON SALES
PERFORMANCE CASE OF MOHA SOFT DRINK INDUSTRY S.C
HAWASSA MILLENNIUM PEPSI COLA PLANT**

**THE DEGREE FOR MASTER'S OF BUSINESS ADMINISTRATION
OF (MBA) WITH SPECIALIZATION IN MARKETING
MANAGEMENT**

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**THE EFFECT OF MARKETING MIX STRATEGIES ON
SALES PERFORMANCE: A CASE OF MOHA SOFT
DRINK INDUSTRY S.C HAWASSA MILLENNIUM PEPSI
COLAPLANT**

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**A RESEARCH PAPER SUBMITTED TO HAWASSA UNIVERSITY,
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DECLARATION

I hereby declare that all the corrections and recommendation suggested by the board of Examiners are incorporated in to the final thesis entitled “The Effect of Marketing mix strategy on sales performance: - A case of MOHA soft drink industry at Hawassa millennium Pepsi cola plant, Submitted by I, the undersigned Abiyu Mekonnen Alemu declare that this research paper is my original work and that all sources of the materials in the research paper have been duly acknowledged. The matter embodied in this project workhasnotbeensubmittedearlierforawardofanydegreordiplomatothebestofmyKnowlede and belief.

By: Abiyu Mekonnen Alemu

Signature: _____ Date: _____

**SCHOOL OF GRADUATE STUDIES
HAWASSA UNIVERSITY**

ADVISORS' APPROVAL SHEET

This thesis entitled “The Effect of marketing mix strategy on Sales Performance: the Case of MOHA Soft Drink Industry S.C Hawassa Millennium Pepsi Cola plant” submitted in partial fulfillment of the requirements for the degree of Masters of Business Administration with specialization in Marketing Management Graduate Program of the College of Business and Economics, Department of Management, and has been carried out by Abiyu Mekonnen Alemu ID.No GpMaMW/0003/14, under our supervision. Therefore we recommend that the student has fulfilled the requirements and hence hereby can submit the thesis to the Department of management.

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CO- Advisor; Medina Mohamed (MBA) Signature _____ Date_____

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ACRONYMS

MOHA: - Mohammed Hussein Al-Amoudi

4ps:- Product, Price, Place & Promotion

HMPCP: - Hawssa Millennium Pepsi cola Plant

SPSS: - Statistical Package for social science

ANOVA: - Analysis Of Variance

R:- MultipleCorrelationCoefficient

Sig:- Significant level

VIF:- Variance Inflation Factor

STD:- Standard Deviation

ABSTRACT

The general objective of this study was to investigate the effects of marketing mix strategy on sales performance in the context of the MOHA Soft Drink Industry S.C Hawassa Millennium Pepsi Cola Plant. The researcher used descriptive and explanatory research design with mixed approach in order to meet the objective of the study. The target population for this study was 300 permanent employees of MOHA Soft Drink Industry S.C Hawassa Millennium Pepsi Cola Plant. Out of 300 permanent employees, 172 respondents were selected using simple random sampling technique. In this study four components of marketing mix strategy have identified namely product, price, place and promotion. Five point Likert scale questionnaire were used to collect the data. A total of 172 questionnaires were used for this study and the data were analyzed using descriptive and inferential statistics. The data collected were summarized, analyzed using SPSS version 21. The result of Spearman correlation test shows that there exists positive relationship between the four independent marketing mix dimension variables (i.e. Product, price, place, and promotion.) and sales performance. But the magnitude of the relationship varies from one marketing mix dimensions to the other where, price has a dominant correlation with sales performance, followed by promotion, place and finally product has respectively correlation with sales performance. The result of multiple regressions shows that 75.8% of the variance of sales performance can be predicted by the independent variable (i.e. product, price, place and promotion.). In addition, the result of multiple regressions shows that Product, price, place and promotion. Have positive significant effect on sales performance. Based on the conclusions the studies recommend that the management of MOHA should be able to increase the sales' performance by establishing effective marketing mix strategies

Key words: Marketing mixes product, price, place, promotion and sales performance MOHA Soft Drinks Industry Share Company.

CHAPTER ONE

1. INTRODUCTION

The focus of this section mainly addresses the background of the study, statements of the problem, Objectives of the study, Significance of the study, Research hypothesis, Scope of the study, Definition of the key terms and Organization of the study

1.1 Background of the Study

It is the responsibility of marketers to develop marketing strategies and compile all marketing initiatives that work together to communicate with consumers and provide them with value. The marketing mix, as defined by Ike (2019), is the combination of marketing strategies (product, price, place, and promotion) used by an organization to elicit the desired response from its target market. According to Green, Whitten, and Inman (2014), it is vital to point out that the marketing mix is very important to the long-term performance of an organization. Because of this, businesses must allocate a large amount of their expenditures to marketing in order to ensure that their sales increase rapidly.

According to Kotler and Armstrong (2012), the marketing mix is a collection of tactical marketing strategies. The company combines product, price, place, and promotion to generate the reaction it seeks in the target market. The marketing mix, also known as the "four Ps of the marketing mix," includes marketing instruments. One of the main strategies used by businesses to promote their goods or services is marketing. According to Fuerderer, Herrmann, and Wuebker (2013), the five main components of the marketing mix are used to carry out marketing. Due to the financial sector's growing importance, there is more pressure than ever for effective marketing management and financial services regulation.

Mullins, Walker, and Boyd (2012), list the advantages of defining a specific marketing objective as follows: The first goal is to provide the personnel with a clear understanding of where the company is headed and what is expected of them. Second, it helps with gauging the business's success. The third advantage is that it

will make sure that all actions and efforts are directed toward achieving the goals; finally, it will encourage the personnel, including leaders and their teams, and it will aid in rewarding them after the project is over (Fuerderer et al., 2013).

According to Kotler (2015), marketing strategies such as product, pricing, place, and promotion are strategies used by businesses to respond to external and internal pressures so they can accomplish their goals. According to Owomoyela, Oyenyi, and Ola (2013), this is a strategy used by businesses to interact with their distribution channels, offer effective promotional strategies, and provide their target market with high-quality products at reasonable prices. These actions help to increase demand for their products and boost productivity. Organizations utilize the marketing mix as a business tool to gain a competitive edge. In order to accomplish organizational goals and satisfy customer needs and wants, businesses use the four Ps, or marketing mix strategies and sales performance have been grounded on marketing mix theory and theory of push and pull.

The theory has been used in making important decisions that are geared towards implementing a marketing plan. Marketing mix theory idea is aimed at organizing all the marketing plans aspects around the desires, habits and target market's psychology (Blut, Teller & Floh, 2018). A number of attributes are combined under this theory so as to enhance the brand of the products. The price, promotion, product and place forming are the major components that are combined to form the Four P's. These are the four proxies that marketing managers leverage on enhance the marketing environment in their entities. This is aimed at making decisions that center the four P's on the customers in the target market so as to help in creating the perceived value and generating a positive response.

The theory of push and pull is applied in today's market; pushing solutions is sometimes seen by the customer as intrusive or overlooked by the customer as the solution gets lost due to information overload. Pulling solutions has always been a part of most organizations. The marketing mix has the fundamental goal of increasing sales and achieving a sustainable competitive advantage (Silva, 2006), The marketing mix includes all basic, short-term, and long-term activities in the field of marketing that deal with the analysis of the strategic initial situation of a company and the formulation, estimate, and

collection of market-oriented strategies, therefore contributing to the goals of the firm and its marketing objectives.

Sales performance has been conceptualized to include both the outcome and behavioral dimensions. Sales outcomes have always been seen by performance-oriented salespeople as evidence of their behavioral performance, and consequently, an appositive effect has been found to exist between marketing mix strategies and sales performance. This research investigated the effect of marketing mix and sales performance, as well as the moderating effects of marketing mix strategy on sales performance, in the case of MOHA Soft Drinks factories in Hawassa Millennium plant, in order to identify which mixture of marketing mix strategies has the strongest effect on increasing the level of sales performance. It also shows how marketing mix strategies affect sales performance. It should be mentioned that this article not only present the effect of marketing mix on sales Performance, but also the most effective factors of marketing mix on sales performance are evaluated. The results specify that marketing mix has a significant relationship with the sales performance. According to Keramati (2012), it means that all our hypotheses are reinforced and there are association among Product, price, promotion and place as marketing Mix with sales performance as an outcome of marketing mix strategies.

MOHA Soft Drinks Factory is engages in the production, sales, and distribution of soft drinks in Ethiopia. The factories headquarter is based in Addis Ababa, Ethiopia and its soft drink factories located in the Sidama Region Hawassa city.

1.2 Statement of the Problem

The current market for globalization has compelled businesses to view the internationalization of their operations as a means of maintaining competition. No matter the size, industry, nature of the work, or even the goals and objectives of the company, marketing is regarded as a crucial component of any successful business. Through the key strategic components of marketing mix elements (product, price, place, and promotion), a business can respond to changing market conditions. Marketing mix strategies imply an examination of the market and its surroundings, consumer purchasing patterns, rivalry, and marketing intermediary capabilities (Karimi, 2015).

Hawassa Millennium Pepsi cola plant that makes soft drinks should contend with varying demand and stiff competition. Customer acquisition is challenging in the Soft

Drinks factories due to the competitive climate, which is widely acknowledged as being complicated, dynamic, and highly segmented (Soft Drinks Factories Annual Report, 2023). The effect of marketing mix strategies on sales performance has been studied by several scholars.

Accordingly, Mwenda and Caroline (2017), used a descriptive research approach to conduct a study on the effects of marketing mix on sales performance in the case of UNGA feeds limit and small and medium companies. However, as implied by the titles of the studies mentioned above, an explanatory research design is advised to show the cause-and-effect relationship between each component of the marketing mix and sales performance in order to satisfy the purpose of these studies.

According to Karimi (2015), descriptive and cross-sectional surveys are used to investigate the effect of marketing mix strategies on the sales performance of commercial banks in Kenya. Since it only used an interrogative questionnaire (yes/no questions) to gather primary data, the study fails to adequately measure the variables of interest included in it. On the other hand, the research only uses a descriptive analysis with frequency, percentage, mean, and standard deviation; they also failed to reach a clear conclusion. Address the correlation coefficients, model diagnostic tests, and multiple linear regression coefficients instead, as suggested by the study's title.

According to Claude (2019), the study used both a quantitative and qualitative research design in the case of Tempo Steels Uganda Limited, as well as random and non-random sampling techniques, data collection instruments, primary and secondary data considerations. However, as implied by the research's title, it is best to use an explanatory and descriptive research design to address the goals of these studies, as well as both qualitative and quantitative research methodologies. According to Keramati (2012), in the case of steel private enterprises, primary data were obtained using a questionnaire. To address the research design and research methodologies, this study will demonstrate correlation analysis, regression test assumptions, and multiple linear regression coefficients. In another study, it was advisable for this critic to use. In the case of the Tanzanian telecommunications company, combined qualitative and quantitative research methods used systematic planning and research design, employed stratified sampling techniques, and used questionnaires with closed-ended questions for data collection (JoyceFrank 2015). However, as implied by the titles of the

aforementioned research, in order to address the goal of these studies, there is no indication in the aforementioned studies that using the correlation coefficient and multiple linear regression coefficients is more prudent.

The studies described above concentrated on numerous earlier studies that added their own insights into the idea of marketing mix strategies' effects on sales performance. Still, the majority of these investigations were conducted in industrialized nations. Because our perceptions and experiences may differ from research conducted in industrialized nations, this study was undertaken in the context of Ethiopian soft drink manufacturers. Product, pricing, place, and promotion are examples of variables that can fluctuate. As a result; this research should focus on the effect of marketing mix strategies on sales performance.

There is a research gap in the area, scope, and methodology that is done in soft drink factories regarding the effect of marketing mix strategies on sales performance. But none have been done in Hawassa Millennium Pepsi factories. Therefore, the study attempts to address the research gap by focusing on the effect of marketing mix strategies on sales performance in Hawassa Millennium Pepsi cola factories.

1.3 Objectives of the Study

1.3.1 General objective

The general objective of the study was to examine the effect of marketing mix strategies on sales performance in MOHA soft drink industry in Hawassa millennium Pepsi cola plant.

1.3.2 Specific objectives

- To determine the effect of product on sales performance in Hawassa millennium Pepsi cola plant
- To assess the extent of the price effect on sales performance in Hawassa millennium Pepsi cola plant
- To find the effect of promotion on sales performance in Hawassa millennium Pepsi cola plant

- To investigate the effect of place on sales performance of Hawassa millennium Pepsi cola plant

1.4. Research Hypotheses

Research hypothesis was a predictive statement, capable of being tested by scientific Methods that relates independent variables to some dependent variable (Kothari, 2004). It's a statement about the relationship between the dependent and the independent variables to be studied. Traditionally, the null hypothesis is assumed to be correct, until research demonstrates that the null hypothesis is incorrect (Mathers, Fox, & Hunn, 2007), the proposed study was to prove or disprove the following research null or alternative Hypothesis which has been prepared based on conceptual framework of the study Mentioned in the literature review.

- **Ho1:** product has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.
- **Ho2:** Price has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.
- **Ho3:** Promotion has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.
- **Ho4:** Place has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.

The Researcher used to the 4Ps of marketing mix is a model for enhancing the components of my "marketing mix" the way in which he take a product not service to market. It helps me to define my marketing options in terms of price, product, promotion, and place so that my offering meets a specific customer need or demand.

1.5 Significance of the Study

The ultimate goal of any business establishment is to remain profitable through the production and sale of products or services. Without sales of products and optimal profit, a business firm cannot survive. One of the core activities of a business is having well-developed marketing mix strategies. The ultimate success or failure of a company depends on its marketing mix and strategies.

The need for this study is in order to analyze the effect of marketing mix elements on sales performance, and it's worthwhile to the millennium Pepsi in such a way that it helps in fostering and strengthening the existing marketing activities and making them more workable there by tightening the gap that may expose the company to failures.

The study is also expected to help the company management redirect their attention to this highly essential function.

The study focuses on how marketing mix strategies affect sales performance and how marketing mix strategies are used in order to enhance, maintain, and attract customers.

The study also helps the company look at its problems, take into consideration alternative considerations, and gain basic knowledge about marketing mix strategies.

Further, the study was an important starting point for other young fellow researchers or other interested researchers who want to conduct research in a similar research area, and also the findings of this study will also pave the road for other researchers by offering background information to trigger further study on a larger target population and innovative methodologies.

The findings of this study could contribute to the host organization's (MOHA) soft drinks industry (Hawassa Millennium Pepsi cola plant) by providing additional information to the existing literature, which enables the provision of recommendations that will come up at the end of the investigation and may provide to the system how to avoid the limitations as well as overcome the existing challenges and weaknesses.

1.6 Scope of the Study

The scope of this study was defined in terms of concept, geography, methodology, and Study time. Conceptually this study only considered the effect of marketing mix strategy on sales performance at MOHA soft drinks industry S.C, HMPCP. Geographically, there are eight plants of MOHA Soft Drink Industry S.C., and this study was conducted only at Hawassa Millennium Pepsi Cola plant. Methodologically the scope of the study was limited on applying multiple regression analysis, Correlation analysis and descriptive data analysis method based on the qualitative and quantitative type of data collection using SPSS version 21 software. Time scope, the survey was conducted within the period since February 2023.until March 2024.

1.7 Limitation of the Study

This study examined the effect of the marketing mix on sales performance in the MOHA Soft Drinks industry at the Hawassa millennium Pepsi cola plant. The researcher encountered several limitations during the study, including a lack of sufficient literature materials, a shortage of well-organized and recorded sales data, a scarcity of financial resources, and limited internet access. To address these limitations effectively, the researcher implemented various measures such as searching for research journals, articles, marketing management texts, and books to fill the literature gap. Additionally, the researcher explored alternative sources of funding to overcome the financial shortage. Due to time and budget constraints, this study does not include other seven MOHA plants.

1.8 Definitions of key terms

Marketing Mix: These are controllable variables that the marketer uses to achieve the targeted amount of consumer or revenue in the target market. The mix includes; product, price place and promotion (Kotler, 2012). In this study, marketing mix refers to the 4 Ps of the first line marketing strategies; Product, Price, Promotion and Placement Mix.

Product: is anything that can be offered to a market for attention, acquisition, use, or consumption hence satisfying customers want or need (Kotler and Armstrong, 2013).

Price: According to Kotler and Armstrong (2008), price is the sum of all the values that customers give up to gain to the benefits of a product or service.

Place; According to Kanoga (2016), places the process where organizations decide where to locate their stock and how many supplies to have at the convenience of the customers.

Promotion: is all activities undertaken to communicate and promote products or services to the target market (Armstrong, 2008).

Marketing Mix Strategies: This is an action planned to increase sales and growth of market share in a competitive environments (Marjanova and Stojanovski, 2012). According to Kotler (2015), the product, price, place and promotion (4Ps) are strategies that organizations use to react to the market and internal forces that will enable an organization achieve its marketing objectives.

Sales Performance: A financial performance which sums up all turnover not just in monetary terms but also in acquisition of new clientele, new markets for products and the ability to retain the old customers (Du & Chen, 2017).

Abdel-Maksoud, Asada and Nakagawa (2008), remarked that sales performance is one of the most imperative measure in evaluating marketing organizations, their activities and environment. Bescos and Cauvin (2014), viewed it as an actual output or results of an Organization as it concerns the extent of patronage, the extent of customer acquisition, the Extent of customer loyalty and the extent of customer satisfaction. Here, when there is improved sales performance for marketing business, the above variables will be positive. Richard (2009), posit that sales performance could be measured through different ways:

- (a) Financial performance and investment;
- (b) Shareholder expectation and economic value;
- (c) Production capability.

According to Salau, AdenijiOyewunmi (2014) is the relative strength and ability of marketing organization to achieve corporate goals through improved sales forum and patronage. Sales performance also indicates the effectiveness of an organization.

Soft Drinks factories: is a business that makes and sells Soft Drinks.

1.9 Organization of the Study

The study was containing five chapters. The first chapter deals with the introductory part, Chapter two deals with related literature, Third chapter presents the research methodology, The fourth chapter include; discussion, analysis and interpretation of the result. The fifth and the final chapter five were the conclusions drawn from the findings and possible recommendations. And feature research suggestion.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

INTRODUCTION

This chapter presents literature review in line with the research objectives. The first section discusses the relationship between product and sales performance. The second section discussed relationship between price and sales performance whereas the third section covers the relationship between place and sales performance and the fourth section discusses the relationship between promotion and sales performance. The study was guided by the following theories; marketing mix theory and theory of push and pull.

