



The impact of promotion on Brand image: The case of Diageo Meta PLC.

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Certification

This is to certify that **Michael Seleshi** has carried out his research work on the topic entitled **The impact of promotion on Brand image: the case of Diageo Meta PLC.** is his original work and is suitable for submission for the award of Masters Degree in Marketing Management.

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Declaration

The Project Paper is, my original work, has not been presented for a Degree in any other university and that all sources of material used for the Thesis has been duly acknowledged.

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TABLE OF CONTENTS

NO	DESCRIPTION	PAGE NO
	ABSTRACT	
	Chapter one	2
I	Introduction	2
1.1	Back ground of the study.....	2
1.2	Statement of the problem.....	4
1.3	Basic research questions.....	6
1.4	Objective of the study.....	6
1.5	Definition of terms.....	7
1.6	Significance of the study.....	8
1.7	Scope of the study.....	8
1.8	Limitation of the study.....	8
	Chapter Two	10
II	Literature Review.....	10
2.1	The concept of promotion.....	10
2.2	Promotional mix elements.....	11
2.2.1	Advertising.....	12
2.2.2	Direct Marketing.....	14
2.2.3	Interactive marketing.....	14
2.2.4	Sales promotion.....	15
2.2.5	Public relations.....	16
2.2.6	Personal selling.....	17
2.3	Promotional planning elements.....	18
2.3.1	Receiver/ comprehension.....	18
2.3.2	Channel /presentation.....	18
2.3.3	Message/Yielding.....	19
2.3.4	Source/attention.....	19
2.4	Steps involved in developing promotional activities.....	19
2.5	The role of IMC in Branding.....	21
2.6	Message appeals.....	22
2.6.1	Comparative Advertizing.....	22
2.6.2	Fear appeals.....	23
2.6.3	Humor Appeals.....	23
2.7	Benefits of integrated Marketing Communication.....	23
2.8	Brand.....	25
2.9	Brand Image.....	25
2.9.1	Strength of Brand Association.....	27
2.9.2	Favorability of brand Association.....	27
2.9.3	Uniqueness of Brand Association.....	28
2.10	Brand Imagery.....	28
2.10.1	User profiles.....	29
2.10.2	Purchase and usage situations.....	29

2.10.3	Personality and values.....	29
2.10.4	History, heritage and experiences.....	30
2.11	Matching communication options.....	30
2.11.1	Coverage.....	30
2.11.2	Contribution.....	30
2.11.3	Commonality.....	30
2.11.4	Complementarity.....	31
2.11.5	Versatility.....	31
2.11.6	Cost.....	31
	Conceptual Framework.....	32
	CHAPTER THREE	34
III	Methodology	
3.1	Research approach and design.....	34
3.2	Target population.....	35
3.3	Sample and sampling techniques.....	35
3.3.1	Sample size.....	36
3.4	Data Collection.....	37
3.5	Method of data Analysis.....	38
3.6	Measurement of validity.....	38
	CAPTER FOUR	40
IV	Data analysis & presentation.....	40
4.1	Background data of the respondents.....	40
4.1.1	Gender of respondents.....	40
4.1.2	Age of respondents.....	41
4.1.3	Duration of Consumption.....	41
4.1.4	Level of Consumption.....	42
4.2	Consumer survey analysis.....	43
4.2.1	Consumer prior trial.....	43
4.2.2	Frequent Encounter of the promotional mix element.....	44
4.2.3	Commonality/Similarity of the promotional mix elements.....	45
4.2.4	Positive brand image.....	46
4.2.5	Contribution to positive brand image.....	47
4.2.6	Favorability of brand association.....	48
4.2.7	Strength of Brand Association.....	48
4.2.8	Uniqueness of Brand Association.....	49
4.2.9	Persuasiveness Diageo Meta's promotion.....	50
4.2.10	Brand promise.....	50
4.2.11	Level of overall promotion.....	51
4.2.12	Attributes of attraction.....	52
4.2.13	User imagery.....	53
4.2.14	Brand choice.....	54
4.2.15	Frequency of promotional tools encountered.....	54
4.2.16	New brand trial.....	55
4.2.17	Brand promise of new product.....	56
4.2.18	Advertisement.....	57

4.2.19	Sales promotion.....	62
4.2.20	Interactive Marketing.....	64
4.2.21	Public relation.....	65
4.2.22	Popularity of Brand Mantra.....	67
	CHAPTER FIVE	69
V	Summary of Finding, Conclusion & recommendation.....	69
5.1	Summary of Findings.....	69
5.2	Conclusion.....	70
5.3	Recommendation.....	72
	References	
	Books	
	Websites	
	Survey Questionnaire	

ABSTRACT

The research paper presents the impact of promotion on Brand image of Meta Beer. It assesses Diageo Meta's promotional mix elements usage and their impact on its brand image. The integrity of the promotional mix elements, the brand elements used on their promotion, the celebrity endorsement and the overall success of the promotional campaign have been observed from the perspective of building up positive brand image. All the issues mentioned above have been assessed by conducting Survey Questionnaires to Meta consumers who were selected based on convenience. And the data has been analyzed by using descriptive method.