2.1 Theoretical Review

This section examines the various theories that were used to inform the study on the effects of marketing mix strategies on sales performance. The study was guided by the following theories; the 4ps Theory of Marketing Mix, marketing mix theory and theory of push and pull.

2.1.1 The 4ps Theory of Marketing Mix

In this study, the researcher adopts the 4p theory of marketing mix to analyze the study. Saguti (2015), asserts that marketing mix is a model used by organizations to create and improve their marketing efforts. It is used to blend different factors in such a way that the organization is able to achieve their objectives and meet customers need.

Here, if marketing mix is well utilized, product quality will have a positive impact on sales performance. Also, use of pricing strategy may increases sales volume, price promotion may influences customer's perception towards product quality. Not only that, distribution channels located in urban areas may generate more returns than those in rural areas. Also, store design and use of attractive stimuli such as music may have influence on consumer purchase and sales volume. It's also on record that e-marking may likely has a positive influence on performance and direct marketing increases profit. In addition, group uses sales promotion is used to create interest, brand awareness and increase brand loyal.

2.1.2 Marketing Mix Theory

Marketing mix theory was developed by Grönroos (1994), the theory has been used in making important decisions that are geared towards implementing a marketing plan. Marketing mix theory idea is aimed at organizing all the marketing plans aspects around the desires, habits and target market's psychology (Blut, Teller and Floh, 2018), A number of attributes are combined under this theory so as to enhance the brand of the products. The price, promotion, product and place forming are the major components that are combined to form the Four P's. These are the four proxies that marketing managers leverage on enhance the marketing environment in their entities. This is aimed at making decisions that center the four P's on the customers in the target market so as to help in creating the perceived value and generating a positive response.

The marketing mix methodology was largely relevant during the initial days of marketing as a concept where the high proportion of the economy was represented by physical items and products (Grönroos, 1994), However, the concept has gained relevance as seen by most of the people proposed additional proxies (extended P's) that cover the people, processes and physical appearance among others (Kraak, Englund, Misyak and Serrano, 2017), However the marketing mix in today's life has most commonly remains based on the 4P's.

The marketing mix theory was applied to expose the activities and strategies that marketing managers undertake to increase their sales. In looking at the 4Ps in the marketing mix, it exposes the marketers and strategies they adopt in increasing their sales such as product, pricing, promotion and distribution strategy and how best to employ them for realization of high sales performance

2.1.3 Push and Pull Theory

The Push and Pull theory of customer service are two theories, the "Push" theory and the "Pull" theory. The theory of push and pull has been most often applied to marketing processes by businesses and organizations. Push or pull is defined by whether the customer or the business initiates the activity. According to Zmud (1984), the theory of push and pull was developed in 1911 by Fredrick Winslow Taylor in his work on "The Principles of Scientific Management." Business took his ideas to heart and started focusing on becoming more efficient than their competition.

This led to determining the needs of the potential customer and pushing the solutions out to those customers. In today's, market pushing solutions are sometimes seen by the customer as intrusive or overlooked by the customer as the solution gets lost due to information overload. Many companies are moving away from the push theory to a pull theory. That is, they are providing the information and solutions in a generally accessible format and allowing the customer to determine what best suits their needs.

One of the base assumptions about pushing solutions (products, information, etc.) to customers is that the business or organization can anticipate the needs of the customer in advance of the need and prepare the solution ahead of time (Cooper and Kleinschmidt, 2015). Organizations that emphasize the push theories often do so to increase efficiency. They believe that if, for instance, they create the penultimate user manual that they will cover all of the questions the customer might have and thereby limit the amount of contact the customer needs to make to the organization. As well, by using a push model the organization can limit those areas for which service is provided which again might provide efficiency in the training of support personnel.

This model has become more difficult to implement as organizations are believe they may be sacrificing effectiveness for the efficiency. Pulling solutions have always been part of most organizations. A customer would visit the organization and ask questions and someone would answer them. In the case of "pull," the customer initiates the request for a solution rather than merely choosing a solution from the solutions offered by the organization (Zmud,1984).

This is being used more of timers have begun to distrust the solutions provided directly by organizations and wish to do the research themselves. This model requires the business or organization to provide as much materials as possible in as many formats as possible and hope that the customer discovers the solution. This is not an efficient model from the customer's or the organizations point of view but it is effective in many cases.

In this study, the researcher adopts the 4Ps (product, price, place, and promotion) theory of marketing mix to analyze the study. According to Saguti (2015), the marketing mix is a formula that businesses use to plan and enhance their marketing initiatives. It is utilized to combine several aspects so that the firm may accomplish its goals and satisfy client

needs. In this case, a successful marketing mix will result in a beneficial impact on product quality and sales performance.

Additionally, using a pricing strategy may boost sales volume, and price promotions may change how customers see a product's quality. Furthermore, distribution methods in cities may yield higher profits than those in rural areas. Additionally, the layout of the store and the usage of alluring stimuli, such as music, may have an impact on consumer buying behavior and sales volume. Additionally, it is known that direct marketing boosts revenue and that e-marketing may very well have a favorable effect on sales performance. Additionally, the group uses sales promotion to generate interest, create brand loyalty, and improve brand exposure.

2.2 Concept of Marketing Mix Strategy

Marketing mix is a term used in reference to key elements that need to be given attention by marketers in order to market their product or service offering appropriately to their customers (Ahmed and Rahman, 2015), It is made up of the controllable variables combined by an organization to meet the needs of their target customers in terms of product, price, place and promotion. The main purpose of a marketing mix is to influence consumer decision to result in a profitable exchange (Išoraitė, 2016), Product mix or strategy as is widely referred to relate to physical attributes of the commodity offered by an organization to satisfy customers' needs. There are four basic dimensions that determine the product mix include the level of consistency, the depth, the length and the width of the goods and services. Width is used in reference to the lines of the products of the firm while the product length refers to the average number of items within the lines of the products. Depth is the variability of the products in view of their sizes, formulations and flavors. The consistency of the product is used in reference to the closeness of one product with another line of items based on usage, the lines of distribution among other established indicators (Solimun and Fernandes, 2018).

Marketing process includes the planning and execution of the pricing, promotion and distribution of goods and services to the market, its potential targeted customers (Ahmed and Rahman, 2015), When considering the marketing strategy, it is seen as the overall plan developed by the management team within the organization with the sole aim of closing business deals through converting prospective customers into actual customers.

The first instance for coining of the term marketing mix was in the 1940s but it was fully accepted and held as true in the 1960s by Jerome McCarthy who came up with the four strategies that started with letter P. These four Ps showed the path that companies should take to successful market their products, and it includes „Product, Price, Promotion and Place“ (Wang 2017).

These 4Ps catered the needs for marketing of goods only, hence created a need to find strategies that will guide firms in marketing for their services. This need came about since services are inherently different from products with characteristics like intangibility, imperishable, inseparable and heterogeneous (Išoraitė, 2016), As such by Booms and Bitner in the 1980s came up with three new strategies to market services and they are the 3Ps; „People, Process and Physical Evidence“, which then completes the 7Ps of the extended marketing mix. These elements influence each other and when handled correctly, often they lead to organization in achieving great success. Anytime a business unit faces stiff competition, adopting the marketing mix elements, conducting in-depth market research and doing consultation with other stakeholders can give them a competitive edge (Mustapha, 2017).

2.3 The Concept of Sales Performance

Sales performance refers to a sales team's ability to complete sales activities, both individually and collectively; it can also refer to the ability to meet deal objectives. Business units seek high profits, low cases of losses over a period time which is a key in the performance of the business venture (Groza, Locande and Howlett, 2016), Business ventures measure their performance in monetary terms against the investment made and the policies and its operations. Performance in general looks at the general strategy, innovative measures, quality of products and services, position held in the market place and the long-run view of the operations. One of the performance fronts in business is sales performance, whose key indicators are total revenue, marketing –related expenses, profit level and extent of customer satisfaction. Profit making is important to sustain the operations of the business that is why many investors seek new and improved products as per the market demands. Organizations also offer new ways to reduce operational costs like marketing and promotional costs that yield more returns. As such marketing is the life blood needed in an organization Improvement in the marketing decisions and factors will positively affect the economy (Yuan, Xu, Li and Lau, 2018).

Sales performance in an organization is a key determinant to its success and ability to survive (Groza, et al., 2016), In an effort to establish and maintain high sales performance, the leadership must conduct periodic measurement so as to formulate better strategies, shift their expectations and share feedback on how well the firm has done in terms of its sales, as well as create incentive measures that will push the sales personnel to achieve their sales targets (Hodge, 2018), The selling function is important for disposing the firms' products and allowing continuity of operations.

2.4 Marketing Mix Strategies

According to McCarthy (2011), strategy is defined as a direction and scope for an organization to meet long-term objectives by configuring its resources in the present dynamic business environment. According to Nagle and Holden (2012), strategy is an underlying concept in strategic management. However, the marketing mix is a set of controllable or tactical tools in marketing that are used by an organization to meet the needs and demands of the target market. That the target market positively influences their product demand. Firms that aspire to meet their customers' needs often focus on understanding them and developing appropriate strategies to improve their performance. The following section provides discussion based on the 4Ps of marketing mix strategies.

Product

Verma and Singh (2017), as referred in Işoraitè (2016), defined product "as a physical product or service to the buyer for which he/she is willing to pay. This includes half of the material goods, such as furniture, clothing, and grocery items and intangible products namely services which users buy". The products are produced by firms to meet customer needs and wants. Based on Kotler and Armstrong, (2016), Product is an offering of goods and services offered by the company to the target market. The seller must have a product that has certain characteristics, has good quality so that it can meet consumer expectations. Products can be used as an attraction for consumers to make purchases by maximizing their product mix and attributes (Utami and Firdaus, 2018), Products are a combination of the company's offerings of goods and services to the market, which include, among others: quality, design, shape, brand, and product packaging (Amanah, 2015), These days, most companies must create products which are appropriate for customers' needs by offering innovative products.

2.5 Relationship between Product Quality and Sales Performance

According to Kotler and Armstrong (2013), a product is anything that can be offered to a market for attention, acquisition, use, or consumption, thereby satisfying customer's wants or needs. According to Ferrell (2015), a product is a marketing mix strategy in which organizations offer consumers' symbolic and experiential attributes to differentiate products from competitors. According to Gbolagade, Adesol, and Oyewale (2013), there was a significant influence between product and business performance. They revealed that products have an influence on customer loyalty, hence the increase in performance.

According to Hitt and Hoskisson (2017), customers increasingly expect products to be of high quality. Hence, product quality is often considered to contribute to the development of a firm's competitive advantage. Product quality is the extent to which a product succeeds in meeting the needs of its customers (Lemmink and Kasper, 2014). Perceived quality is "the consumer's judgment about the superiority or excellence of a product" (Zeithaml, 2008). A product package is a container that has direct contact with the product and protects, preserves, and identifies the product. Good package design requires knowledge of materials, their properties, manufacturing methods, and the conversion process (Sehrawet and Kundu, 2017). Package design not only increases the visibility of the product but also helps in easy recognition of the product. Improvements in product packaging revitalize brands, leading to an increase in sales.

2.5.1 Perceived Product Quality

Excellence Perceived product quality is defined as an assessment that customers have about the product (Poh, Ghazali, and Mohayidin, 2011). According to Thuy and Chi (2015), perceived quality refers to the customer's evaluation of a product or brand that meets an individual's expectations. Mahmood and Fatimah Hajjat (2014) researched the effect of product quality on business performance in some Arab companies. A model was developed to illustrate the product development stages from conception to distribution. The research analyzed the data using structural equation modeling techniques. The findings revealed that product extrinsic value influences external performance and product intrinsic value influences internal performance. According to Nirusa (2017), she conducted research on the mediating role of perceived product quality. The survey used 105 firms. It was

revealed that there was a relationship between organizational capability and perceived product quality.

According to Wang (2017), perceived product quality basically entails the process of assessing customers to find out their views regarding the product's quality. Agyekum, Haifeng and Agyeiwaa (2015), ascertain that quality is key when designing and manufacturing superior products and those customers are always found on the expectations that the products will be of high quality. The quality of a product is therefore regarded as a key contributor to the success of the competitive advantage of a firm. Product quality is perceived to be the degree to which a certain product achieves the customer's needs. On the other hand perceived quality entails the judgment of the consumer regarding how the product is much superior or it is excelling in the market.

2.5.2 Product Packaging

According to Rizwan, Vishnu, Raheem, and Muhammad (2014), they researched the impact of product packaging on consumers' buying behavior. Findings revealed that product packaging influences consumer purchase decisions. It was concluded that packaging elements such as color, design of the wrapper, and packaging material are factors consumers consider before purchasing a product. According to Saeed, Lodhi, Mukhtar, Hussain, Mahmood, and Ahm (2013), they conducted research on the impact of labeling on customer buying behavior in Sahiwal, Pakistan. Quantitative research was used. Data was collected through a survey. The study sampled 100 customers. It was established that product labeling influences consumer buying behavior.

2.5.3 Branding

According to the American Marketing Association's (2010), definition, a brand is a name, term, sign, symbol, or design, or a combination of name, term, sign, symbol, or design, to differentiate goods and services from competitors. According to Green et al. (2014), organizations use brands to tell people who they are, how they want people or the market to perceive them, and how the organization wants to be. (Francesca, Tan, and Ruth, 2012), Noted that a brand is a name, a word, a letter, or a combination of all of these terms that are used to differentiate organizational products from their competitors. According to Deborah (2016), she conducted research on the effect of branding on

organizational performance in the retailing of pharmaceutical products and on the mediating role of customers. It was revealed that branding had a significant positive effect on organizational performance. According to Kalemb (2015), he researched the contribution of branding to enhancing the performance of the tourism sector in Rwanda. Findings revealed that there was a relationship between branding and tourism performance in Rwanda. (Wed, 2016), after conducting research on the impact of brand identity on customer loyalty and sales performance in local companies, it was revealed that brand identity has an influence on customers' loyalty and sales performance.

According to Njawa (2015), research on the effects of advertising on the organizational performance of TIGO Telecommunication Network Junior The population of the study was employees who work at Tigo. Questionnaires, interviews, and documentary reviews were used to collect data. It was established that brand awareness, brand loyalty, and brand equity have a significant influence on organizational performance. According to Omotayo and Adegbuyi (2015), they conducted research on the strategic roles of branding in organizational sales performance. The study used a survey method. Structured questionnaires were used to collect data from 150 respondents. Findings revealed that branding has a significant influence on sales performance.

Price

According to Kotler and Armstrong, (2016), Price is the amount of money that consumers must spend to get the desired product or service, or more specifically the value that consumers must exchange for ownership or profit in a product or service where the company will benefit from paying for the value it creates. So that all services offered are included in the price paid by the buyer (Munir et al., 2018), Işoraité (2016), argued that " price is perceived as the only revenue generation part of the marketing mix, generating. It is the most important factor of customer satisfaction and loyalty. "Price can be described as exchanging the value of the product. Price is the main method for the evaluating the product and any company must have a price management strategy. In addition to offering a competitive price, companies must equate the quality and quantity of products. Customer satisfaction and loyalty are the fruits of proper pricing.

Pricing that takes into account the economic costs and environmental costs of production and marketing processes, while providing value to the customer and a reasonable profit

for the business. Pricing is one of the most important marketing mix elements that determine market share and profitability. It has always been and will continue to be the main determinant of a buyer's choice.

2.6 Relationship between Price and Sales Performance

According to Kotler (2014), companies use pricing strategies such as premium pricing, value pricing, penetration pricing, cost plus pricing, competitive pricing, price skimming, going rate pricing, geographical pricing, segmented pricing, product mix pricing, psychological pricing, and discriminatory pricing. Odhiambo (2013), researched the effect of pricing as a competitive strategy on the sales performance of selected pharmaceutical companies. It was established that pricing strategy and decisions have a significant effect on sales performance. According to Nagle and Holden (2012), state that value pricing is the price of a customer's next best alternative plus the value of differentiating features. Value-based pricing is product-driven, and price is based on perceived product value (Schrader, 2016).

It was established that there was a positive relationship between value-based pricing and firm performance. According to Harmon and Raffo (2017), organizations can use penetration pricing as a competitive pricing strategy to increase sales and reach a wider market share. It was established that penetration pricing has a negative impact on organizational growth. The use of penetration pricing may lead to an increase in sales volume and market share. In addition, penetration pricing strategies are also used by organizations to promote complementary products. According to Bingqun, Kejia, and Tingju (2016), they conducted research on analyzing the impact of price promotion strategies on manufacturer sales performance. Findings revealed that price promotion strategies affect sales performance.

2.6.1 Value-based Pricing

Value-based pricing is the process of setting prices based on the perceived value of a product or service by customers (Nagle and Singleton, 2011), According to Piercy, Cravens, and Lane (2010), findings indicated that value-based pricing is the most profitable pricing strategy. Value-based pricing is set by considering the value a product or service has for its target customers (Hinterhuber, 2008), According to Deonir, Gabriel,

Evandro, and Fabia (2017), corporate profitability conducted research on pricing strategies and levels and their impact on corporate profitability. It was revealed that value-based pricing has a positive effect on the profitability of an organization.

According to Liozu (2013), she conducted research on pricing orientation, pricing capabilities, and firm performance. The study surveyed 1,812 professionals who are involved in pricing to measure the influence of pricing approaches on firm performance. It was established that there was a positive relationship between value-based pricing and firm performance. According to Nagle and Singleton (2011), they surveyed 200 corporations on the impact of pricing strategies on the corporations' profitability. They found that companies that implemented sophisticated value-based pricing strategies earn 31% higher operating income than competitors, basing pricing strategies on market share goals or target margins.

2.6.2 Penetration Pricing

According to Vikas (2011), penetration pricing is the process of setting a price at a lower price for new products or services, hence breaking even. This technique can also be used by organizations to look for new markets for an existing product. According to Jim (2012), penetration pricing is used to support the launch of a new product, and when a product enters a market with relatively little product differentiation and where demand is price elastic, According to Sije and Oloko (2013), they conducted research on the penetration pricing strategy and performance of small and medium enterprises in Kenya.

Stratified random sampling was used to select employees from various SMEs. Questionnaires were used to collect primary data. Descriptive and inferential statistics were used to analyze the data. It was established that there was a strong positive correlation between penetration pricing and performance. According to Perminus and Wilson (2017), they researched the effect of penetration pricing strategies on the profitability of insurance firms in Kenya. The target population was 45 insurance companies. The study used data from 2008–2012. A sample of 900 employees was used. Purposive sampling was used to sample two employees from each insurance company. Questionnaires were used to collect data.

Descriptive and inferential statistics were used to analyze the data. It was established that there was a positive relationship between penetration pricing and firm profitability. The

use of penetration pricing may lead to an increase in sales volume and market share. In addition, penetration pricing strategies are also used by organizations to promote complementary products (Njomo, 2016), According to Matan (2016), organizations use a penetration pricing strategy to price their products or services lower than their normal price. Through this, an organization is able to gain market acceptance.

2.6.3 Price Discount

According to Hamed and Farideddin (2016), they conducted research on the effects of promotion on perceived quality and repurchase intention. The study conducted a descriptive survey approach in terms of performance. Simple random sampling was done to select a sample of 230 customers of coffee shops in 5 districts of Isfahan. It was established that price promotion had a significant impact on perceived product and service quality. According to Bingqun, Kejia, and Tingju (2016), they conducted research on analyzing the impact of price promotion strategies on manufacturer sales performance. Findings revealed that price promotion strategies affect sales performance.

According to Ajan (2015), she conducted research on the effects of sales promotion on the purchasing decisions of customers at Baskin Robbins Ice-Cream Franchise Thailand. The study targeted customers in Bngkok and the greater Bangkok area. 300 customers were sampled. Findings revealed that price discounts, free samples, and in-store displays influence product trials. According to Osman, Chan, and Foon (2011), they conducted research on the effects of sales promotions on buying behavior among university students.

The study sampled 150 respondents. Systematic random sampling was used. Data was collected using self-administered questionnaires. Findings revealed that there was a significant relationship between attitude towards price discounts, coupons, free samples, and "buyonegetone-free" and buying behavior. According to Cui andTingjui (2016),conducted research on the impact of price promotion strategies on manufacturer sales performance. Findings revealed that price promotional strategies have positive effects on sales performance.

Place

Place includes the company's activities that make the product available to target consumers (Kotler and Armstrong, 2016), what is meant by location is a place to carry out sales activities where a business is run (Nurbaitiao, 2021), The choice of location is the most expensive investment value, because the location can be said to determine whether or not visitors are crowded. Channel decisions will affect two things, namely sales reach and costs. Pordehghan (2015), pointed out that "distribution refers delivering a product or service to customers using marketing activities. Distribution and location are the simplest terms in 4P that play a vital role in marketing" The distribution or the place in the marketing activity is the activity that enables the delivery of products to consumers. Company you need to manage the location of strategies, so that consumers can easily find the products (Paniandiet al.2018).

The role is a distribution channel as marketing activities which seeks to facilitate the delivery of goods and services from companies to consumers. Businesses need to decide on the place of purchase or where and how to distribute the product to the customer. Consumer would be satisfied if products are made available at the right time, in the right place and in the right quantity. (Hashin, 2011).

2.7 Relationship between Place and Sales Performance

Place is all about channels of distribution. The distribution channel can also include physical movement, warehousing, ownership of the product, presale transactions, post-sale activities, order processing, credit and collections, and other different types of support activities (Gorchels et al., 2014), Distribution is the process of making a product or service available for use or consumption by a consumer or business user, using direct means or indirect means with intermediaries. According to Nashwan (2015), he conducted research on how places influence firm performance. Findings revealed that distribution, promotion, pricing, and product standardization and adaptation have an impact on sales, customer satisfaction, and the financial performance of firms.

According to Afzal (2009), he conducted research on marketing places, distribution strategies, and business performance in emerging Pakistani markets. Findings revealed that distribution strategy has an effect on business performance. According to Nguyen,

McCracken, Casavant, and Jessup (2011), they conducted research on the geographic location, ownership, and profitability of Washington log trucking companies. The research used data from an extensive 2007 log trucking survey. Findings revealed that ownership and geographic location have a significant influence on the profitability of the log trucking firm.

In addition, firms anchored in clusters to form focal points can achieve, on average, higher productivity than isolated business organizations, and consequently, they can be more profitable (Nguyen et al., 2011). According to Kotler and Armstrong (2014), retailers should be located near their target customers, thus ensuring accessibility. Retail stores located far away from their customers have a negative effect on their purchase intentions. It reduces the frequency of customers visiting a store. According to Mown and Minor (2014), store design has a positive effect on consumer purchase decisions, hence the increase in sales.

2.7.1 Distribution Channels

The distribution channel is defined as a set of interdependent organizations involved in the process of making a product or service available for consumption or use (Gorchels, West, and Marien, 2004). Distribution channels can also include physical movement, warehousing, ownership of the product, presale transactions, post-sale activities, order processing, credit and collections, and other different types of support activities (Gorchels et al., 2004). According to Schoviah (2012), she conducted research on the effect of marketing distribution channel strategies on a firm's performance among commercial banks in Kenya. A descriptive survey research design was used. The target population consisted of 43 commercial banks operating in Kenya. Findings revealed that marketing distribution strategies increased sales, market share, and profits.

According to Nashwan (2015), he conducted research on how marketing strategy influences firm performance. Findings revealed that distribution, promotion, pricing, and product standardization and adaptation have an impact on sales, customer satisfaction, and the financial performance of firms. According to Revino, Silvy, and Christoffel (2015), they conducted research on the effect of distribution channel sales volume in Pt. Vara Indah Parramatta Manado. Findings revealed that distribution channels had a positive and significant impact on sales volume. According to Ferri, Mohd, Radia, and

Hamidreza (2012), they conducted research on the impact of distribution channel innovation on the performance of small and medium enterprises.

Findings revealed that innovation in assortment, information sharing, and transportation coordination had positive and significant relationships with firm performance. According to Laswai (2013), he conducted research on the effectiveness of channels of distribution models in the sales performance of an organization. The study sampled 90 respondents. Interviews, questionnaires, and documentary reviews were used to collect data. Findings revealed that the distribution channel has a positive influence on sales performance. According to Chege, Muathe, and Thuo's (2014), research on the effect of marketing capabilities and distribution strategy on the performance of MSP intermediary organizations' In Nairobi County, Kenya. The study used a descriptive-explanatory cross-sectional survey research design. The target population was 397. Stratified and simple random sampling was used to select 219 respondents. A semi-structured questionnaire was used to collect primary data.

It was established that marketing capabilities and choice of distribution strategy have a significant influence on performance. According to Oladun (2012), he conducted research on the innovative distribution strategies and performance of selected multinational corporations (MNCs) and domestic manufacturing firms in Nigeria. Findings revealed that distribution strategies had a positive influence on performance. A cross-sectional survey was used. Simple random sampling was used to select 175 respondents. Findings revealed that innovative distribution strategies have a significant effect on performance. However, a study done by Sin (2000) stated that there was no significant correlation between the performances of companies and distribution channels.

2.7.2 Geographic Location

According to Nguyen, McCracken, Casavant, and Jessup (2011), they conducted research on the geographic location, ownership, and profitability of Washington log trucking companies. The research used data from an extensive 2007 log trucking survey. Findings revealed that ownership and geographic location have a significant influence on the profitability of the log trucking firm. In addition, firms anchored in clusters to form focal points can achieve, on average, higher productivity than isolated business organizations, and consequently, they can be more profitable (Nguyen et al., 2011), According to

Edidijus and per (2015), they researched the role of clusters in innovation and the performance of small and medium-sized technology enterprises in Europe.

According to Eze, Benedic, and Juliet (2015), they conducted research on the correlation between business location and consumer patronage. The study used a survey design. 100 respondents were sampled. Data was collected using a structured questionnaire. Findings revealed that business location has a significant effect on business performance. The study concluded that the proximity of the business to customers influences repeat purchases. According to Kotler& Armstrong (2004), retailers should be located near their target customers, thus ensuring accessibility. According to Kritzinger and Krüger (2011), they conducted research on location decision strategies for improving SMME business performance.

The study targeted SMMEs in the Nelson Mandela Metropole. Convenience sampling was used to select 175 SMMEs. Questionnaires were used to collect primary data. Findings revealed that there was a positive relationship between location and business performance. According to Fox, Postrel, and McLaughlin (2007), agglomeration is the location of stores close to each other. Inter-type agglomeration is where different types of stores that deal in different product lines co-locate in shopping centers and malls. Intra-type agglomeration can also be defined as the close location of stores of organizations dealing in a similar product line, such as restaurants, hotels, jewelers, furniture stores, and automobile dealerships, which often locate close together (Fox et al., 2007).

According to Mogire (2015), she conducted research on the agglomeration and performance of retail microenterprises in Kenya. Findings revealed that agglomeration had an effect on performance. According to Freeman, Styles, and Lawley (2012), research on "Does firm location make a difference to the export performance of SMEs? Findings revealed that there was a positive correlation between firms located inside industrial districts and export performance.

2.7.3 Physical Appearance

According to Zeithaml et al. (2009), service quality has an effect on customers' experiences. Additionally, service elements that influence customer behavior include signage, parking, the surrounding environment, landscape, layout, equipment, signage,

music, and lighting. According to Mown & Minor (2004), store design has a positive effect on consumer purchase decisions, hence the increase in sales performance.

Promotion

Promotions by Kotler and Armstrong (2016), Promotion refers to activities that communicate the benefits of a product and persuade target customers to buy it. Promotion is used to inform and persuade the market about a product or service that is new to the company through social media advertising or by public outreach. In promotional activities, every company must be able to calculate exactly which promotional tools are used to achieve the objectives of selling activities.

Išoraitė (2016), stated that “promotion is a marketing mix technique that enables distribution of information, persuading the customers to buy and affecting the decision to purchase” .It’s an activity that involves selling and introducing products to the consumers. Promotions should encourage consumers to purchase and use the products as before.

2.8 Relationship between Promotion and Sales Performance

Promotion strategy is the use of advertising, sales promotion, personal selling, public relations, and direct marketing to promote organizational products. According to Brrassington and Pettitt (2010), promotion is a direct way in which companies communicate their products or services to their target customers. According to Kotler (2009), the promotional mix includes advertising, sales promotions, personal selling, and publicity. According to Kamba (2010), in his research on the effectiveness of promotion mix methods on sales in local pharmaceutical manufacturing companies in Kenya,

It was revealed that marketing managers should determine what combination of promotion mix will make effective promotion programs, thereby increasing sales. According to Aliata, Odondo, Aila, Ojera, Abong, and Odera (2012), revealed that there was a positive relationship between promotional strategies and performance. Sales promotion is a strategy that is used by companies to promote sales, usage, or trials of a product or service. Organizations use sales promotion along with advertising, public relations, and personal selling. Sales promotion is also used by organizations to achieve a competitive advantage and influence their target customers to purchase their products.

According to Abiodun (2011), advertising is a non-personally paid form of “communication about an organization or its product to a target audience through a mass broadcast medium by an identified sponsor”. According to Adewale (2014), advertising is a non-personal communication strategy that is directed at a target audience through various media in order to present and promote products, services, and ideas. According to Engel (2010), advertising is a strategy used by organizations to inform, remind, and persuade customers to purchase a product. It is also used to present products and ideas and reach targeted customers.

2.8.1 Sales Promotion

Sales promotion is a strategy that is used by companies to promote sales, usage, or trials of a product or service. Organizations use sales promotion along with advertising, public relations, and personal selling (Schiffman and Kanuk, 2004). According to Oyedepo et al. (2012), sales promotion is an uninterrupted incentive that offers an extra value or incentive for the product to the sales force, distributor, or final consumer with the main objective of creating an immediate sale.

According to Mullin (2010), sales promotion is used by organizations to increase volume, induce trials, increase repeat purchases, increase customer loyalty, increase product usage, create interest, create awareness, and create brand awareness. According to the American Marketing Association (2010), sales promotions are “media and non-media marketing pressures applied for a predetermined time frame to different target audiences, thus consumers, retailers, and wholesalers, in order to stimulate trial, increase consumer demand, and improve product viability.”

According to Festus (2016), in his research on the impact of sales promotion on organizational performance, a case study of Guinness Ghana Breweries Limited It was revealed that there was a positive and significant relationship between sales promotion and performance. According to research done by Tandoh and Sarpong (2015), on the impact of sales promotions on the performance of auto-mobile industries in Ghana, It was established that sales promotion has a positive effect on organizational performance.

According to Dangaiso (2014), who conducted research on the effects of sales promotion strategies on the performance of Auto-Mobile Industries in Ghana, findings revealed that the use of sales promotional activities such as bonuses, prices, and contest sweepstakes

has a positive influence on company performance. According to Adeniran, Egwuonwu, and Egwuonwu (2016), research on the impact of sales promotions on sales turnover in the airline industry in Nigeria It was established that sales promotion incentives have a significant impact on sales turnover in the airline industry.

According to Osogbo (2014), he conducted research on the effects of advertising on organizational profitability. Findings revealed that advertising has an effect on organizational profitability. It was revealed that sales promotion affects organizational performance and the sales volume of the organization. According to Amusat and Ajiboye (2013), they conducted research on sales promotion as an antecedent of sales volume. Simple random sampling was used to select a sample of 80 respondents. Data was collected using structured questionnaires. It was revealed that sales promotion activities such as bonuses, coupons, free samples, price promotions, and premiums affect sales volume.

2.8.2 Advertising

According to Akanbi and Adeyeye (2011), they conducted research on the association between advertising and sales volume at Nigerian Bottling Company Plc. Akanbi. It was established that there was a significant relationship between advertising and sales for the company. According to Agbeja, Adelokun, and Akinyemi (2015), based on their analysis of the effect of advertising on sales and profitability, it was revealed that there was a significant relationship between advertising and profitability. Gan (2010), conducted a study on empirical analysis: advertising effects on firm performance in the Malaysian consumer products sector. It was established that there was a positive relationship between advertising and firm performance.

According to Njawa (2015), in his research on the effects of advertising on organizational performance, a case study of Tigo telecommunication network junior The finding revealed that advertising has a significant influence on organizational performance. According to Jebungei (2014), research on the influence of advertising on the organizational performance of cosmetic manufacturing firms in Kenya The finding revealed that the use of advertising enables an organization to create awareness and appeal. In addition, advertising also has an influence on the performance of products. It enables an organization to increase sales volume and profit.

According to Joshi, Prabhu, and Chirputkar (2016), they researched the impact of advertising and sales promotion expenses on the sales performance of Indian telecommunication companies. It was revealed that there exists a significant positive relationship between advertising and sales promotion and sales performance. According to Nana, Gloria, and Kwamena (2011), they conducted research on the effect of marketing communications on the sales performance of Ghana Telecom (Vodafone, Ghana). Findings revealed that there were strong relationships between sales promotion, advertising budgets, and total sales performance.

According to Aliata et al. (2012), they conducted research on the influence of promotional strategies on bank performance. Descriptive research was conducted. A simple random sampling technique was used to select 88% of bank branches. Questionnaires were used to collect data. It was revealed that there was a positive relationship between promotional strategies (direct marketing, sales promotion, personal selling, advertising, and viral marketing) and expenditure and bank performance. According to Cheruiyot and Peter (2016), they conducted research on the integrated marketing communication and performance of Kenya Post and Savings Bank. The study used descriptive research. A stratified random sampling technique was used to select the sample, which included 80 respondents. Data was collected using questionnaires. Findings revealed that direct marketing advertising, personal selling, sales promotion, and public relations enhance the company's performance by enhancing customer attraction, customer loyalty, sales volumes, branch expansion, and reminding customers.

2.9 Marketing Mix Strategies and Sales Performance

According to Silva (2006), different marketing strategies have different effects on organizational Sales performance, product as anything that can be offered to a market for consideration, gaining, usage, or consumption that capacity satisfies a want or need. They further defined a consumer product as a product bought by the final consumer for personal consumption. Consumers buy products. Marketing is a major issue in business performance and innovation, with significant influence on business strategy. Good marketing supports sales and expansion and contributes significantly to the growth of market share in competitive markets. (Marjanova and Stojanovski, 2015), According to Taiwo et al. (2010), strategic marketing practices have a significant impact on

performance variables and interact with the different components to facilitate performance.

According to Santos-Vijande et al. (2012), they also analyzed the organizational antecedents of marketing capabilities and their impact on business performance and established that marketing capabilities exert a significant and positive effect on customers' satisfaction and reliability, which ultimately leads to better organizational performance in terms of sales, profit, and market share.

2.10 Empirical Review of Marketing mix Strategies

This section reviews past studies related to the effect of marketing mix strategies on sales performance. It particularly helps in identifying different ways that previous scholars have approached the subjects under study, their findings and recommendations. This helps in validating the adoption of various research design and data analysis in this study.

The researcher will try to analyze and discuss different findings or studies regarding the effect of marketing mix strategies on sales performance. Some related studies have been done on this subject matter. Gituma (2017), determined the effects of marketing mix on sales performance using Unga Feeds Ltd., Nairobi, as the focal point. Descriptive research was used in the study. The target population was 127 middle-level staff at Unga Group Limited. Stratified random sampling was used to select a sample size of 96. Structured questionnaires were used to collect the data. Descriptive and inferential statistics were used to analyze the data. It was established that the majority of respondents agreed that distribution channels located in urban areas generate more returns than those in rural areas; the use of distribution channels influences product availability; store design has a positive effect on consumer purchase and sales volume; and the use of distribution channels influences sales and profit. Findings also revealed that respondents disagreed that physical surroundings do not have any effect on sales. The study recommended that the Unga Group improve their packaging design to increase product visibility and recognition. Improve their branding strategy.

Furthermore, in a study on the Factors influencing marketing strategy formulation for small and medium enterprises in Polokwane conducted by Phokwane (2020), the research used a quantitative approach to collect data from a sample of 412 SMEs in Polokwane using convenience and snowball sampling, which are non- probability

sampling methods. Respondents were asked to fill out a survey questionnaire. The study's findings show that a marketing communications strategy for SMEs has a positive effect on their performance.

Additionally, it demonstrates how marketing mix strategies affect sales performance. It should be noted that this article evaluates the components in the marketing mix that have the greatest effect on sales performance, in addition to presenting the effect of the marketing mix on sales performance. They used a research design called an explanatory design, and they found the following: Within the general segmentation-targeting positioning framework in a company, positioning plays a pivotal role in marketing strategy since it links market analysis, segment analysis, and competitive analysis to internal corporate analysis. The measures of performance that affect marketing positioning strategies at the company include employee turnover, increases in assets, increases in products, and increases in revenue and profitability.