The Survey shows that Meta's brand image is positively built by its promotion. Advertisement plays a major role in building up Meta's brand image positively. The brand elements used on its promotion like the background music, the Logo and the Slogan have enhanced its brand image.

Though the brand image is positively placed by the Advertisement and the brand elements used, there are also other problems cited by the research paper. Diageo Meta doesn't use Interactive marketing. It isn't included in its promotional mix elements. It is also witnessed that there is a high usage of a sales promotion tool: Price off (Free gift), regular usage of this tool is suspected to have a negative effect on Meta's brand image. Lack of communication of public relation tool: community activity participation and fund raising like a Water project has been done to the community around the brewery factory but it was not effectively communicated to Meta's customer base. If these public relation tools were known by its customers, it would have been an input in building up Meta's brand image. The other outcome that was mentioned by the research paper is source unpopularity. The celebrity endorsers (The Sources) were not popular by Meta's customers before the Promotion was placed by the company. Much concern must be given to the choice of the message source since it's influential in shaping up perception of a brand. All in all Meta's positive image is enhanced by its promotion placed by the company but there is still lack of promotional mix elements and tools unused.

INTRODUCTION

1.1 Background of the Study

Any institution comes into existence in order to provide a product/service to the market or community that could be for profit or not. Be it the institution is a business for profit or not, it is required to communicate what it is providing for. Imagine, the institution has an Excellent Product, Best Price and Located in convenient location but as long as it could not be able to communicate what it has almost no user or consumer would be affiliated to the institution's product.

Marketing mix is the set of controllable tactical marketing tools- product, price, place and promotion- that a firm blends to produce the response it wants in the target market. (Kotler and Armstrong, 2010) Promotion includes all the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy products. (Solomon et al, 2009)

Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea (Belch & Belch, 2003)

A promotion that takes in to consideration all the marketing mixes of promotion shall be conducted and addressed to the audience. These audiences, primarily refers to the prospective and actual customers and may additionally address to other stakeholders (www.managmentstudies.com)

A promotion helps to build up positive brand image for a company. Brand image is the impression in the consumers' mind of a brand's total personality. It's a perception towards a brand (www.businessdictionary.com). It is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. (www.businessdictionary.com)

Brand image, an essential element in marketing research, is defined as "perceptions about a brand as reflected by the brand associations held in consumer's memory" (Keller, 1998).

Every business needs to have qualified promotional services in order to build up a positive brand image. A business doesn't only need to sell an offering to a market; it must also need to promote

it. Promotion is a core component of any business company. A positive brand image is created by marketing programs that link strong, favorable and unique associations to the brand in memory (Keller, 2004)

Every business uses a combination of different promotional mix elements to achieve high performance. These promotional mix elements are General advertisement, Sales promotion, personal selling, Publicity/PR, Direct Marketing and Interactive Marketing (Belch & Belch, 2009). An optimal combination of these promotional mix elements ensures a company to build up a positive brand image in customer's mind. This optimal combination is known as Integrated Marketing communication. For any business company, achieving a high integrated market communication have a positive effect on its Brand image.

Integrated marketing communications are the “Voice” of the brand and are means by which it can establish a dialogue and build relationships with customers. (Keller, 2004)

Currently, with growing economy and being home of many international organizations, Ethiopia is having a huge consumer market in recent years. Meanwhile people are relating themselves to modernization and replacing traditional way of life with global style. Among many antecedents consumption of beverage is one of them, there is a dramatic replacement of traditional beverages for beer. As a result, Ethiopian beer market is highly growing and also attracting international companies due to change of culture and increasing number of consumers.

However there is also a fierce competition among the beer companies especially since most Government owned beer companies are becoming privatized and those who acquired them are very known huge international companies with ample experience. In this research paper, a multinational company who recently acquired Meta Abo brewery, Diageo PLC. will be broadly seen from the perspective of promotion and its impact on Brand image.

A successful promotional campaign doesn't only help to serve a large customer base; it also helps a business to build up positive brand image which in return helps to retain loyal customers. All in all the promotional campaign effect on the brand image of Meta beer has been observed.

1.2 Statement of the Problem

Although the term or phrase of brand image has been widely used in a variety of technical and casual applications and researchers have measured and categorized the dimensions of brand image (e.g., Park et al., 1986; Dohbi & Zinkhan, 1990; Sirgy & Samli, 1985), there is a lack of unanimity regarding the measurement of brand image. The brand image isn't measured from the perspective of Promotion.