In a study carried on by Ngendahayo, (2019), entitled Marketing strategies and sales performance of manufacturing firm in Uganda: a case study of Tembo steels Uganda Ltd. One of the study's objectives was to establish the relationship between product development strategy and sales performance of Tembo Steels Uganda Limited. The study employed a case study design where a total of 68 sampled respondents took part in the research. Furthermore, a simple random, Stratified and Purposive sampling techniques were used as sampling techniques in the selection process of the respondents. Mixed methods data collection approach was employed. Also, descriptive and inferential statistics were used to analyze the data. The study concluded that product quality has a positive impact on sales performance.

Ike (2019), focused on the effectiveness of the marketing mix on organizational performance; using Coca-Cola and 7Up Bottling Company Lagos as the focal points. The Researcher formulated three research objectives and three research questions. Survey research design was adopted and questionnaire served as the instrument of data collection. The population of this is 178 which are made up of the entire management staff of both companies and their distributors. . Out of 178 copies of the questionnaire distributed only 168 were returned and used. . . The study discovered that product quality, price, and promotional strategies are the most effective marketing mix. . It also revealed that new product development has positive impact on organizational sales volume and

profitability. Based on the above findings, it is recommended that firms pay great attention to all marketing mix to enhance their effectiveness and performance.

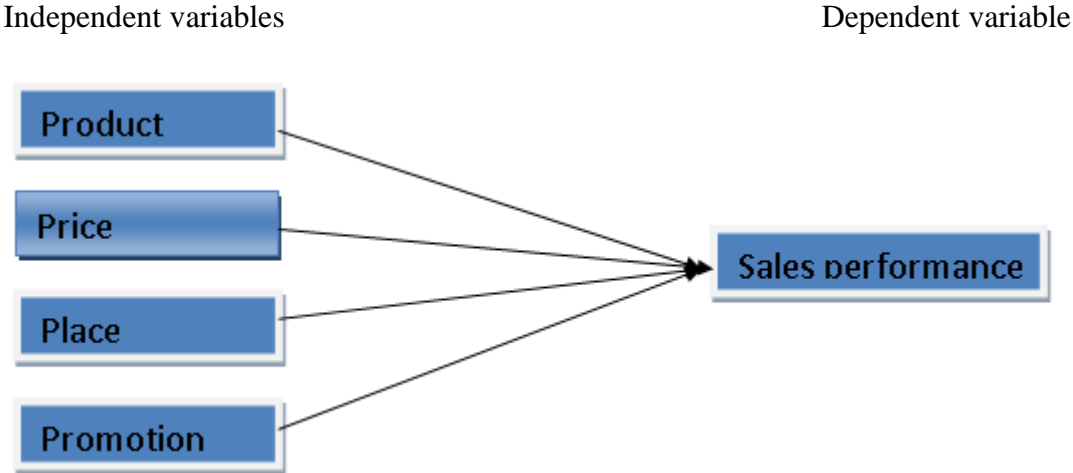
Geographically, the study was delimited to Destiny Supermarket Owerri, Imo State. The researcher employed descriptive survey design and questionnaire served as the instrument of data collection. The data collected were presented in tables and analyzed using simple percentage and chi-square was used to test the hypotheses. The study revealed that sales promotion enhances the profitability of supermarkets; sales promotion enhances sales volume/patronage of supermarkets; and sales promotion leads to market expansion of supermarket products. Based on the findings, it was recommended that supermarkets should at all-time plan, organize, direct and control their sales promotion programmed in place as such would help them to achieve their sales goals. Also supermarkets should train and retrained their sales personnel on they should embark on their sales activities.

Generally, from the above literature reviews, previous studies have established the effect of marketing mix strategies on sales performance; however, each of the independent variables (marketing mix strategies) affected sales performance at a different percentage rate.

2.11 Conceptual Framework of the study

A conceptual framework is a basic structure that consists of certain abstracts that represent the observational, empirical, and analytical aspects of a process or system being conceived. The interconnection of these masses completes the framework for certain estimated outcomes. The conceptual framework is a diagrammatic presentation of variables in the study. The framework explains the interrelationship between dependent and independent variables. The independent variables include product, promotion, Pricing and Place Strategies, while the dependent variable is the sales performance of soft drink factories.

Figure 2.1: Conceptual Framework, showing the effect of marketing mix elements on sales performance.



Source: Adopted from Emmanuel Ayuba & Roselyn (2014)

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1 INTRODUCTION

The main purpose of the research methodology is to explain how the research would be carried out, what knowledge and information was required and how data was collected. This was important to ensure what the study would address, set objectives and answer the research questions. This section consist of study area, research approach; research design, sampledesign, samplingtechnique, samplesize, sourceandinstrumentsofdatacollecti on, methodsofdataanalysis, validity, reliabilityandethicalconsiderations.

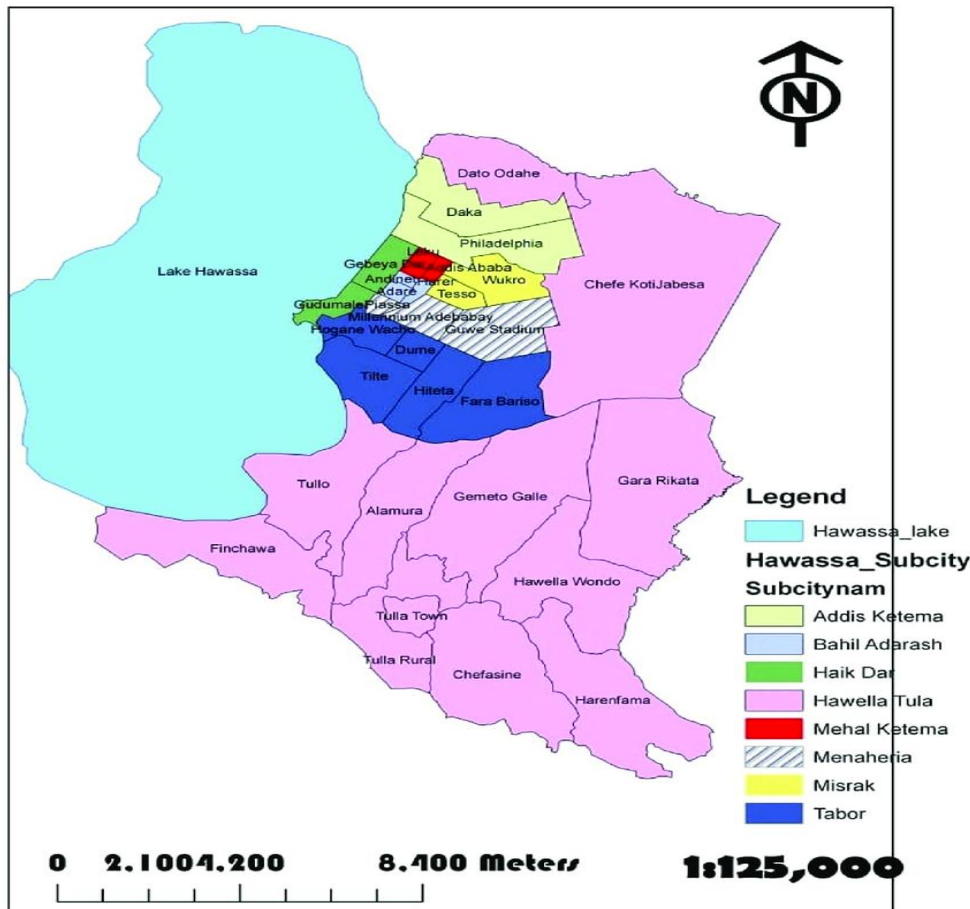
3.2 Back ground of the study area

Research was simply the process of finding solutions to a problem thorough study and analysis of the situational factors (Sekaran, 2003), It is a search for knowledge. One also defines research as a scientific and systematic search for related information on a specific topic. This part of the research deals with the overall approach of the research. And it includes a description of the study area, research design, research approach, target population, census method, sources of data, method of data collection, method of data analysis, model of specification, descriptive analysis, econometric analysis, and description of variables, model of diagnostic test, validity, reliability, and ethical consideration.

The Effect of marketing mix strategies on sales performance in the context of MOHA Soft Drink Industry S.C., Hawassa Millennium Pepsi Cola Plant, need to be the main focus of the investigation. The 4Ps, or product, pricing, place, and promotion, are marketing mix strategies that are the primary focus of this study. The investigation ought to be carried out in Sidama National Regional State's capital of Hawassa.

The Hawassa Pepsi Cola Factory is a recently established facility that can produce 36,000 bph and 300 ml of soda. It can meet the needs of the southern region and was founded in August 2007.

Figure 3.1: Study area location



Source: Hawssa City Google Map (2023)

3.3 Research Approaches

In the study, researchers employed a combination of methods. While qualitative research generates narrative or textual descriptions of the phenomena under study, quantitative research is focused on measurement of quantity or amount it is applicable to that may be described in terms of Quantity. As a result, the researcher employed both qualitative and quantitative methodologies to describe and evaluate the information gleaned from the qualitative data during the course of the study. The reason for using a mixed approach is that it allows for the coverage or confirmation of findings from various data sources (Catherine, 2012). Therefore, the researcher's motivation is to combine quantitative and qualitative research to provide a thorough examination of context, processes, interactions, accurate measurement of attitudes and outcomes, and a deeper comprehension of the

research problem rather than relying solely on one method. Gibson (2017) asserts that by complementing one strategy with another, both the qualitative and quantitative approaches are thought to eliminate any weaknesses in each.

3.4 Research design

According to Zikmund (2012), a research design is a framework that was used by researchers to conduct research. This research framework includes the procedures as well as the procedural framework necessary for obtaining the data and information needed to structure and solve a research problem. The study would focus on measuring the effect of marketing mix strategy on sales performance in the MOHA soft drinks industry (S.C., HMPCP). The study would employ an explanatory research design because it attempts to identify cause-and-effect relationships between marketing mix strategy and sales performance. The study also employs a mixed approach to research in order to collect both quantitative and qualitative data from the relevant sources using proper tools for data collection. The study also uses a cross-sectional survey design, as it was planned to collect data at one point in time and conduct analysis on that collected data to arrive at the findings.

Therefore, throughout this study, the researcher would use the quantitative method to compute and interpret numerical Information and qualitative methods to narrate and explain the information obtained from qualitative data.

3.5 Target population of the study

Lohr (2009), defined target population as the group of people where complete collection of observations related to the research to be taken. In the context of this study, the target population of the study was employees of MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant. The majority of the data specifically the quantitative data had been collected from the employees targeting the selected department. The researcher used sample size determination based on departmental-wise those departments were the most relevant to marketing mix strategy on sales performance. To determine sample size the study is treated as known population. The method that would be used for determining the sample size of the respondents from each department would be probability proportion to size (PPS).

Table 3.1 population distribution

No.	Department	Total
1	Production	73
2	Sales	203
3	Procurement	24
Grand Total		300

Source: HMPCP HRD manpower annual report 2023

The population of this study was 300, which consists of production, sales and Procurement departments working in the MOHA soft drinks industry (S.C., HMPCP).

3.6 Sampling Technique

According to Sekaran, (2003), sampling techniques involve the methods or ways in which the researcher attains or to selects an optimal sample size from the study population. This study used both a probability and non-probability sampling technique, since the target population of the study has selected permanent employees of MOHA Soft Drinks S.C.Hawassa Millennium Pepsi Cola Plant. The sampling technique used in this study was the stratified random sample which is the process of stratification followed by random selection of subjects from each stratum. The stratified random sample has been chosen because the sample data was divided into different strata from the company's different categories (departments) are needed (Sekaran and Bougie, 2013), Therefore stratified random sampling was applied for this study to be able to carefully asses and analyze the chosen respondents' opinion /response/.

As it is mentioned in Kothari (2013), stratified sampling result in more reliable and detailed information and enable to get more representative samples. Accordingly, permanent employees of the company were randomly selected from each stratum by using simple random sampling technique. Moreover, purposive sampling technique was used in the study because purposive sampling enables the researcher to sample on the basis of his/her judgment (Schwandt, 1997). In this study the researcher used purposive sampling in order to choose study and get primary respondents according to their roles and enable the researcher to solicit relevant data. Through the use of purposive sampling,

Territory Development managers and Promotion section head of the company were selected for interview.

3.7 Sample Size Determination

A sample size is a part of the population that has been chosen because it is practical and sufficient to support and aid in the process of gathering data (Stainback et al., 2008). In a research study, it refers to the precise number of participants or a portion of the population selected as a representative sample of the target population. It is a fundamental unit that can be used to sample the entire population the total a population. Since it is impractical to analyze the entire target population, the researcher chooses to choose a sample size. According to Cooper and Schindler (2014), there are three criteria that determine sample size: precision, confidence, and degree of variability in the variables being measured. Considering that since the research population is known to be finite, Yamane's (1967) simplified formula was used to find the appropriate sample size. The sample size estimate of 172 was determined using the identified formula, as indicated below.

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

Where: n= the size of the sample

N= the size of the population

e = is the error term, which is 5% (i.e. at 95% confidence level)

$$n = 300 / (1 + 300(0.05)^2)$$

$$= 300 / (1 + 300(0.0025))$$

$$= 300 / 1.75$$

$$n = 171.52 = \mathbf{172}$$

Accordingly, n= 172 sample respondents

Since the number of respondents in each department was not the same, the number of samples for each department is calculated by the following formula:

$$n_i = \frac{n \cdot N_i}{N}$$

N

Where n= total number of samples

N= total number of population

Ni= total number of population in each department

ni = number of samples in each department

Table 3.3: Sample Size Determination by Department

No.	Department	Ni =(Category population)	$ni = \frac{n*Ni}{N}$	ni=(Category sample size)
1	Production	73	172.73/300	42
2	Sales	203	172.203/300	116
3	Procurement	24	172.24/300	14
Grand Total		300		172

Source: HMPCP HRD manpower annual report 2023'

The reason for using this method was to take advantage of its usefulness when the sampling units vary considerably in size, and it assures that those in larger sites have a higher probability of getting into the sample than those in smaller sites, and vice versa. Consequently, 172 respondents would be selected using simple random sampling

Where n = number of samples

Ni =Category population

ni= Category sample size

N = total population.

3.8 Data Sources

In this study, both primary and secondary data were employed, along with a variety of data kinds and data collection methods.

3.8.1 Primary Data

Primary data come from personal experience and observation; as a result, distortions from outside observers are avoided and the data is trustworthy. The researcher performed Surveys and interviews to get this data. Primary Source of data is source of data which provided first-hand information for the use of immediate purpose. Data collected from primary sources are new data which had not existed before and for which the researcher received full credit. Primary data was collected from employees of the company through structured interviews and questionnaires.

3.8.2 Secondary Data

Secondary data was obtained from published and unpublished sources. As Carrie and Kothari (2004), stated secondary sources are sources of data which are not originated by the investigator itself but which we get from some one's records. Secondary sources exist as storage of previously collected information. The researcher used secondary data like recorded file of the company, related books, journals and other necessary material that add value for the effectiveness and appropriateness of the research thesis.

3.9 Tools for Data Collection Instrument

3.9.1 Questionnaires

This method of assigning questions was utilized by the researcher to reveal areas of the Study that are not covered in interviews. Those respondents who can read and respond to Questions on their own were given questionnaires. The questionnaires would be given to the respondents with a week to complete them and return them to the researcher.

3.9.2 Interviews

This is used by the researcher since it is crucial for gathering primary data. Territory Development managers and Promotion section head of the company were selected for interview from marketing Department. It was crucial because, in contrast to questionnaires, it allowed for an immediate answer.

3.10 Methods for Data Collection

Data was collected by primary and secondary data collection methods. The primary data were collected using methods such as structured questionnaires and interview. The secondary data on the other hand was collected from the recorded file of the company, related books, journals and other necessary material. The data collection method that was used is a structured questionnaire by using likert scale and both close and open-ended questions was prepared and distributed to collect the necessary information from the participants.

3.11 Method for data Analysis

The researcher analyzed the data by using both qualitative and quantitative analysis through the use of data descriptive method. Statistical tools such as frequency, valid percentage of results with the help of SPSS (statistical packages for social science software program) had been used. Data descriptive method was used to describe the data which were summarized using questionnaires in the form of frequency, percentage and tabulation form. Additionally; correlation analysis and multiple linear regression analysis were conducted to explain the relationship and effect of the variables which determined marketing mix strategy and to measure the level of sales performance. The researcher also used qualitative analysis technique in order to analyze the collected data from interview and secondary data so as to display the results in the form of narration by using content analysis technique. Lastly the final research of the study presented using tables and graphs.

3.11.1 Descriptive Analysis

The variable that pertains to the background or demographic of the respondents, as well as the mean score of marketing mix dimensions and sales performance, would be interpreted using descriptive analysis. The findings would be presented in tabular form, as well as through frequency distribution and percentage. This analysis was conducted by calculating the means and standard deviations of the gathered data for the variables.

3.11.2 Inferential Statistics

To examine how the marketing mix strategy affected sales performance, inferential statistics tools were used to show how the variables related to one another. Karl Pearson's coefficient of correlation is frequently employed in statistical analysis to gauge the relationship between variables, according to Kothari (1990). According to Field (2006), the correlation matrix is used to calculate the correlation coefficient, which has a possible range of -1 to +1. A perfect positive association is shown by a correlation coefficient of +1, and a perfect negative relationship is indicated by a coefficient of -1. There may be no linear relationship at all when the coefficient is 0. Consequently, the Pearson product moment correlation was used to ascertain the relationship between the marketing mix strategy and sales performance. According to Kothari's (2004) description, multiple regression analysis), examines the relationship between dependent and independent variables using an equation.

3.11.3 Model specification

In order to found the cause and effect relationship between marketing mix strategy and sales performance the study have used multiple regression model to measure the level of significant relationship between the dependent and independent variables. The model applied to show this influence is presented as follows;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

$$SP = \beta_0 + \beta_1 (\text{Prod}) + \beta_2 (\text{Price}) + \beta_3 (\text{Place}) + \beta_4 (\text{Promo}) + \varepsilon$$

Where: Y = dependent variable/Sales performance

β_0 = Constant term (value of Y when X1, X2, X3 and X4= 0)

β_1 = Regression coefficient for product

X1= product

B2=Regression coefficient for price

X2= price

B3=Regression coefficient for place

X3= place

B4=Coefficient of regression for promotion

X4= promotion

ε = the error

B_i = coefficients associated with each independent variable which measures the change in value of Y, per unit change in their respective independent variables.

Sales Performance is dependent variable while Product, Price, Place and Promotion are independent variables.

3.12 Reliability and Validity Test

Making sure that comparable results would be obtained if the research were to be repeated is the main goal. This is made possible by the measurement method's dependability and consistency. Evaluating the stability of a measure or assessment's score over time and in various contexts or circumstances is the aim. When a measurement is deemed reliable, the likelihood of the resultant score being impacted by chance or measurement error is reduced (Marczyh, et al., 2005). According to George and Mallery (2003, as referenced in Joseph & Rosemary, 2003), Cronbach's alpha is a reliability coefficient that is frequently used to assess the internal consistency or dependability of a psychometric test result for a sample of respondents. The ranges of the Cronbach's alpha reliability coefficient varies between 0 and 1, with internal reliability often being achieved at a value of 0.70 or higher (Hair et al., 2003)

Table 3.4: Rule of Thumb of CronBach's Alpha

CronBach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Good
$0.7 > \alpha \geq 0.6$	Acceptable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: adopted from Zikmund, et al, 2010

For the sake of this study, the researcher conducted pilot tests after distributing 18 pieces questionnaires.

Table 3.5: Cronbach's Alpha for each category of the questionnaire

Independent and dependent Variables	Number of Items in a Scale	Observation	Cronbach's Alpha	Internal Consistency
Product	7	18	0.839	Good
Price	7	18	0.829	Good
Place	7	18	0.849	Good
Promotion	7	18	0.824	Good
Sales Performance	7	18	0.925	Excellent

Source: Survey Questionnaire, 2023

As shown above in the table 3.5, all dimensions' Cronbach's alpha is above the cut of point of 0.7. The lowest Cronbach's alpha registered is 0.824 (promotion) and the highest is 0.925 (sales performance). Therefore; it can be inferred that all measures are internally consistent.

Validity Test

Refers to the extent to which the concept one wishes to measure is actually being measured by a particular scale or index. According to Yemane (1967), validity aims at establishing the results which are linked with the condition. It is concerned with the extent that the scale accurately represents the construct of interest. In order to assure the validity of the measurement instrument of the study is conducted based on the literally accepted conceptual framework that clearly indicate the theoretical construct and associated with the measurements valid to examine the Marketing mix Strategies (independent variables) on Sales performance (dependent variable). Where possible this was support and consideration gives to practical things. So that pre-questionnaires were distributed to the select Production, sales and procurement departments to check the

validity of questions to further data collection process. As per the comments and the discussion the questions were prepared to primary data collection for the research objectives as validated by the researcher. Furthermore, this instruments or variables of marketing mix strategies and sales performance were tested by previous studies for content validation.

To achieve construct validity, factor loadings must be statistically significant. This is tested by obtaining a loading of 0.50 or higher (Hair et al., 2011), It is widely agreed that factor loading values that exceed .50 are significant indicators of convergent validity.

In addition, a Principal Component Analysis (PCA) exploratory component analysis was performed to determine whether the scale items are appropriately loaded for the dimensions utilized in this investigation. Additionally, multi-co linearity, which produces results that are misleading, was avoided by using PCA (Akturan & Tezcan, 2012). Factor loadings must be statistically significant to get construct validity. A loading of 0.50 or greater is required to test this (Hair et al., 2011). It is generally accepted that major indices of convergent validity are factor loading values greater than.50.

3.13 Ethical Considerations

In this study, every ethical rule was taken into account as precisely as possible. The Organization has granted authorization for this research to be carried out on company Property and for assistance, if needed, in distributing the questionnaire. The goal of the Research would be explained to respondents by the researcher before the questionnaire was distributed. Additionally, verbal agreements describing the study's objectives and Participants' free will was mad as directed by the questionnaire, in writing. No one would be forced to take part in the study; participation was entirely voluntary. The researcher made sure that no respondent's response was personalized during the presentation, analysis, and interpretation of the data. Data confidentiality is upheld throughout the study procedure. As names of participants were not needed to be written down to complete questionnaires, anonymity was preserved.

CHAPTER FOUR

RESULT AND DISCUSSION

This Chapter deals with the analysis, presentation and interpretation of data collected through quantitative and qualitative research tools. Generally to address the research objectives and to answer the research questions the finding of the study were analyzed and discussed in this chapter that covers different sections, which includes the response rate, demographic characteristics of respondents, and characteristics of marketing mix strategy, correlation, and regression analysis of the effect of marketing mix strategy on sales performance in the study area, the data collected through quantitative and qualitative research tools: questionnaires, interviews, and relevant documents. Data collected from 172 respondents were interpreted and the results presented in tables, graphs and percentage formats.

4.1. Response Rate

One hundred seventy two questionnaires were distributed to the respondents out of which only 167 duly filled in questionnaires were collected accounting 97.04% response rate. Accordingly, the analysis of this study is based on the number of questionnaires collected.

4.2 Demographic Information of Respondents

This section described an analysis and discussions on demography information of the respondents who participated in this research study. The demography factors used in this research are gender, age, marital status, Work experience, education, and Department.

Table 4.1: Demographic Profiles of the Respondents

Type of Variables	Category	Frequency	Percent
Gender	Male	122	73.1
	Female	45	26.9
	Total	167	100.0
Age of respondents	18-29	21	12.6
	30-39	97	58.1
	40-50	37	22.2

	≥50	12	7.2
	Total	167	100.0
Marital status	Married	142	85.0
	Single	21	12.6
	Divorced	4	2.4
	Total	167	100.0
Work experience	1-3 years	6	3.6
	4-6years	54	32.3
	abov7years	107	64.1
	Total	167	100.0
Educational label	Certificate	34	20.4
	Diploma	17	10.2
	Degree	108	64.7
	Masters	8	4.8
	Total	167	100.0
Department	Marketing	113	67.7
	Production	40	24.0
	Procurement	14	8.4
	Total	167	100.0

Source :(filed survey, SPSS output 2023)

The results presented in table 4.1 revealed that majority, 73.1% of the respondents were male, while 26.9% were female. The dominance of the male respondents was attributed to the fact that MOHA soft drinks industry at Hwassa millennium plant prefers recruitment of men in technical jobs compared to the women. Furthermore, majority (58.1 %) of the respondents were within the age group of 30-39years, followed by 22.2% who were within the age group of 40-50 years, while the respondents with in the age group of 18-29 years represented by 12.2%.The remaining 7.2% of respondents were in age group of above 50 years. The dominance of the respondents within the age group of 30-39 years implies that they are youngster enough to work hard and work for the company which would imply seeking for better means of improving sales performance.

The researcher sought to investigate the marital status of the respondent's and the findings revealed that 142 respondents were married this represents 85.0% of the total population. 21 respondents were single this represents 12.6% of the total population, 4 respondents were divorced this represents 2.4% of the total population.

Similarly, the study revealed that majority, 64.1% of the respondents had above 7 years of working experience, 32.3% of them had 4-6 years of experience while 3.6% had 1-3 years of working experience. The dominance of the respondents with the working experience of above 7 years imply that the company prefer to recruit and retain employees with high level of experience in the industry for purposes of competitive advantage.

In addition, the results revealed that majority, 64.7% of the respondents were Bachelor Degree holders, followed by 20.4% who were Certificate, 10.2% Diploma Holders. The remaining 4.8% respondents were Masters Holders. The dominance of the respondents with the Bachelor Degree signifies that the company prefers to employ educated employees who understand the importance of marketing Mix strategy in scaling up sales performance.

Majority of respondent (67.7%) were working in sales department followed by Production 24.0% then 8.4% procurement departments. These respondents are expected to know trends of Marketing mix Strategy in the company and increase accuracy of responses.

4.3 Descriptive Analysis of study variables

To determine the major Marketing mix strategies affecting sales performance of MOHA Soft Drinks Industry S.C.Hawassa Millennium Pepsi Cola Plant descriptive analysis was used. The researcher uses itemized rating scale to construct a range. This range would be used to measure the perception level of the respondents towards each variable. The researcher used the following mean interval range as rule of thumb recommended by Shrestha, (2015), to interpret respondents' response.

Table 4.2: Five Scaled Likert data Mean Interpretation rule of thumb

Interval of mean	Perception
1.00 – 1.80	Strongly Disagree/very low
1.81 – 2.60	Disagree /low
2.61 – 3.40	Neutral /average/moderate
3.41 – 4.20	Agree/high
4.21 – 5.00	Strongly Agree/very high

Source: (Shrestha, 2015)

Descriptive statistics are a summary about the sample being studied without drawing any inferences based on probability theory. The researcher has employed many statistical data analysis tools such as mean, standard deviation, frequency and percentile to analyze the collected data. The summary of descriptive statistics of all variables that were reevaluated based on a five-point Likert scale (from 1; strongly disagree, 2; disagree, 3; neutral, 4; agree and 5; strongly agree).

According to Zaidan and Bagheri (2019), the mean score below 3.39, was considered as low. The mean score from 3.40 to 3.79 was considered as moderate and the mean score above 3.8 was considered high by comparison based on the mean score of five Likert scale instrument. Since, this study in detail of the analysis is presented below.

The study sought to analyze the relationship between product and sales performance. Respondents were asked a number of questions and were supposed to rate them with the highest being strongly agree (5) and the least being strongly disagree (1)

Table 4.3: Relationship between Product and Sales Performance

Descriptive Statistics

VARIABLE ITEMS	N	Mean	Std.Deviation
Product quality has a positive impact on sales performance	167	4.54	.742
Product appearance, smell and flavor has a positive impact on sales volume	167	4.43	.715
Package designs increases product visibility and recognition	167	4.46	.923
Packaging influence consumer-perceived product quality	167	4.57	.795

Product perceived quality has influences purchase intention	167	4.52	.693
Company's brand image, and loyalty has an influence on profitability of a company	167	4.32	.983
Brand awareness influence on Sales performance	167	4.59	.770
Grand mean and Std. Deviation		4.49	0.803

Source :(filed survey, SPSS output 2023)

4.4 Relationship between Product and Sales Performance

Product

Lamb et al (2009), divided product into two parts, namely business and customer product. A product can be a good or as service. When considering product as a marketing element, issues such as brand, quality, design and packaging are very important. A company must devise strategies to boost demand for its product in order to succeed in the market. The brand should be acceptable to the customer; the quality should be high so that loyalty of the buyer can be won through satisfaction (Seine, 1993).

Table 4.3 above summarizes the response of respondents about the product features. Firstly, participants were asked whether the Brand awareness has influence on Sales performance. The result of this study shows the highest mean score 4.59 with standard deviation of .770; it is within the range of 4.21- 5. This implies that most of the respondents are strongly agreed on Brand awareness influence on Sales performance. Since in recent times, packaging has become a potential marketing tool, a company needs to design the package for the safety of the product (McDonald, 2004), In line with this, the Respondents were asked Packaging influence consumer-perceived product quality. The respondent's rate shows a mean score of 4.57 and standard deviation .795; Product quality has a positive impact on sales performance .has a mean score of 4.54 and a standard deviation of .742. The question "Product perceived quality has influences purchase intention." has the mean score of 4.52 and standard deviation of .693. The question "Package designs increases product visibility and recognition." has the mean score of 4.46 and the standard deviation is .923; Product appearance, smell and flavor have a positive impact on sales volume. Have a mean score of 4.43 and a standard

deviation of .715; most of the respondents strongly agreed on the questions. Finally respondents were asked to rate their agreement if Company's brand image and loyalty has an influence on profitability of a company this question has a mean score of 4.32 and standard deviation of .983. This implies that MOHA soft drink industries' provides branded, quality and acceptable products with an attractive packaging and design, which are first choices of the Company.

Table 4.4: Relationship between Price and Sales Performance

VARIABLE ITEMS	N	Mean	Std.Deviation
Use of pricing strategy has increased sales performance	167	4.53	.726
Value-based pricing has a positive impact on profitability	167	4.48	.610
Use of penetration pricing influences customer purchase	167	4.50	.727
Price promotion strategies affect company sales performance	167	4.53	.638
Use of price discount influences sales performance	167	4.49	.719
Price Promotion has a significant impact on perceived product quality	167	4.63	.706
Awassa Millennium plant uses price discounts, free samples, and bonus packs	167	4.60	.745
Grand mean and Std. Deviation		4.54	0.590

Source :(filed survey, SPSS output 2023)

4.5 Relationship between Price and Sales Performance

Pricing

Price, in its strictest meaning, refers to the cost of a good or service. In a broader sense, pricing is the total of all the values that consumers forego in order to reap the rewards of possessing or utilizing a good or service. Traditionally, the primary determinant of a

buyer's decision has been price. Non-price considerations have become more significant in recent decades. Price, however, continues to be one of the key factors influencing a company's market share and profitability. The marketing mix's price is the only component that generates income; the other components are expenses. (Kotler, 2008).

According to table 4.4 above, respondents were first asked to rate their agreement if Price Promotion has a significant impact on perceived product quality. The response shows highest mean score 4.63 and standard deviation .706 and it lies in the range of 4.21- 5; Showing that most of the respondents strongly agreed the question that Price Promotion has a significant impact on perceived product quality. Respondents asked whether Hawassa Millennium Pepsi cola plant uses price discounts, free samples, and bonus packs. They rate the mean score 4.60 and standard deviation .745 .Showing that most of the respondents agreed with the question that Hawassa Millennium Pepsi cola plant uses price discounts, free samples, and bonus packs. Followed by Use of pricing strategy has increased sales performance with a mean score of 4.53 and standard deviation of .726. Respondents were asked question about if Price promotion strategies affect company sales performance. The respondents' response lies on a mean of 4.53 with a standard deviation of .638. Regarding the question "Use of penetration pricing influences customer purchase" respondents' rate a mean score of 4.50 and a standard deviation of .727. In case of the question "Use of price discount influences sales performance" they rate highest mean score of 4.49 and a standard deviation of .719... Finally respondents were asked to rate their agreement if Value-based pricing has a positive impact on profitability. The response shows the mean score 4.48 and a standard deviation of .610 and it lies in the range of 4.21- 5; Showing that most of the respondents strongly agreed with the question that Value-based pricing has a positive impact on profitability.

Table 4.5: Relationship between Place and Sales Performance

VARIABLEITEMS	N	Mean	Std.Deviation
We are geographically located near our markets to increase sales.	167	4.26	1.131
Geographic Location has a significant influence on profitability	167	4.53	.609
Close location of organizations selling similar products affects performance	167	4.36	1.048
Store location has a positive effect on consumer purchase and sales performance	167	4.47	.638
Strategic location of our retail stores leads to high sales volume	167	4.45	.773
Distribution channels located in urban areas generate more returns than those in rural areas	167	4.53	.657
Location of retail stores far from customers has a negative effect on their purchase intention	167	4.49	.684
Grand mean and Std. Deviation		4.44	0.790

Source :(filed survey, SPSS output 2023)

4.6 Relationship between Price and Sales Performance

Place/Distribution system

It is among the four components of the marketing mix. It can be defined as a collection of interconnected businesses engaged in the process of preparing a good or service for use by the general public. According to Engle (2009), the marketer needs to select distributors who can reach its target audience the most efficiently as well as other middlemen who can enhance the distribution process.

Respondent's response about the distribution aspects. As depicted in the table 4.5 above, respondents were first asked to rate their agreement about the question "Geographic Location has a significant influence on profitability. The response shows the highest mean score 4.53 and standard deviation .609 "and Distribution channels located in urban

areas generate more returns than those in rural areas .The response shows the mean score 4.53 and standard deviation and .657. it lies in the range of 4.21- 5; Showing that most of the respondents strongly agreed with “Geographic Location has a significant influence on profitability “and Distribution channels located in urban areas generate more returns than those in rural areas” Followed by “Location of retail stores far from customers has a negative effect on their purchase intention” with a mean score of 4.49 and standard deviation of .684. Respondents were also asked if Store location has a positive effect on consumer purchase and sales performance, in this case respondents rate a mean 4.47 with a standard deviation of .638, Respondents were also asked if “Strategic location of our retail stores leads to high sales volume” with a mean score of 4.45 and standard deviation of .773. Regarding the question “Close location of organizations selling similar products affects performance” respondents rate a mean 4.36 with a standard deviation of 1.048. Finally respondents were asked to rate their agreement if we are geographically located near our markets to increase sales. The response shows the mean score 4.26 and a standard deviation of 1.131 it lies in the range of 4.21- 5; Showing that most of the respondents Strongly agreed with the question that are geographically located near our markets to increase sales.

Table 4.6: Relationship between Promotion and Sales Performance

VARIABLE ITEMS	N	Mean	Std.D eviation
Sales promotions influences sales volume	167	4.45	.812
Use of sales promotion has increased brand loyalty at Soft Drinks factories	167	4.54	.856
Use of sales promotion create interest and brand awareness	167	4.56	.699
. Awassa Millennium plant uses Seasonal promotion to promote their products	167	4.49	.751
Use of Public relation at Awassa Millennium plant has led to an increase in profit	167	4.50	.813

Promotion of products gives companies a competitive edge	167	4.43	.731
Awassa Millennium plant uses personal selling and publicity to promote their products	167	4.41	1.007
Grand mean and Std. Deviation		4.48	0.71

Source :(filed survey, SPSS output 2023)

4.7 Relationship between Promotion and Sales Performance

Promotion

Promotion involves a variety of activities undertaken by a firm to communicate the merits of its products and to persuade target consumers to purchase it. (Nasirudin, 2011),It includes activities like advertising, sales promotion, personal selling and publicity. Promotional techniques common to the soft drink industry has been sales promotion, personal selling, price discounts, free gifts, samplings, advertisements and after sales service like checking inventories.

Table 4.6 above summarizes the response of respondents about the promotion strategy of the company. Firstly, participants were asked whether Use of sales promotion create interest and brand Awareness. The result of this study shows mean score 4.56 with standard deviation of .699; it is within the range of 4.21- 5. This implies that most of the respondents were strongly agreed as Use of sales promotion creates interest and brand awareness. The respondents were asked if Use of sales promotion has increased brand loyalty at Soft Drinks factories. The respondent’s rate shows a mean score of 4.54 and standard deviation .856; Use of Public relation at Hawassa Millennium Pepsi cola plant has led to an increase in profit has a mean score of 4.50 and a standard deviation of .813. The question “Hawassa Millennium Pepsi cola plant uses Seasonal promotion to promote their products.” has the mean score of 4.49 and standard deviation of .751. the question “Sales promotions influences sales volume.” Has mean score of 4.45 and the standard deviation is .812. Respondents were also asked if Promotion of products gives companies a competitive edge, in this case respondents rate a mean 4.43 with a standard deviation of .731. Finally respondents were asked to rate their agreement on if Hawassa Millennium Pepsi cola plant uses personal selling and publicity to promote their

products. The response shows the mean score 4.41 and a standard deviation of 1.007 showing that most of the respondents strongly agreed with the question that Hawassa Millennium Pepsi cola plant uses personal selling and publicity to promote their products.