Achieving a sustainable competitive advantage is a main important tool in the business world, creating and building a positive brand image is one of them. Businesses use Promotion in order to build up positive brand image. Since there is a fierce competition between the beer companies in Ethiopia, all have a plan to build up a positive brand image through promotion. The problems associated with Diageo Meta PLC on its promotion and its effect on its brand image is stated as follows.

The problem that is being mostly witnessed is **lack of integrity** between the promotional mix elements. **High usage of promotional mix tools** and **unused promotional mix element** are also other problems as well. These have a negative effect on building a successful integrated marketing communication. The low quality of the promotional services is suspected to have a negative impact on the imagery of Diageo's Meta Brand. An effective promotional strategy is needed to build up a positive brand image. The successful combination of different promotional mix elements has a positive effect on building up a brand image. Different communication options have different strengths and can accomplish different objectives (Keller, 2004)

There are also various problems witnessed:

- **Promise-centric brand management** is to position the brand as a promise, as a set of expectations that the brand offers a certain type and level of value (Keller, 2003). Over promising to their customers on promotions while launching a new product. Eg; Zemen Beer. When they introduced this specific beer to the Market, the company promised to their customers that it's the most refreshing beer. But that wasn't the response from most customers. An answer has been given to this problem on the research's consumer survey. This newly made beer failure is suspected to have a negative effect on the image of Meta beer in the long run.

- Unused promotional mix element. Interactive marketing isn't used by Diageo. Since the market is shifting from Traditional Media to Internet Media, usage of this promotional mix element is essential.
- The company employs sales promotion as one of their promotional mix elements. Price off (Free gift) is the most used sales promotion tool used by the company. But regularly giving their beers for free might deteriorate the Brand Image of their products. The sales promotion team just gives unlimited amount of beers for free.
- Another problem being witnessed is limited public relations tools used. The company mostly uses special event sponsorship like Musical concerts. They don't usually use other public relation tools like fund raising and community activity participation. This might have a negative effect on their brand image in the long run. Even though they have also done community projects, it wasn't communicated to the customer base effectively.
- Source unpopularity is another issue. Celebrity endorsement Draws attention to a brand and Shapes the perceptions of a brand. A Celebrity should have a high level of visibility and a rich set of useful associations, judgments, and feelings (Keller, 2003). Even though the Celebrity endorsers are well known in the community now. The research paper highly doubts their familiarity in the community when the company's TV Advertisement was first Broadcasted. This must have been taken in to account since celebrity endorsement shapes the perception of a brand.

1.3 Basic Research Questions

- What promotional mix elements does the company use to build up positive brand image?
- How well organized is their Integrated marketing communication?
- What are the effects of the brand elements placed on its promotion?
- What is the perception of customers towards their Meta Brand promotional campaign?
- What are the promotional mix elements and tools unused? What are the effects of their absence on building up brand image?

1.4 Objective of the study

The main objective of this research paper is to figure out the impact of promotional services on Brand image (Diageo Meta PLC.) It also indicates the requirements of promotional strategies to build up positive brand image. If the company integrates the promotional mix elements appropriately, it is easy to have a positive effect on its brand image. This will also have a direct relationship with securing a large, loyal and profitable customer base. The research paper greatly concerns about The Advertisements and promotional tools used since they have a significant effect on building up positive image for Meta brand (Diageo Meta PLC.)

Promotion is considered to have a great influence on brand image of a company's product. This research paper revolves around promotional mix elements used, the effectiveness of the Promotional campaigns and how promotional strategies greatly affect the image of Diageo's Meta brand.

Hence there are also specific objectives that must be observed on this research paper:

- To figure out which promotional mix elements and tools are being used by the company
- To identify which promotional mix elements or tools are used to attract, persuade and retain customers so that a positive brand image can be built.
- To Identify the effect of the overall promotional campaign on Brand image
- To figure out the effect of the attributes of the brand, brand elements and endorsement deals on Meta's brand image.

1.5 Definition of terms

Integrated Marketing Communication- A management concept that is designed to make all aspects of marketing communication such as Advertising, Public relations, Sales promotion, direct marketing, Personal selling and Interactive marketing work together as a unified force, rather than permitting each to work in isolation. (marketing.about.com)

Promotional Mix- It describes a blend of promotional variables chosen by marketers to help a firm reach its goals. (wikipedia.com)

Promotional mix elements are: General Advertisement, Sales Promotion, Publicity/public relation, Direct Marketing, personal selling & Interactive marketing.

Celebrity endorsement –A form of brand or advertising campaign that involves a well known person using their fame to help promote a product or service. (www.businessdictionary.com)

Interactive Marketing/Internet Marketing-allows for a back and forth flows of information whereby users can participate in and modify the form and content of the information they receive in real time (Belch & Belch, 2003).

Sales promotion- A direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale (Belch & Belch, 2003).