Table 4.7: Effects of Sales Performance

VARIABLE ITEMS	N	Mean	Std.Deviation
Pricing influences sales volume	167	4.54	.717
Our product has influenced customer loyalty	167	4.49	.610
Our Place strategy has influenced quick distribution of our products	167	4.59	.632
Use of promotion strategy has increased our business performance	167	4.53	.675
. Product mix leads to increase sales performance	167	4.54	.608
Price strategy increases sales performance	167	4.37	1.015
Promotional mix of the factories increase sales Performance	167	4.57	.634
The factories use effective place and it leads to increase sales performance	167	4.50	.842
In general, the factories marketing mix strategies increase sales performance	167	4.61	.719
Grand mean and Std. Deviation	167	5.82	0.922

Source :(filed survey, SPSS output 2023)

4.8 Effect of Sales Performance

The term performance means the accomplishment of a given task measured against preset known standards of accuracy, completeness, cost, and speed. Effective sales performance management is a critical initiative which aims to drive sales transformation

or reduce operational costs.

Table 4.7 above summarizes the response of respondents about sales performance. Firstly, participants were asked whether the factories marketing mix strategies increase sales performance. The result of this study shows mean score 4.61 with standard deviation of .719; it is within the range of 4.2 - 5. This implies that most of the respondents were strongly agreed with the question. The respondents were asked if Our Place strategy has influenced quick distribution of our products. The respondent's rate shows a mean score of 4.59 and standard deviation .632; the question that Promotional mix of the factories increase sales Performance .has a mean score of 4.57 and a standard deviation of .634. Respondents were asked Pricing influences sales volume. The respondent's rate shows a mean score of 4.54 and standard deviation .717. Most of the respondents were strongly agreed as Pricing influences sale performance. The research objectives were centered on investigating the impact of marketing mix strategies on sales performance at the Hawassa Millennium Pepsi Cola plant. The study focused on analyzing the influence of product, price, place, and promotion as independent variables on sales performance as the dependent variable. The results of the study revealed a high level of reliability between the marketing mixes and sales performance. Data collection was primarily conducted through structured questionnaires and interviews with the study participants. The gathered data was analyzed using descriptive and inferential statistics. The target population consisted of 300 individuals, with a sample size of 172 selected through simple random sampling. A pilot study was carried out to ensure accuracy and clarity of the questionnaires, which were self-administered and promptly collected after completion. Respondents were given sufficient time to answer the questionnaire, which utilized a five-point Likert scale and was divided into five sections covering demographics, product, price, place, promotion, and sales performance. The data was presented using tables and figures, and analyzed using the Statistical Package for Social Sciences (SPSS) version 21 software. The major findings of the study are summarized in this section's volume. The respondents were asked if Product mix leads to increase sales performance. Has mean score of 4.54 and the standard deviation is .608. Regarding the question Use of promotion strategy has increased our business performance. Have a mean score of 4.53 and a standard deviation of .675. The factories use effective place and it leads to increase sales performance .with a mean score of 4.50 and standard deviation .842. The respondents were asked if our product has influenced

customer loyalty. Have a mean score of 4.49 and a standard deviation of .610. Finally respondents were asked to rate their agreement on if Price strategy increases sales performance. The response shows the mean score 4.37 and a standard deviation of 1.015.and it lies in the range of 4.2 - 5; Showing that most of the respondents strongly agreed Price strategy increases sales performance.

Table 4.8: Summary of descriptive statistics of the variables (Mean and standard deviation for Product, Price, Place/distribution, Promotion and Sales Performance)

Variables	N	Mean	Std. Deviation	P-value (Sig.)
Product	167	4.49	.409	0.004
Price	167	4.54	.395	0.000
Place/distribution	167	4.45	.349	0.000
Promotion	167	4.48	.450	0.000
Sales Performance	167	4.53	.348	0.000
Overall mean and Std. Deviation		4.5	0.390	

Source :(filed survey, SPSS output 2023)

Table 4.8 presents the attitude of respondents towards the act of product of MOHA soft drinks industry Hawassa millennium Pepsi cola plant. The overall mean score of this variable is 4.49 with the standard deviation of 0.4094. According to the criterion set above table 4.8, the mean value falls to “strongly agree level” of the respondents. It has also the overall mean value strongly agree level for the seven product scale items of the variable. Which is significant at (sig=0.000 p<.05).

The respondents towards the act of price of MOHA soft drinks industry Hawassa millennium Pepsi cola plant the overall mean score of this variable is 4.54 with the standard deviation of .3954. According to the criterion set above table 4.8, the mean value falls to “strongly agree level” of the respondents. It has also the overall mean value strongly agree level for the seven price scale items of the variable which is significant at (sig=0.000 p<.05).

The respondents towards the item of place/ distribution of MOHA soft drinks industry Hawassa millennium Pepsi cola plant the overall mean score of this variable is 4.45 with the standard deviation of .3486. According to the criterion set above table 4.8, the mean value falls to “strongly agree level” of the respondents. It has also the overall mean value strongly agree level for the seven place scale items of the variable which is significant at (sig=0.000 $p < .05$).

The respondents towards the item of promotion of MOHA soft drinks industry Hawassa millennium Pepsi cola plant the overall mean score of this variable is 4.48 with the standard deviation of .4499. According to the criterion set above table 4.8, the mean value falls to “strongly agree level” of the respondents. It has also the overall mean value strongly agree level for the seven promotion scale items of the variable which is significant at (sig=0.000 $p < .05$).

The respondents towards the item of Sales Performance of MOHA soft drinks industry Hawassa millennium Pepsi cola plant the overall mean score of this variable is 4.53 with the standard deviation of .3398. According to the criterion set under table 4.8, the mean value falls to “strongly agree level” of the respondents. It has also the overall mean value strongly agree level for the nine Sales performance scale items of the variable which is significant at (sig=0.000 $p < .05$).

This implies that most of the respondents’ decided (the respondents were strongly agreed) with questions related to the price, place, promotion and Sales Performance

4.9 Inferential statistics

Inferential analysis deals with conducting various significance tests to test hypotheses and determine the validity of data in drawing conclusions. It also involves estimating population values. The task of interpretation, which includes drawing inferences and conclusions, is largely based on inferential analysis. Pearson’s Correlation and Multiple linear regressions are the key inferential methods used in this study to analyze the relationships between the dependent variable (Sales Performance) and the independent Variables (Product, Price, Place, and Promotion

4.9.1 Correlation analysis regarding to marketing mix Dimensions and sales Performance

In this thesis, the researcher employs Karl Pearson's coefficient of correlation, also known as simple correlation, as it is the most commonly used method for quantifying the extent of the relationship between two variables. This coefficient assumes a linear relationship between the two variables. Additionally, it assumes that one variable is independent while the other is dependent. Furthermore, a multitude of independent causes influence both variables, resulting in a normal distribution (Kothari, 2004), Merely stating the existence of a relationship is insufficient, as it can encompass various degrees ranging from negative to zero to positive. Hence, to determine the strength and nature of the correlation between variables, the following table serves as a guideline for discussing this thesis

Table 4.9: Rule of Thumb for about the Strength of Correlation of Coefficients

Range of Coefficient	Description of Strength
±.81 to ±1.00	Very strong
±.61 to ± .80	Strong
±.41 to ±.60	Moderate
±.21 to ±.40	Weak
±.00 to ±.20	None

Source: Bhattacharjee (2012)

Accordingly, on this study, Pearson's Correlation Coefficient statistical method was used to determine the following relationships for the sample respondents.

- The relationship between product and Sales performance.
- The relationship between price and Sales performance.
- The relationships between place/distribution and Sales performance.
- The relationship between promotion and Sales performance. The following table shows correlation between variables of the study: Sales performance, product, price, place/distribution and promotion. The first is dependent variable and the rest four are independent variable

Correlations						
		Product	Price	Place	Promotion	Sales Performance
product	Pearson Correlation	1	.578**	.455**	.469**	.645**
	Sig. (2tailed)		.000	.000	.000	.000
	N	167	167	167	167	167
Price	Pearson Correlation	.578**	1	.654**	.741**	.792**
	Sig. (2tailed)	.000		.000	.000	.000
	N	167	167	167	167	167
Place	Pearson Correlation	.455**	.654**	1	.539**	.677**
	Sig. (2tailed)	.000	.000		.000	.000
	N	167	167	167	167	167
Promotion	Pearson Correlation	.469**	.741**	.539**	1	.751**
	Sig. (2tailed)	.000	.000	.000		.000
	N	167	167	167	167	167
Sales Performance	Pearson Correlation	.645**	.792**	.677**	.751**	1
	Sig. (2tailed)	.000	.000	.000	.000	
	N	167	167	167	167	167
**. Correlation is significant at the 0.01 level (2-tailed).						

Source :(filed survey, SPSS output 2023)

As it is summarized in the Table 4.10 shows that There is a strong, positive and significant relationship between the independent variables (marketing mix variables) and

the dependent variable (sales performance) at significant level ($p < .001$). The highest significant and positive relationship was between price and sales performance ($r = .792$, $p < .001$), this implies that using proper price features in the marketing mixes strategies affects sales performance Highly and positively, According to Bhattacharjee (2012), from table 4.10, Price and Sales Performance have strong correlation between them. The next highest correlation value was calculated between promotion and sales performance ($r = .751$, $p < .001$), this portrays that organization can influence customers sales performance by improving its Promotion system. Followed by the relation between place/Distribution and sales performance ($r = .677$, $p < .001$), faintly correlation was between product and Sales Performance ($r = .645$, $p < .001$), which is a positive correlation.

4.9.2. Multiple Regression Analysis

You can evaluate the degree of correlation between two or more numerical independent variables and a numerical dependent variable using multiple regression analysis. Multiple regression analysis is the process of utilizing two or more independent variables to calculate a regression equation and multiple regression coefficients. R^2 , which stands for the coefficient of determination, can have any value between 0 and +1. According to Saunders et al. (2009), it quantifies the percentage of a dependent variable's variance that the independent factors can statistically explain. The purpose of this analysis is to identify which of the marketing mix's dimensions is most relevant to the sales performance in the MOHA soft drink industry at Hawassa Millennium Pepsicola factory. It is necessary to determine whether the gathered data defy any fundamental assumptions of the basic linear regression models before executing the analysis of multiple regression models, since a violation of an assumption can lead to biased and distorted parameter estimates. The dependent variable's continuousness, sample size, normality, and multicollinearity are among the key presumptions that must be verified.

Assumption 1 – The dependent variable should be continuous

According to Gujjirati (2006), in order to run multiple linear regressions, the continuous variable must be in a continuous nature. In this case, although the original nature of the data is ordinal scale, it would be very necessary to transform in to ration scales using transformation (computation) technique. Hence, this assumption was validated using such technique.

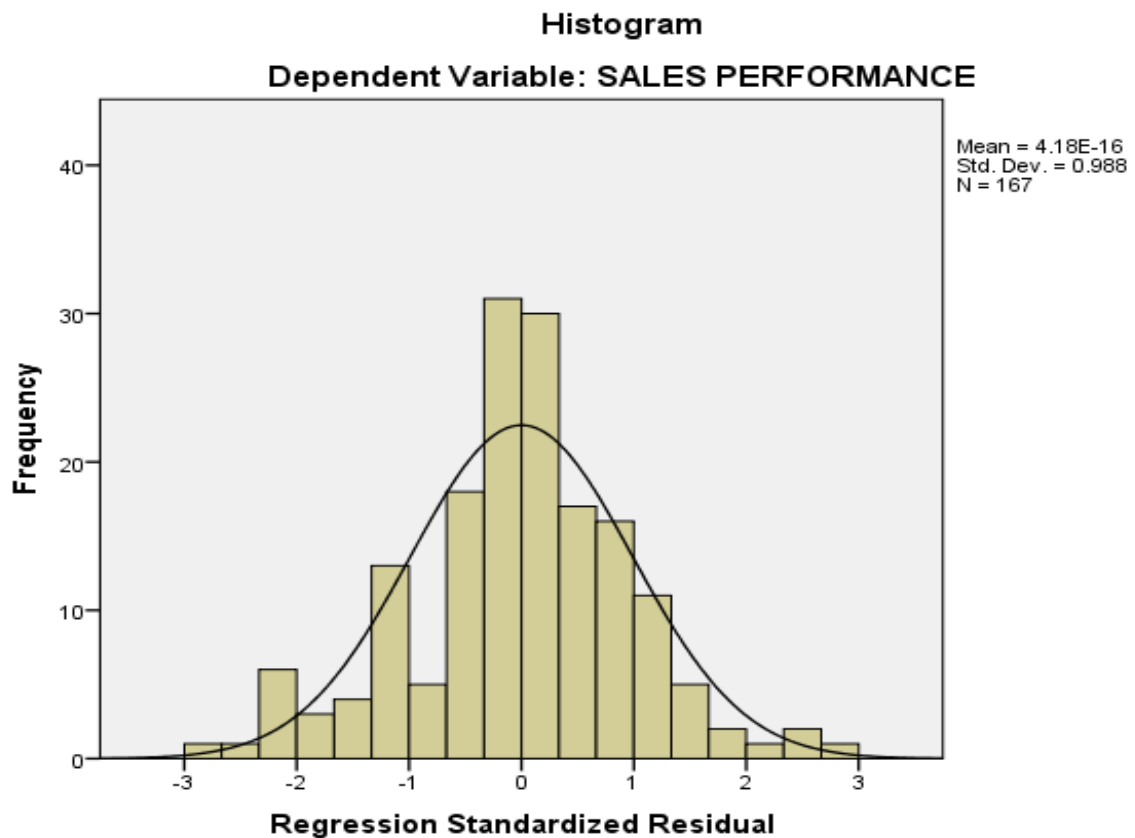
Assumption 2 – Sample Size

Regression analysis is often sensitive to sample sizes. The common rule of thumb floating about the sample size in standard linear regression is fifteen (15) cases of data per predictor (Field, 2009). According to (Green, 1991 as cited in Field 2009), to test the overall model the recommended minimum sample size of $N=50+8k$, where k is the number of independent variables. Taking into account the six (4) number of independent variables in the present study; $50+8(4) = 82$ which is less than observed respondents/sample size/. I.e. $50+ 8(4) = 82 < 172$. Based on the criteria, the sample size exceeds the minimum to run the standard multiple linear regressions.

Assumption 3 – Normality Test

Screening for normality is an important step when conducting a multiple regression as assuming residuals are normally distributed (Tabachnick and Fidell, 2006), Non-normal distributions that are positively or negatively skewed, contain large kurtosis, or have extreme outliers can distort the obtained significance levels of the analysis, resulting in the standard errors becoming biased. Though a multiple regression is generally considered quite robust to violations of normality, a small sample size can actually increase the seriousness of non-normality of a distribution (Osborne & Waters, 2002), Outliers may have stronger influence on normal distribution when the sample size is small, whereas standard errors for both skewness and kurtosis decrease with larger samples, as there will most likely be only minor deviations from normality (Tabachnick & Fidell, 2006).). Figure 4.1, below shows the histogram which indicates the normality test of the dependent variable.

Figure 4.1 Normality Test



The histogram was used to test the normality of data. Hence, Figure 4.2 revealed that the residuals are normally distributed around its mean.

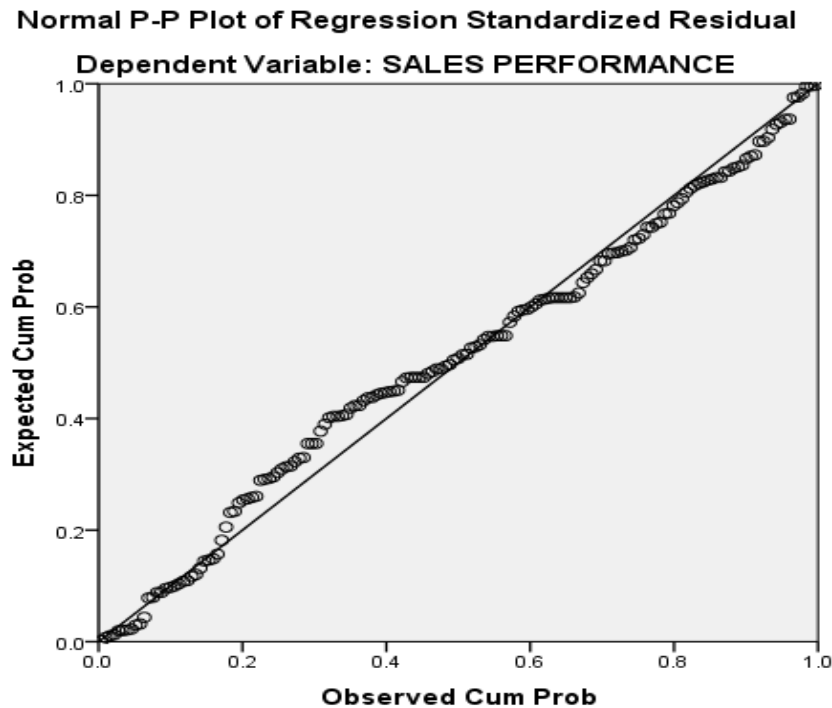
Assumption 4 Linearity

The multiple linear regressions need the relationship between the independent and dependent variables to be linear. It is also important to check for outliers since multiple linear regressions are sensitive to outlier effects.

There is another useful graph that the researcher can examine to see if a distribution is normally distributed is called a P-P plot (probability–probability plot). According to Hair et al. (1998), the plots are different from residuals plots in that the consistent residuals are compared with the normal distribution. In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Hair et al., 1998). Therefore, the plot below displays the result which seems reasonably linear;

indicating the normality assumption of the model is not violated. This is one indication of a good model fit

Figure 4.2. P-P plot



Assumption 5- Multicollinearity

The phenomenon of multicollinearity refers to the very high correlation between two or more independent variables). Testing the incidence of multicollinearity is an important step in checking whether or not the data experienced the problem of high correlation. In order to estimate multicollinearity, two statistical examinations are recommended (Brace et al., 2003 cited on Al Bassam, T. 2013).