Brandimage- The impression in the consumers' mind in the brand's total personality. (www.businessdictionary.com)

Brand Mantra- Is the articulation of the '*soul and the heart*' of the brand (Keller, 2003).

1.6 Significance of the Study

The Research paper will facilitate to determine what promotional services requirements are. It also indicates what promotional mix elements must be used in order to have a productive promotional campaign. The quality of the promotional services and their effects on building up positive brand image has also been broadly seen. All in All it helps the company (Diageo) to figure out the existing gaps and possible solutions in its promotional services and their effect on Brand image of Meta Beer. This paper has a practical significance To Diageo if there is a willingness to use the data and the findings accordingly. It can also help the company to gain insight of the importance of promotion on building up positive brand image.

This Research paper will also assist Diageo as a foundation for further study. It will also help Diageo to improve their promotional campaign so that they can build up positive brand image and avoid negative brand image.

1.7 Scope of the study

The scope of the study has only been limited to only one company, which is Diageo PLC. It has also focused its study on only one of its brand which is Meta Beer due to shortage of time. The scope of the study was narrowed to only brand image due to lack of available data from the company. The research paper was going to consider the impact of promotion on overall performance but the data unavailability restricted the research on only one variable, which is brand image.

1.8 Limitation of the study

Although it's believed that this study will make several significance and important contributions, its limitations are also noted. To begin with, the time frame was too limited and there was a limitation on availability of data from the company. The company is too secretive that it doesn't declare its market share, profit and yearly sales volume to public. Another issue is lack of time, which has led the research paper to only focus on consumers who live in one area, Addis Ababa.

Absence of reasonable number of exclusive studies and Literature regarding the relationship between promotion and brand image has been observed. In addition to this, the promotional mix elements stated on this research paper are six but all might not be suitable and applicable by the company.

LITERATURE REVIEW

2.1 The concept of Promotion

Generally, marketing consists of four elements, Product, Pricing, Placing and Promotion. It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as “Promotion”. Promotion is all about companies communicating with customers. And be it in goods or service, promotion still exists in any marketing mix. (Research paper: Effectiveness of Bank’s promotion strategies on their profit)

In short and precise manner, a promotion is defined as a marketing function concerned with persuasively communicating to target audiences about the component of the marketing program in order to facilitate and exchange between the marketer and the consumer and to help satisfy the objectives of both.

Promotion is primarily concerned with persuasive communication. That is, promotion involves an attempt to persuade the target audience to embrace a new attitude or to engage in a new behavior.

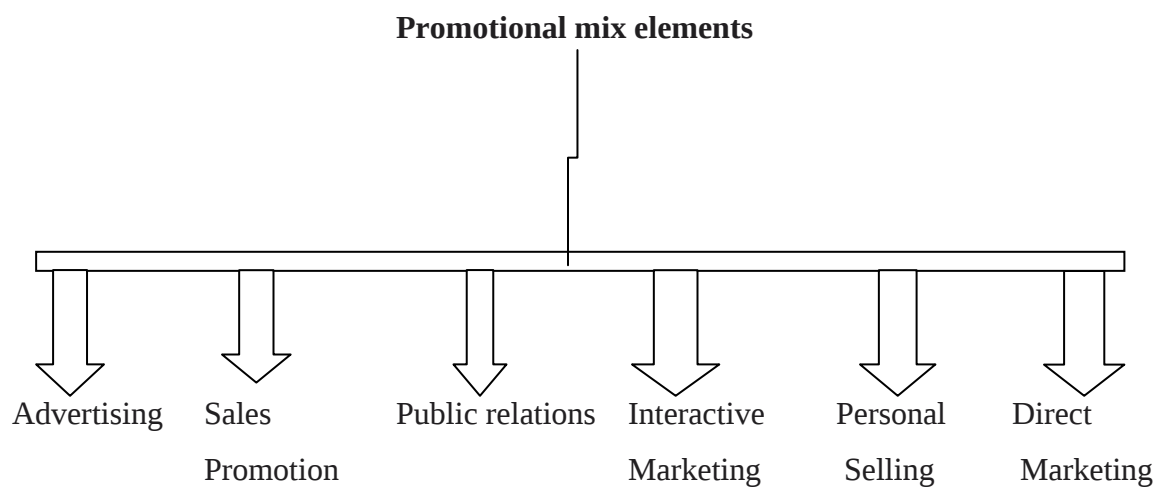
The second concept in promotion is target audiences. For example, the target market for Diet Coke consists of all consumers who are diet conscious.

The third component of the definition is that promotion is goal directed. Forth marketer, the objectives of promotion are to create brand awareness, to deliver information, to educate, and to create a positive Brand image.

The definitions mentioned above refer to the general promotion with respect to both Goods and services.

2.2 Promotional mix elements

Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program (Belch & Belch, 2003). The basic tools used to accomplish an organization's communication objectives are often referred to as the **promotional mix** (there is a figure below)



Source: (Belch & Belch, 2009)

Traditionally the promotional mix has included four elements: Advertising, sales Promotion, publicity/ public relations, and personal selling. However, in this text we view direct marketing as well as interactive media as major promotional-mix elements that modern-day marketers use to communicate with their target markets. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms and each has certain advantages (Belch & Belch, 2009)

2.2.1 Advertising

Advertising is a 'Paid form' of communication. It is used to develop attitudes, create awareness and transmit information in order to gain a response from the target market, Armstrong and Kotler (2003). There are many advertising 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides). According to (Chernatony, 2006) Advertising is a powerful way of communicating a brand's Functional and emotional values.

The *non-personal* component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it (Belch & Belch, 2009) Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets (Kotler, 2002).

There are several reasons why advertising is such an important part of many marketers' promotional mixes. First, it can be a very cost-effective method for communicating with large audiences.

Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes (Belch & Belch, 2009). Another advantage of advertising is its ability to strike a responsive chord with consumers when differentiation across other elements of the marketing mix is difficult to achieve. Popular advertising campaigns attract consumers' attention and can help generate.

sales. These popular campaigns can also sometimes be leveraged into successful integrated marketing communications programs.

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period. (Belch & Belch, 2009)

Television Advertising: According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, Sound and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure.

Radio Advertising: Radio Advertising is available on national networks and on local markets. Radio stations are designed either AM or FM. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention (Jenkins and Yadin 2000). Thus Radio advertising is cost effective as it appeals to the mass which results in cost economies. The ability to reach multitudes of targeted audience makes this broadcast method economic and above all its application of its human voice has given it leverage over other passive and static media for advertising which include print, outdoor, and other forms of direct mail advertising. O' Guinn, Allen and Semenik (2009) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes

Outdoor Advertising (Billboard): Outdoor advertising includes all forms of advertising that provide out-of-doors exposure. These forms may be pictured, written or spoken (Agnew, 1985; Nelson & Sykes, 1953; Wilson, 1952). Relevant forms of outdoor advertising include billboards, street furniture and alternative forms. Billboards are the predominant form of outdoor advertising.

2.2.2 Direct Marketing

Williams and Weiner (1990) states that direct mail is very highly focused means of marketing specially up on targeting consumers based upon a database. As with all marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are making medical text books, you would use a database of doctors' surgeon as the basis of your mail shot.

Direct marketing is much more than direct mail and mail order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various Broadcast and print media (Belch & Belch, 2009)

2.2.3 Interactive/Internet Marketing

As the new millennium begins, we are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing, as well as advertising and promotion. These changes are being driven by advances in technology and developments that have led to dramatic growth of communication through interactive media, particularly the Internet. **Interactive media** allow for a back-and-forth flow of information where by users can participate in and modify the form and content of the information they receive in real time. Unlike traditional forms of marketing communications such as advertising, which are one-way in nature, the new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and, of course, make purchases (Belch & Belch, 2009).

2.2.4 Sales Promotion

The next variable in the promotional mix is **sales promotion**, which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales.

Kotler (2000) states that sales promotion tends to be thought as being different than other all promotions, apart from advertising, personal selling and public relations. For example Buy One Get One Free. Others include couponing, money-off promotions, competition, free accessories (Such as free blades with new razors), introductory offers (Such as buying digital TV and get free installation), and so on. Each sales promotion should be carefully costed and compared with the next best alternative.

According to Keller (2008) sales promotion can be defined as short term incentives to encourage trial or usage of a product or service. Whole Kohler (2002) provides various reasons for sales promotion, he says that sales promotions to end customers increase short term sales and help building long term relationships, while trade promotions aimed on distributors and retailers so that they buy large volumes and advertise the product more. Similarly The American Marketing Association (AMA) defined it as, sales promotion is a non-media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand or improve product quality.

The frequent use of price promotions has a negative impact on perceived quality and brand association dimensions because this tool leads consumers to think primarily about price, and not about the brand (Yao et al. 2000)

On the other hand, researchers show that non-price promotions can differentiate brands and communicate distinctive brand attributes, contributing to the development and reinforcement of brand equity (Chu and Kei, 2006)

Sales promotion is generally broken into two major categories: consumer-oriented and trade-oriented activities.

Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials. These promotional tools encourage consumers to make an immediate purchase and thus can stimulate short term sales.

Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers. Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products.