VIF is the first suggested examination to investigate the problem of multicollinearity. If the VIF value for any predictor exceeds 10, there is a chance of an incidence of multicollinearity between predictors. If this is the case and in order to overcome the problem, a predictor, with a VIF value of greater than 10, has to be eliminated (Myers, 1990 cited on Al Bassam, T. 2013). Empirically, the VIF values for all four independent variables are as follows: product (1.532), price (3.074), place (1.794), and promotion (2.250). Therefore it is clearly shows that the VIF values for all predictors vary between 1.532 and 3.074, which falls within the acceptable value.

Tolerance is the second advised investigation in checking for the existence of multicollinearity. Tolerance values are measures of correlations in the middle of independent variables. These values differ between 0 and 1. If the tolerance value is closer to 0, this indicates that the inter-relationship between the two predictors is very high. As a general rule of thumb, if the tolerance value is less than 0.0001, multicollinearity exists (Brace et al., 2003 cited on Al Bassam, T. 2013). Empirically, the tolerance rates for the four predictors are as follows: product (0.653), price (0.325), place (0.558), and promotion (0.444). The lowest tolerance value is 0.325 and the highest one is 0.653, which again falls these results are both interesting and positive and suggests as there is an absence of multicollinearity in this research study.

Table 4.11: Results of multi-collinearity test.

Model	Sig.	Collinearity Statistics	
		Tolerance	VIF
PRODUCT	.000	.653	1.532
PRICE	.000	.325	3.074
PLACE	.000	.558	1.794
PROMOTION	.000	.444	2.250

Source :(filed survey, SPSS output 2023)

According to the table 4.11, shows that tolerance for all independent variables is more than (0.20) and VIF for independent variables is less than the limited value (5.0), and so that there is no multi collinearity between the independent variables of the model.

Assumption 6- Independence of Residuals

The last assumption for multiple regressions is the independence of residuals. The independence of the residuals can be measured by Durbin-Watson statistics. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated form one observation to the other one) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50 (Muluadam, 2015).For this study table4.12, the output value of Durbin Watson is 1.654; approximate to 2 indicating that there is no correlation among the residuals

Table 4.12: Durbin-Watson Statistics for Independence of Residual

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.871 ^a	.758	.752	.16921	1.654

a. predictors: (constant), promotion, product, place, price

b. dependent variable: sales performance

4.9.3 Result of Regression Analysis

This section presents result of regression analysis of model summary, ANOVA and multiple regression coefficients as follows:

Table 4.13. Mode Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.752	.16921

a. predictors: (constant), promotion, product, place, price

b. dependent variable: sales performance

From table 4.13 above, “R” has a score of 0.871. It is a multiple correlation coefficient between dependent and independent variables of the study. “R” represents the value of the multiple correlation coefficients between the predictors and the outcome (Field, 2016), Here, this “R” value represents the simple correlation between product, price, place/distribution, promotion and sales performance. Overall, they have strong correlation. Again the table indicates $R^2 = .758$. R square is the correlation between the dependent and independent variable values of the research. R^2 is also called the squared multiple correlation coefficient or the coefficient of Determination since $(R)^2 = (0.871)^2 = 0.758641$, which rounds to = 0.758. So, table 4.13 above with $R^2 = 0.758$ means that the total variation in the dependent variable (sales performance) is explained or caused by 75.8 percent of the change (increase) in all independent variables: Product, price, place/distribution and promotion. In other words, 24.2 percent of the variation in overall sales performance cannot be explained by these four independent variables. So, there must be other factors that are not incorporated in the model to explain customer sales performance of MOHA soft drinks s.c Company

Hawassa millennium Pepsi cola plant.

The standard error of the estimate is a measure of the variability of the multiple correlations. Therefore, as shown in the model summary for the regression analysis table 4.14 above, the standard error of the estimate of this model is.16921. This implies that the variability of the multiple correlations is as much as this numeral

- **ANOVA/Analysis of Variance/**

The researcher used ANOVA statistics in order to present the regression model significance and briefly discussed below

Table 4.14: Overall model fit of the regression model (ANOVA)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.534	4	3.633	126.898	.000 ^b
	Residual	4.638	162	.029		
	Total	19.172	166			

a. Dependent Variable: Sales Performance

b. Predictors: (Constant), promotion, product, place, price

In the above ANOVA table 4.14, the column labeled “sum of squares” describes the variability in the sales performance value of the regression. The Regression Sum of Squares is the difference between Total Sum of Squares and Residual Sum of Squares ($TSS - RSS = 19.172 - 4.638 = 14.534$). Here, each sum of squares (i.e., Regression, Residual, and Total under the source column) has a corresponding degrees of freedom (DF) associated with it. Total degrees of freedom is $n - 1$ ($= 167 - 1 = 166$, one less than the number of observations). The Regression degree of freedom for the above table is 4.14 which is the number of independent variables (product, price, place/distribution and promotion) in the marketing mix model of this thesis. The residual sum of squares (residual for leftover) is sometimes known in the literatures as Error Sum of Squares is that part still cannot be accounted for after the regression model is fitted. It has 162 degrees of freedom ($= 166 - 4$) for this research paper.

The mean squares are the sums of squares divided by the corresponding degrees of freedom. The regression model has a mean square of 3.633 ($= 14.534 / 4$), and the residual’s mean square is 0.102 ($= 4.638 / 162$). In general, the above ANOVA table

shows a strong relationship between the dependent and independent variables of the study with F-statistic or F-ratio of 126.898 for the overall analysis, and is Worth-mentioning that the F-value is highly significant (as $p=.000 < .0$)

The next part of the output, the Coefficients table, shows which variables are individually significant predictors of the dependent variable. The Unstandardized Coefficients B column, gives the coefficients of the independent variables in the regression equation including all the predictor variables.

- **Multiple regression coefficients**

The researcher used a multiple regression analysis as shown in Table 4.15 so as to examine the effect of marketing mix strategies (product, price, place and promotion) on sales performance in MOHA soft drink s.c Company, Hawassa millennium Pepsi cola plant.

Table 4.15: **Regression coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.548	.187		2.934	.004		
	product	.197	.040	.237	4.962	.000	.653	1.532
	price	.238	.058	.277	4.093	.000	.325	3.074
	place	.211	.050	.216	4.176	.000	.558	1.794
	promotion	.240	.044	.318	5.489	.000	.444	2.250

a. dependent variable: sales performance

The Standardized Beta Coefficient column shows the contribution that an individual variable makes to the model. The beta weight is the average amount the dependent variable increases when the independent variable increases by one standard deviation (all other independent variables are held constant). t- Tests are performed to test the two-tailed hypothesis that the beta value is significantly higher or lower than zero. This also enables us to see which predictors are significant. The Unstandardized Coefficients Std. Error column provides us with an estimate of the variability of the coefficient (Karen, 2005). Each of the beta values has an associated standard error indicating to what extent these values would vary across different samples, and these standard errors are used to

determine whether or not beta value differ Significantly from zero. Beta values were calculated to examine the individual contributions of the independent variable towards dependent variable. It was calculated by relating independent variable towards dependent variable. It was calculated by relating variable jointly with independent variable, and also t-value was calculated to know the significance of the level of the independent variables to be explained individually. T-value in this model was calculated by taking each independent variable separately with dependent variable. As the model clearly shows, t-values in all cases support the hypothesis of the study according to statistical rule which says, if t-value is greater than two (2), then hypothesis can be accepted (Bryman and Bell, 2009).

Beta coefficient

To compare the different variables it is important that you look at the standardized Coefficients, not the unstandardized ones. 'Standardised' means that these values for each of the different variables have been converted to the same scale so that you can compare them. If you were interested in constructing a regression equation, you would use the Unstandardized coefficient values listed as B (Pallant, 2016).

Unstandardized Beta Coefficient

By recalling the model specifications of the variables from the chapter three of methodology part, the unstandardized coefficients (1 up to 4) are the coefficients of the estimated regression model.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where, Y = Dependent Variable (Sales Performance)

β_1 = unstandardized regression coefficient of product

β_2 = unstandardized regression coefficient of price

β_3 = unstandardized regression coefficient of place

β_4 = unstandardized regression coefficient of promotion

ε = error term

Considering the results from Table 4.15, the regression equation for the study turned out to be as follows:

$$Y=0.548 +0.197X1+0.238X2+0.211X3+0.240 X4 + 1$$

Model interpretation

According to Hair, (2006) the test were significant if the p-value is less than 0.05. The beta Coefficient is used to determine which independent variables have the most influence on the dependent variable. Variable with Beta Coefficient indicates the highest contribution of that independent variable to the variability of the Dependent variable. From the regression equation, the constant value $\beta_0 = .548$ implies that , if the independent variables aforementioned in this study are kept constant as they exist or make them unavailable, the average value of the sales performance would be only 54.8%.

$\beta_1 = 0.197$ indicates that, if other variables are constant, one unit change on the mean score value of product would result 0.197 unit change on sales performance. Next $\beta_2 =0.238$ indicates that, if other variables are constant, one unit change on the mean score value of price would result 0.238 unit change on sales performance. Whereas $\beta_3 =0.211$ indicates that, if other variables are constant, one unit change on the mean score value of place would result 0.211 unit change on sales performance. Finally $\beta_4=0.240$ indicates that, if other variables are constant, one unit change on the mean score value of promotion would result 0.240 unit change on sales performance

As it is shown in the above equation; when product increases by one unit sales performance will increase by 19.7 percent; similarly when price increases by one unit sales performance will increase by 23.8 percent. When place/distribution system increases by one unit sales performance will increase by 21.1 percent and when promotion increases by one unit sales performance will increase by 24.0 percent. Promotion variables exert the highest contribution (24.0%) on the sales performance and relatively as compared to others; product has small contribution.

4.10. Hypotheses Testing

Hypothesis testing is the method of testing whether claims or hypothesis regarding population are likely to be true. The goal of hypothesis testing is to determine the likelihood that a population parameter. Here there are two hypotheses: null (H_0), and Alternative (H_a). The significance (sig.) value expresses a value to accept or reject the (Null) hypothesis. It is also called the P-value. The P-value is the probability that the Correlation is one just by chance. Therefore, the smaller the P-value, the better will be. The general rule is reject H_0 if $P < .05$ and accept H_0 if $P \geq .05$ (Pallant, 2016).

In this part of the study, proof of the null hypothesis is made based on table 4.15 results above for the variables. Because, to test the research hypothesis already postulated in chapter one, it is possible to find out if the independent variables are significant predictors of the dependent variable.

Ho1: product has no significant effect on sales performance in Hawassa millennium Pepsi cola plant. In the first case, the researcher tried to investigate whether product has a statistically significant effect on sales performance in the study area. (Reject H_{o1} if $p < 0.01$) otherwise accept it. From Table 4.15 above, the significant value for product is 0.00 which is less than p value of 0.01. Therefore, H_{o1} is rejected which indicates that product has statistically significant effect to vary the sales performance in the study area.

Ho2: price has no significant effect on sales performance in Hawassa millennium Pepsi cola plant. In the second case, the researcher tried to investigate whether price has statistically significant effect on sales performance in the study area. (Reject H_{o2} if $p < 0.05$) otherwise accept it. From Table 4.15 above, the significant value of price is 0.00 which is less than p-value of 0.05. Therefore, H_{o2} is rejected which indicates that price has statistically significant effect to vary the sales performance in the study area. As price increases by one unit will increase the sales performance which the other variables remain at constant. Pricing strategies are the first part for increasing of market share which have the direct effects on the market performance.

Ho3 place has no significant effect on sales performance in Hawassa millennium Pepsi cola plant. In the third case, the researcher tried to investigate whether place has statistically significant effect on sales performance in the study area. (Reject H_{o3} if $p < 0.05$) otherwise accept it. From Table 4.15 above, the significant value for place is

0.00 which is less than p value of 0.05. Therefore, Ho3 is rejected which indicates that place has statistically significant effect to vary the sales performance in the study area.

Ho4: Promotion has no significant effect on sales performance in Hawassa millennium Pepsi cola plant. The fourth hypothesis is about the effect Promotion on sales performance in the study area. As Table 4.15 depicts, the p-value of the variable is 0.00 and it is less than 0.05 which shows Promotion has a significant effect on sales performance in the study area. Hence, the HO4 is rejected.

Table 4.16 Summary of Hypothesis Testing

No	Hypothesis	Sign and significant	Results	Reason
Ho1	Product has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.	Positive and significant	Rejected	P<0.05
Ho2	Price has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.	Positive and significant	Rejected	P<0.05
Ho3	Place has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.	Positive and significant	Rejected	P<0.05
Ho4	Promotion has no significant effect on sales performance in Hawassa millennium Pepsi cola plant.	Positive and significant	Rejected	P<0.05

Source (Field survey, result 2023) n=167

The criteria with hypothesis testing

Reject **Ho** if p-value is less than 0.05 Accept **Ho** if p-value is greater than 0.05 According to these criteria all p-values are less than 0.05, therefore reject all Ho and accept all Ha (alternative hypothesis)

Interview Analysis

Interview questions were ask the promotion head and the Territory development managers of MOHA Soft Drinks Industry Share Company in order to learn more about

their marketing mix strategy's. As a result, the following is a concise representation of the interviewee's answers to the questions.

The company's marketing mix strategy

The interviewee's statement indicates that the marketing mix strategy is a multimodal approach that includes competitive pricing, developing effective distribution networks, offering high-quality products, and continuing customer support. MOHA soft drink industry has worked hard to put its products' marketing mix methods into practice. The company's personnel successfully implement a customer-centric marketing mix strategy in order to achieve its objectives. Additionally, MOHA uses imaginative advertising to market their goods in advertising in towns, public squares, popular locations, major outlets, service stations, and vehicles. By utilizing modern distribution networks like Hub & Spokes system and Depot system, the company ensures widespread availability at affordable prices. Furthermore, MOHA contributes to various events such as exhibitions, music festivals, and research forums, while also investing in training for marketing staff to enhance their skills and capabilities.

Marketing mixes objectives;

Are essential for any organization that wants to raise awareness about its products and services. The following are the strategies & objectives of the company.

Product strategy of the company

Company should be eager enough to keep their customers satisfied through their product strategy because the most important asset for the organization is the buyers themselves. Good product strategy can build good brand image which keeps loyal customers happy. In addition to those products that are being offered by the company, by the help of detailed marketing research that had been conducted to expand the size of the product lines. During an interview with promotion head and Territory Development Managers at the marketing dimensioned that the quality of the product is ensured through various mechanisms such as total quality management, HACCP System (Hazardous Analysis Critical Control Point), AIB Audit, by implementing Kaizen principles and computerized production processes. This implies that the product has good quality.

Pricing strategy of the company

The basic principle in pricing is that the relationship between the price of a product and the value it gives to customers has to be fair and proper. Also, the pricing decision of a factory must be coordinated with product design, distribution and promotion decisions to form a consistent and effective marketing program.

According to the interview made with the territory development manager, the objective of the pricing strategy of the company is to sale the products with a price that could be affordable to the customers and to keep a healthily profit margin.

Place /distribution/ strategy of the company

The Place (distribution) is the most important marketing decision that a company can make. The design of an organization's distribution strategy is a key factor in creating customer value and in differentiating one company's offering from that of another

In an interview made with the head of the territory development manager, the distribution system of the company has the primary objective of satisfying its customers' needs by making available best quality products to the market at a fair price. This shows that once quality product is produced, it will not have any problem to distribute it and MOHA soft drinks industry produces quality products and distributes it through Depots & Hub and spokes systems.

Promotion strategy of the company

Promotion, in recent times, has become the life birth of the modern business. It is a device for gaining and maintaining a competitive advantage in the market by communicating the benefits of products of a factory to a large number of people, which in turn facilitates sales to achieve long run profitability performance. The promotional strategy should be carefully designed in such a way that it can easily be understood to the potential and target customers.

According to the interview made, the company's promotional strategy is to arouse customer's awareness, to create brand preferences and to maintain the existing customers of the company.

The company carries out its promotional campaign using different promotional tools and mechanisms. Personal selling is the best promotional tools used by the company in its promotional mix. It involves direct relationship between the sellers and the customers. In addition the company does its promotional activity through television, radio, magazine, newspaper, participation special sponsorship programs, and etc.

Future plan of MOHA soft drinks industry share company

According to the managers, as a future plan, MOHA soft drinks industry Share Company is in a near future to inaugurate a new PET line at Hawassa Pepsi cola plant. There is a shortage of MOHA products in the market today. This reveals that there is a high demand of MOHA soft drinks in the market, particularly the southern part of the country. To fill the gap between the demand and supply of MOHA soft drinks, it is a need to expansion and increase the production capacity of the factory.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter includes the overview, deductions, and recommendations based on the Findings of the research. The first part outlines the summary and conclusion of the descriptive, Correlation, and regression results of the four marketing mix elements, as well as sales Performance at MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant concerning these explanatory variables. The second section of this chapter addresses the recommendations on the marketing mix elements (4Ps) directly, which are product, price, promotion, and place, on sales performance at MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant.

5.1 Summary of Major Findings

- The research objectives were centered on investigating the effect of marketing mix strategies on sales performance at the Hawassa Millennium Pepsi Cola plant. The study focused on analyzing the influence of product, price, place, and promotion as independent variables on sales performance as the dependent variable.
- In this study, the total reliability statistics of the scale for each variable such as product, price, placement, and promotion, above sufficient which is 0.861 to 28 numbers of items in each independent variable have 7 items.
- The mean comparison of the marketing mix strategy (4Ps), the product of the Company that the respondents noted with the mean value of 4.49 with standard deviation.4094. This explanatory variable is positive and significantly correlated with sales performance with ($R = 0.645$), ($P < 0.01$) and these two variables have strong relationship. Product strategy is a direct (positive) effect on sales performance. Where 0.197 increases in sales performance are caused by one unit increases of product strategy. This relationship is statistically significant with

Beta coefficient ($B=0.197$), ($P<0.05$), this indicates that MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant uses product strategy increasing sales performance. Accordingly, the hypothesis (H1) stated that product has a significant positive effect on sales performance was supported.