2.2.5 Publicity/Public Relations

Publicity refers to non-personal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of a news story, editorial, or announcement about an organization and/or its products and services. Like advertising, publicity involves non-personal communication to a mass audience, but unlike advertising, publicity is not directly paid for/ by the company. The company or organization attempts to get the media to cover or run a favorable story on a product, service, cause, or event to affect awareness, knowledge, opinions, and/or behavior (Belch & Belch, 2009)

An advantage of publicity over other forms of promotion is its credibility. Consumers generally tend to be less skeptical toward favorable information about a product or service when it comes from a source they perceive as unbiased (Belch & Belch, 2009)

Another advantage of publicity is its low cost, since the company is not paying for time or space in a mass medium such as TV, radio, or newspapers. While an organization may incur some costs in developing publicity items or maintaining a staff to do so, these expenses will be far less than those for the other promotional programs (Belch & Belch, 2009)

The disadvantage of publicity is that it is not always under the control of an organization and is sometimes unfavorable. Negative stories about a company and/or its products can be very damaging (Belch & Belch, 2009)

Public Relations It is important to recognize the distinction between publicity and public relations. When an organization systematically plans and distributes information in an attempt to

control and manage its image and the nature of the publicity it receives, it is really engaging in a function known as public relations.

Public relation is defined as “the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.” (Belch & Belch, 2009)

Public relations use publicity and a variety of other tools including special publications, participation in community activities, fund-raising, sponsorship of special events, and various public affairs activities—to enhance an organization’s image.

Sponsorship:-Sponsorship is a business method for communicating and marketing which, in the short and long term, has the aim of contributing to the sponsor’s brand awareness and image, as well as increasing the sponsor’s sales (Mikael & Magnus, 1999)

2.2.6 Personal Selling

The final element of an organization’s promotional mix is **personal selling**, a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company’s product or service or to act on an idea. Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. This interaction gives the marketer communication flexibility; the seller can see or hear the potential buyer’s reactions and modify the message accordingly.

The personal, individualized communication in personal selling allows the seller to tailor the message to the customer’s specific needs or situation (Belch & Belch, 2009). according to Ennew and Waite (2007), personal selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However sales people are very expensive and should only be used where there is a genuine return on investment.

Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions.

If the feedback is unfavorable, the salesperson can modify the message. Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service (Belch & Belch, 2009)

2.3 Promotional planning elements

2.3.1. Receiver/comprehension: *Can the receiver comprehend the ad?* Marketers must know their target market to make their messages clear and understandable. A less educated person may have more difficulty interpreting a complicated message. Jargon may be unfamiliar to some receivers. The more marketers know about the target market, the more they see which words, symbols, and expressions their customers understand (Belch & Belch, 2009)

2.3.2 Channel/presentation: *Which media will increase presentation?* Atop-rated, prime-time TV program is seen by nearly 12 million households each week. *TV Guide* and *Reader's Digest* reach nearly 12 million homes with each issue. But the important point is how well they reach the marketer's target audience. CNN's financial show *Lou Dobbs Money line* reaches only around a million viewers each weekday evening, but its audience consists mostly of upscale businesspeople who are prime prospects for expensive cars, financial services, and business-related products (Belch & Belch, 2009).

2.3.3 Message/yielding: *What type of message will create favorable attitudes or feelings?* Marketers generally try to create agreeable messages that lead to positive feelings toward the product or service. Humorous messages often put consumers in a good mood and evoke positive feelings that may become associated with the brand being advertised. Music adds emotion that makes consumers more receptive to the message. Many advertisers use explicit sexual appeals designed to arouse consumers or suggest they can enhance their attractiveness to the opposite sex. Some marketers compare their brands to the competition (Belch & Belch, 2009).

2.3.4.Source/attention: Who will be effective in getting consumers' attention? The large number of ads we are bombarded with every day makes it difficult for advertisers to break through the clutter. Marketers deal with this problem by using sources who will attract the target audience's attention—actors, athletes, rock stars, or attractive models (Belch & Belch, 2009)

2.4 Steps Involved in Developing promotional activities

The development and implementation of promotional program consist of the following steps (Andersean, 1995; Jha, 1999 cited in Morrison, 2005)

i) Determine Objective

Objective of the communication or promotion may be create awareness, to facilitate knowledge, to encourage preference/liking for the behavior, to encourage conviction to develop the intention to perform the behavior or to facilitate performance as the behavior amongst the target audience (Jha,1999 cited in Morrison,2005).thus the most effective campaign set fairly modest but attainable goals in terms of behavior change.(Backer et al.,1992 cited in McGrath 1995)

ii) Decide on the promotion mix

The major elements of the promotion mix include advertising, personal selling, publicity/Public relation, sales promotion, Direct marketing and Interactive marketing (Belch & Belch, 2009) A careful analyzing and evaluation of each tool is very important to address the target audience.

iii) Develop message

Choosing a message to communicate to the target audience depends on an analysis of their characteristics, the benefit they seek and the meaning and effect they associate with different words and image (Jha,1999 cited in Morrison ,2005)

iv) Select Channel of communication

Effective communication vehicles and channels to which the target audience will respond and deem credible, must be selected. Channel of communication can be divided into three broad categories as mass media, selective media and personal media (Kotler&Lee,2008).the choice of

media depends on a number of factors including the nature of the target audience ,education level and its media habit, promotional objective, the message and its execution ,the cost and availability of media, and impact /credibility of the media with the target audience(Jha,1999 cited in Morrison,2005)

v) Pretest Message

Pretesting of the promotional aspect of the campaign with the target audience is an essential components of a successful marketing program .It ensures target audience comprehension, defects, and unforeseen interpretations, facilitate the refinement of messages and materials, and allow for selection of most effective approach (Weinreich,1999)

vi) Implement the promotional program

vii) Evaluate outcomes

Promotional activities need to be periodically monitored and systematically evaluated Using marketing research (Jha,1999 cited in Morrison,2005)

2.5 The Role of IMC in Branding

One of the major reasons for the growing importance of integrated marketing Communications over the past decade is that it plays a major role in the process of Developing and sustaining brand identity and equity. As branding expert Kevin Keller notes, “Building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets.” With more and more products and services competing for consideration by customers who have less and less time to make choices, well-known brands have a major competitive advantage in today’s marketplace. Building and maintaining brand identity and equity require the creation of well-known brands that have favorable, strong, and unique associations in the mind of the consumer (Belch & Belch, 2009).

Brand identity is a combination of many factors, including the name, logo, symbols, design, packaging, and performance of a product or service as well as the image or type of associations

that comes to mind when consumers think about a brand. It encompasses the entire spectrum of consumers' awareness, knowledge, and image of the brand as well as the company behind it. It is the sum of all points of encounter or contact that consumers have with the brand, and it extends beyond the experience or outcome of using it. These contacts can also result from various forms of integrated marketing communications activities used by a company, including mass-media advertising, sales promotion offers, sponsorship activities at sporting or entertainment events, websites on the Internet, and direct-mail pieces such as letters, brochures, catalogs, or videos. Consumers can also have contact with or receive information about a brand in stores at the point of sale; through articles or stories they see, hear, or read in the media; or through interactions with a company representative, such as a salesperson (Belch & Belch, 2009)

Marketers recognize that in the modern world of marketing there are many different opportunities and methods for *contacting* current and prospective customers to provide them with information about a company and/or brands. The challenge is to understand how to use the various IMC tools to make such contacts and deliver the branding message effectively and efficiently. A successful IMC program requires that marketers find the right combination of communication tools and techniques, define their role and the extent to which they can or should be used, and coordinate their use.

To accomplish this, the persons responsible for the company's communication efforts must have an understanding of the IMC tools that are available and the ways they can be used. (Belch & Belch 2009)

2.6 Message Appeals

One of the advertiser's most important creative strategy decisions involves the choice of an appropriate appeal. Some ads are designed to appeal to the rational, logical aspect of the consumer's decision-making process; others appeal to feelings in an attempt to evoke some emotional reaction. Many believe that effective advertising combines the practical reasons for purchasing a product with emotional values. In this section we will examine several common types of message appeals, including comparative advertising, fear, and humor (Belch & Belch, 2009)

2.6.1 Comparative Advertising

Comparative advertising is the practice of either directly or indirectly naming competitors in an ad and comparing one or more specific attributes. Comparative advertising may be particularly useful for new brands, since it allows a new market entrant to position itself directly against the more established brands and to promote its distinctive advantages. Direct comparisons can help position a new brand in the evoked, or choice, set of brands the customer may be considering (Belch & Belch, 2009).

2.6.2 Fear Appeals

Fear is an emotional response to a threat that expresses, or at least implies, some sort of danger. Ads sometimes use **fear appeals** to evoke this emotional response and arouse individuals to take steps to remove the threat. Some, like the antidrug ads used by the Partnership for a Drug-Free America, stress physical danger that can occur if behaviors are not altered. Others—like those for deodorant, mouthwash, or dandruff shampoos—threaten disapproval or social rejection (Belch & Belch, 2009).

2.6.3 Humor Appeals

Humorous ads are often the best known and best remembered of all advertising messages. Humor is usually presented through Radio and TV commercials as these media lend themselves to the execution of humorous messages. However, humor is occasionally used in print ads as well. Advertisers use humor for many reasons. Humorous messages attract and hold consumers' attention. They enhance effectiveness by putting consumers in a positive mood, increasing their liking of the ad itself and their feeling toward the product or service. And humor can distract the receiver from counter arguing against the message (Belch & Belch, 2009)

2.7 Benefits of Integrated Marketing Communication

Research by the Centre for Integrated Marketing determined that the typical scale of benefit for marketers adopting Integrated Marketing was a 10 – 25% enhancement in business performance. This gain is achieved from a number of inter-related factors: (Assessment of Integrated Marketing Communication)

- Improvements in customer attitudes and behaviors arising from improved and more consistent experiences of brand value.
- Synergy and multiplier effects on profitability from improvements in customer attitudes and behaviors.
- More efficient (and effective) media choices and mixes as well as better deployment of communication disciplines.
- More flowing, efficient (and effective) business processes, creating higher added value.
- Substantially enhanced evaluation and improved applied learning across the brand organization.
- Improvements in staff morale, work rate, cohesion, stress and creativity
- Reduced employee replacement costs, employee cost/benefit synergies and an enhanced employee cost/customer value ratio.
- Reduction in internal fragmentation and cost holes.
- More cost effective use of agencies and business partners with better team results.
- Cost effective synergies.