- The mean comparison of the marketing mix strategy (4Ps) the price of the Company that the respondents noted with the mean value of 4.54 with standard deviation. .39543 This explanatory variable is positive and correlated with sales performance with ($R = .792$), ($P < 0.01$) and these two variables have strong relationship. Price strategy is a direct (positive) effect on sales performance where 0.238 increases in sales performance are caused by one unit increases of price strategy. This relationship is statistically significant with Beta coefficient ($B=0.238$), ($P< 0.05$). This indicates that MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant uses price strategy increasing sales performance. Accordingly, the hypothesis (H2) test stated that price has a significant positive effect on sales performance was supported.
- As the result of the mean comparison of the marketing mix strategy (4Ps) the place strategy of the Company that the respondents rated with the mean value of 4.45 with standard deviation.3486. This explanatory variable is positive and significantly correlated with sales performance with ($R = 0.677$), ($P < 0.01$) and these two variables have strong relationship. Place strategy is a direct (positive) effect on sales performance where 0.211 increases in sales performance are caused by consequent one unit increases of place strategy. This relationship is statistically significant with Beta coefficient ($B=0.211$), ($P<0.05$), this indicates that MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant uses place strategy increasing sales performance. Accordingly, the hypothesis (H3) stated that place has a significant positive effect on sales performance was supported
- Based on the mean comparison of the marketing mix strategy (4Ps) the promotion strategy of the Company that the respondents noted with the mean value of 4.48 with standard deviation.4499. This explanatory variable is positive and significantly correlated with sales performance with ($R = 0.751$), ($P < 0.01$) and these two variables have strong relationship. Promotion strategy is a direct (positive) effect on sales performance where 0.240 increases in sales performance

is caused by consequent one unit increases of promotion strategy. This relationship is statistically significant with Beta coefficient ($B=0.240$), ($P<0.05$), this indicates that MOHA soft drinks industry s.c Hawassa millennium Pepsi cola plant uses promotion strategy increasing sales performance. Accordingly, the hypothesis (H4) stated that promotion has a significant positive effect on sales performance was supported.

- To conclude, the mean comparison of the marketing mix strategy (4Ps) product, price, place and promotion strategy of the Company that the respondents noted with the mean value of 4.49, 4.54, 4.45 and 4.48 respectively. Based on the correlation result indicates that all independent variables (4Ps) have strong, positive and significant relationship with sales performance. The model summary result revealed that the multiple correlation coefficients R is a very strong correlation of .871 between sales performance and marketing mix strategy (4Ps), and, R square value .758 indicated that 75.8% of the total variation on sales performance is explained by marketing mix strategy of the company. Furthermore, the hypothesis product, price, place and promotion strategy have significant positive effect on sales performances were supported, and these predicting variables have significant effect to predict sales performance.
- Generally, the findings of the study confirm that all the four independent variables of the marketing mix strategy (Product, price place and promotion) have apposite and significant effect on sales performance with Different amounts. Among the Variable it was learnt that promotion is the most important variable and price which is the Second, followed by place and the last one is product strategy.

5.2. Conclusions

- The purpose of this study was to examine the Effect of Marketing mix strategy on sales Performance the Case of MOHA Soft Drink Industry S.C Hawassa Millennium Pepsi Cola Plant. To achieve the stated objectives the study utilized the primary data self-administered/close ended structured questionnaire. By using SPSS Version 21 the analysis of both descriptive and inferential statistics has been done. The study found that price is more influenced marketing mix strategy in

Hawassa Millennium Pepsi Cola Plant followed by Product, Promotion, and Place.

- In addition, to this study was found that all of the Marketing mix strategy namely Product, Price, Place and Promotion were positive, strong and significant relationship with sales performance in Hawassa Millennium Pepsi Cola Plant. As the results of this study, the variation in sales performance was predicted by the study's independent variables (i.e., Product, Price, Place and Promotion). This means that there were also other factors related to sales performance. These factors could be people, process, physical evidence etc., etc.
- The findings in correlation analysis of Pearson coefficient correlation result indicated that all Marketing mix strategies such as product, price and promotion, have strong and positive correlation with sales performance within the range of 0.645 to 0.751. All correlation result are significant at the $P < 0.01$ level.
- In addition, based on the finding the multiple regression analysis result showed that all Marketing mix 4ps (product, price, place, and promotion) influence sales performance. From these Marketing mix strategies namely, promotion and place had greatest effect on overall sales performance with the value of regression coefficient 0.240 & 0.238 respectively. This implies that both variables (promotion and place) lead to increase the sales performance. From the study findings, the research questions were satisfactorily answered. Marketing mix strategy affects sales performance at a different degree. .

5.3 Recommendations

Under the findings of this thesis, the researcher has identified both strengths and flaws. In order to address the shortcomings and build upon the strengths, the following recommendations are proposed:

- Based on the analysis conducted in this study, it is recommended that the MOHA soft drink industry of Hawassa millennium Pepsi cola plant should consistently adopt a product strategy is central to its marketing mix. As a company, offers a diverse range of beverages that cater to various tastes and preferences, including its flagship product, Pepsi cola. To maintain its market position, a company continuously innovates its product line with new flavors, healthier options, and

- limited-edition releases that generate buzz and keep the brand top-of-mind for consumers.
- MOHA soft drink industry should also consider implementing pricing strategy plays a pivotal role in companies' ability to compete in a saturated market. The company employs competitive pricing strategies to appeal to a broad customer base while also ensuring profitability. MOHA often uses promotional pricing tactics such as discounts, bulk deals, and temporary price reductions to drive sales volume and attract cost-sensitive customers.
 - The 'place' aspect of the marketing mix refers to how the product is distributed and made available to the consumer. It is recommended that MOHA soft drinks industry carefully select a strategic market location. The chosen location should be convenient for customers, this ensures that consumers can easily access Pepsi products, and provide a sense of safety upon arrival and departure, thereby increasing the brand's reach and market penetration.
 - Embracing promotion strategies is another crucial aspect for the MOHA soft drink industry. Promotion is where Pepsi truly shines Promotional and marketing mix strategies have proven to be effective in utilizing the skills of employees and stakeholders, particularly in developing innovative approaches to sales and customer service. The company has been known for its iconic advertising campaigns, celebrity endorsements, and sponsorships of major events like public holydays, sport festivals .These promotions are designed to resonate with Pepsi's target audience and foster a strong emotional connection with the brand.
 - Moreover, this study is currently focused on the perspective of company employees; therefore, it would be beneficial to incorporate viewpoints from distributors and customers for future research.
 - The current research is centered around the basic four (4p,s) marketing mix elements, however, considering that the 7 P's provide a more comprehensive approach to marketing mixes, it is advisable for researchers to include people, process, and physical evidence mixes for further investigation.

5.4 Direction for future research

- The research study was restricted to a single organization and even has a small sample Size; hence, future researchers should also make their studies to take into

account various Beverage industries in order to extend empirical data in the field. The study was restricted due to its descriptive and explanatory research design with cross-sectional survey. However, these types of relationships may need a longitudinal analysis so; further researches should investigate this relationship over a longer period of time.

- Finally, the study findings established that the four dimensions of Marketing mix elements namely product, price, place and promotion contribute only 75.8% changes or variations on sales performance of the company. This shows that 24.2% of the variations in sales performance are contributed by other variables not studied. Therefore, other factors should be considered for further studies in order to establish their contributions.

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APPENDICES



Appendix 1A: Questionnaire

Hawassa University
Collage of Business and Economics
School of Management and Accounting
Department of marketing management
MBA Program

Dear respondents: This questionnaire is prepared for a research study purpose entitled —"THE EFFECT OF MARKETING MIX STRATEGY ON SALES PERFORMANCE." the expected respondents for this questionnaire will be MOHA soft drinks industry s.c Employees in hawassa millennium Pepsi cola plant. The researcher asks respondents to give sincere and accurate data to make proper analysis. The researcher would like to note that data will be kept confidential and will only be used for study purpose. I would like to thank you in advance for your honest cooperation.

Put a —|√| on your choice of agreement. Phone number +25191602353

Yours Sincerely

Part I: RESPONDENT'S PROFILE

Please tick the most appropriate answer (√/x)

Age

Age 18-29

30-39yrs

40-49yrs

≥50

Gender: Male Female

Marital status: Married Single Widowed Divorced

Number of years worked in the organization

Less than one year 1-3years 4-6 years Above 7 years

Which is your highest education level?

Certificate Diploma Degree Masters

Which department of the organization do you work in?

Marketing Production Procurement

Part II: Related to marketing mix strategies:

Instruction: Please read each statement and indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guide line By taking from the options provided as strongly agree, agree, neutral, Disagree, and strongly disagree.(Tick (√/x) one from the given five scales.)

. 5= Strongly Agree, 2=Agree, 3= Neutral, 4=Disagree, 1= Strongly Disagree

No	Product consideration items	Strongly	Disagree	Neutral	Agree	Strongly	Agree
1	Product quality has a positive impact on sales performance						
2	Product appearance, smell and flavor has a positive impact on sales volume						
3	Packagedesignsincreasesproduct visibility and recognition						
4	Packaging influence consumer-perceived product quality						
5	Product perceived quality has influences purchase intention						
6	Company’s brand image, and loyalty has an influence on profitability of a company						
7	Brand awareness influence on Sales performance						
No	Price items						
1	Use of pricing strategy has increased sales performance						
2	Value-based pricing has a positive impact on profitability						
3	Use of penetration pricing influences customer purchase						
4	Price promotion strategies does not affect sales performance						
5	Use of price discount influences sales performance						
6	Price promotion has a significant impact on perceived product quality						
7	Awassa Millennium plant uses price discounts, free samples, and bonus packs						

No	Place items	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	We are geographically located near our markets to increase sales.					
2	Geographic location has a significant influence on profitability					
3	Close location of organizations selling similar products affects performance					
4	Store location has a positive effect on consumer purchase and sales performance					
5	Strategic location of our retail stores leads to high sales volume					
6	Distribution channels located in urban areas generate more returns than those in rural areas					
7	Location of retail stores far from customers has a negative effect on their purchase intention					
No	Promotion items					
1	Sales promotions influences sales volume					
2	Use of sales promotion has increased brand loyalty at Soft Drinks factories					
3	Use of sales promotion create interest and brand awareness					
4	. Awassa Millennium plant uses Seasonal promotion to promote their products					
5	Use of Public relation at Awassa Millennium plant has led to an increase in profit					
6	Promotion of products gives companies a competitive edge					
7	Awassa Millennium plant uses personal selling and publicity to promote their products					

Sales Performance		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Pricing influences sales volume					
2	Our product has influenced customer loyalty					
3	Our Place strategy has influenced quick distribution of our products					
4	Use of promotion strategy has increased our business performance					
5	. Product mix leads to increase sales performance					
6	Price strategy increases sales performance					
7	Promotional mix of the factories increase sales performance					
8	The factories use effective place and it leads to Increase sales performance					
9	In general, the factories marketing mix strategies Increase sales performance					

Source: Adapted from MwendaGituma(2017).

Appendix 1B: Interview Guide

**Hawassa University
Collage of Business and Economics
School of Management and Accounting
Department of marketing management
MBA Program**

Dear respondents: This interview Guide is prepared for a research study purpose entitled —"THE EFFECT OF MARKETING MIX STRATEGY ON SALES PERFORMANCE." the expected respondents for this Interview will be The management bodies of the organization are the interviewees'. Genuine and complete responses by each interviewee are highly helpful to make the findings of the study reliable. The researcher asks respondents to give sincere and accurate data to make proper analysis. The researcher would like to note that data will be kept confidential and will only be used for study purpose. I would like to thank you in advance for your honest cooperation.

Your position in the organization-----

You experience in the organization-

1. Does your organization uses marketing mix strategies? If yes, what are they?

2. Are there any stated marketing mixes objectives to achieve? If yes, what are they?

3. How does the company assessing its product quality?

4. What factors do you consider in setting pricing strategy? Or what are the bases for your pricing strategy?

5. What problems are encountered in the distribution system?

6. What promotional tools does the company use?

7. What are the future plans of MOHA hawassa millennium Pepsi cola plan?

Thank you very much for your kind cooperation

Appendix 2A: Reliability Analysis

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	18	100.0
	Excluded ^a	0	.0
	Total	18	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.839	7

Product

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	18	100.0
	Excluded ^a	0	.0
	Total	18	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.829	7

Price

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	18	100.0
	Excluded ^a	0	.0
	Total	18	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.849	7

Place/Distribution

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	18	100.0
	Excluded ^a	0	.0
	Total	18	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.824	7

Promotion

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	18	100.0
	Excluded ^a	0	.0
	Total	18	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics	
Cronbach's Alpha	N of Items
.925	9

Sales performance

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	18	100.0
	Excluded ^a	0	.0
	Total	18	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.912	37

Over all reliability

Appendix 2B: Validity Analysis

Appendix 2C: SPSS Out Puts of The main Analysis

Frequencies

Statistics							
		Gender of Respondant	Age of Respondent	Marital Status	Number of years worked in the organization	highest education level	department of the organization
N	Valid	167	167	167	167	167	167
	Missing	0	0	0	0	0	0

Frequency Table

Gender of Respondant					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	122	73.1	73.1	73.1
	Female	45	26.9	26.9	100.0
	Total	167	100.0	100.0	

Age of Respondent					
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		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-29	21	12.6	12.6	12.6
	30-39	97	58.1	58.1	70.7
	40-50	37	22.2	22.2	92.8
	≥50	12	7.2	7.2	100.0
	Total	167	100.0	100.0	

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	142	85.0	85.0	85.0
	Single	21	12.6	12.6	97.6
	Divorced	4	2.4	2.4	100.0
	Total	167	100.0	100.0	

Number of years worked in the organization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 years	6	3.6	3.6	3.6
	4-6years	54	32.3	32.3	35.9
	abov7years	107	64.1	64.1	100.0
	Total	167	100.0	100.0	

highest education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	34	20.4	20.4	20.4
	Diploma	17	10.2	10.2	30.5
	Degree	108	64.7	64.7	95.2
	Masters	8	4.8	4.8	100.0
	Total	167	100.0	100.0	

department of the organization					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marketing	113	67.7	67.7	67.7
	Production	40	24.0	24.0	91.6
	Procurement	14	8.4	8.4	100.0
	Total	167	100.0	100.0	

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product quality has a positive impact on sales performance	167	1	5	4.54	.742
Product appearance, smell and flavor has a positive impact on sales volume	167	1	5	4.43	.715
Packagedesignsincreasesproduct visibility and recognition	167	1	5	4.46	.923
Packaging influence consumer-perceived product quality	167	1	5	4.57	.795
Product perceived quality has influences purchase intention	167	1	5	4.52	.693
Company's brand image, and loyalty has an influence on profitability of a company	167	1	5	4.32	.983
Brand awareness influence on Sales performance	167	1	5	4.59	.770
Valid N (listwise)	167				

Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Use of pricing strategy has increased sales performance	167	1	5	4.53	.726
Value-based pricing has a positive impact on profitability	167	1	5	4.48	.610
Use of penetration pricing influences customer purchase	167	1	5	4.50	.727
Price promotion strategies affect company sales performance	167	1	5	4.53	.638
Use of price discount influences sales performance	167	1	5	4.49	.719
Price Promotion has a significant impact on perceived product quality	167	1	5	4.63	.706

Awassa Millennium plant uses price discounts, free samples, and bonus packs	167	1	5	4.60	.745
Valid N (listwise)	167				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
We are geographically located near our markets to increase sales.	167	1	5	4.26	1.131
Geographic Location has a significant influence on profitability	167	1	5	4.53	.609
Close location of organizations selling similar products affects performance	167	1	5	4.36	1.048
Store location has a positive effect on consumer purchase and sales performance	167	1	5	4.47	.638
Strategic location of our retail stores leads to high sales volume	167	1	5	4.45	.773
Distribution channels located in urban areas generate more returns than those in rural areas	167	1	5	4.53	.657
Valid N (listwise)	167				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Location of retail stores far from customers has a negative effect on their purchase intention	167	1	5	4.49	.684
Sales promotions influences sales volume	167	1	5	4.45	.812

Use of sales promotion has increased brand loyalty at Soft Drinks factories	167	1	5	4.54	.856
Use of sales promotion create interest and brand awareness	167	1	5	4.56	.699
. Awassa Millennium plant uses Seasonal promotion to promote their products	167	1	5	4.49	.751
Use of Public relation at Awassa Millennium plant has led to an increase in profit	167	1	5	4.50	.813
Promotion of products gives companies a competitive edge	167	1	5	4.43	.731
Valid N (listwise)	167				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Awassa Millennium plant uses personal selling and publicity to promote their products	167	1	5	4.41	1.007
Pricing influences sales volume	167	1	5	4.54	.717
Our product has influenced customer loyalty	167	1	5	4.49	.610
Our Place strategy has influenced quick distribution of our products	167	1	5	4.59	.632
Use of promotion strategy has increased our business performance	167	1	5	4.53	.675
. Product mix leads to increase sales performance	167	1	5	4.54	.608
Price strategy increases sales performance	167	1	5	4.37	1.015

Promotional mix of the factories increase sales Performance	167	1	5	4.57	.634
The factories use effective place and it leads to increase sales performance	167	1	5	4.50	.842
In general, the factories marketing mix strategies increase sales performance	167	1	5	4.61	.719
Valid N (listwise)	167				

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	14.534	4	3.633	126.898	.000 ^b
Residual	4.638	162	.029		
Total	19.172	166			

a. Dependent Variable: SALES PERFORMANCE

b. Predictors: (Constant), PROMOTION, PRODUCT, PLACE, PRICE

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871 ^a	.758	.752	.16921

a. Predictors: (Constant), PROMOTION, PRODUCT, PLACE, PRICE

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.548	.187		2.934	.004
1 PRODUCT	.197	.040	.237	4.962	.000
PRICE	.238	.058	.277	4.093	.000
PLACE	.211	.050	.216	4.176	.000
PROMOTION	.240	.044	.318	5.489	.000

a. Dependent Variable: SALES PERFORMANCE

Correlations

Correlations						
		PRO DUC T	PRICE	PLACE	PROMOT ION	SALES PERFORMANCE
PRODUCT	Pearson Correlation	1	.578**	.455**	.469**	.645**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	167	167	167	167	167
PRICE	Pearson Correlation	.578**	1	.654**	.741**	.792**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	167	167	167	167	167
PLACE	Pearson Correlation	.455**	.654**	1	.539**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	167	167	167	167	167
PROMOTION	Pearson Correlation	.469**	.741**	.539**	1	.751**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	167	167	167	167	167
SALES PERFORMANCE	Pearson Correlation	.645**	.792**	.677**	.751**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	167	167	167	167	167

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