Although Integrated Marketing Communications requires a lot of effort it delivers many benefits. It can create competitive advantage, boost sales and profits, while saving money, time and stress. IMC also increases profits through increased effectiveness. At its most basic level, a unified message has more impact than a disjointed myriad of messages. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day (Assessment of Integrated Marketing Communication: Case of MSIE Page 24).

Finally, IMC saves money as it eliminates duplication in areas such as graphics and photography

Since they can be shared and used in say, advertising, exhibitions and sales literature. Agency fees are reduced by using a single agency for all communications and even if there are several agencies, time is saved when meetings bring all the agencies together for briefings, creative sessions, tactical or strategic planning. This reduces work load and subsequent stress levels - one of the many benefits of IMC.

2.8 Brand

The word Brand is derived from the old Norse word brand, which means “To burn” as brands were and still are a means by which owners of livestock mark their animal to identify them (Keller 2004). According to American Marketing Association (AMA), a brand is a “name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

2.9 Brand Image

Brand image, an essential element in marketing research, is defined as “perceptions about a brand as reflected by the brand associations held in consumer’s memory” (Keller, 1998). Although the term brand image has been broadly defined and used in various ways, one general agreement of the definition is that brand image is a consumer’s overall impression of a specific brand through the influence of a consumer’s reasoned or emotional perceptions (Dobni & Zinkhan, 1990; Aaker, 1996). Brand image is formed by the combined effect of brand associations; (Biel, 1991; Dohni & Zinkham, 1990; Yoo, Donthu, & Lee, 2000; Keller, 1998, 2003) therefore, brand association is considered an important factor in several brand image studies. Brand association is often based on the associative network model (Farquhar & Herr, 1992), in which a person’s memory is made up of links and nodes: links represent relationships (positive or negative, weak or strong), and nodes represent concepts (e.g. brand associations) and objects (e.g. brands). Aaker (1991) refers to brand associations as the category of brand’s assets and liabilities that include anything linked in memory to a brand. Similarly, Keller (2003) brand association as informational nodes linked to the brand node in memory that contains the meaning of the brand for consumers.

Associations come in all forms and may reflect characteristics of the product or aspects independent of the product itself (Keller, 2003). Strength, favorability, and uniqueness are three dimensions of brand associations that reflect brand image (Keller, 1998). According to Keller (1988), brand associations have been classified into three categories: (1) Attributes (product-related attributes such as ingredients and features and non-product-related attributes such as price, user imagery, usage imagery, feelings, experiences and personality) (2) Benefits (functional benefits such as healthy or nutritious and symbolic benefits such as fashion ability and prestige) and (3) Attitude (overall evaluations). He argues that a positive brand image is created by marketing programs that link strong, favorable, and unique associations to the brand in memory.

Associations that are the strongest, most favorable, and unique are most likely to be activated and contribute to the brand image (Keller, 2003).

Even though the brand image construct has been used in various technical and casual applications and a lot of researchers have measured and categorized the dimensions of brand image, there has not always been much agreement on how to measure brand image and its dimensionality (Dobni&Zinkhan, 1990). Low and Lamb (2000) assert that brand image measurement and dimensionality should be measured by different items depending on the product or service category. Several researchers focus on the role of one aspect of brand image in forming a single image construct (MacKenzie& Lutz, 1989; Kwun& Oh, 2007; Ryu et al., 2008), while other researchers propose a multidimensional structure of brand image. For example, Park et al. (1986) propose three benefits of brand image for consumers: symbolic benefits, experiential benefits and functional benefits that can be defined as brand-unique abstract meanings. In the same vein, Hsieh (2002) includes sensory, utilitarian, economic, and symbolic brand image dimensions within a product category in his study of cars. Many researchers propose functional and symbolic concepts of brand image (Dohbi &Zinkhan, 1990; Bhat& Reddy, 1998; Sirgy&Samli, 1985). Functional brand image is likely to be referred to by product-related attributes of the brand; in other words, inherent characteristics of the brand to perform its function. In the product category, reliability, design quality and other features of the core product can be examples of product-related attributes that form a functional brand image (Grace & O'Cass, 2002). Consequently, functional brand image is gained through the intrinsic product-

related attributes of the brand that are intended to satisfy a customer's basic motivations and needs. On the other hand, symbolic brand image is likely to be referred to by non-product related attributes of the brand. Therefore, it can be generally acquired from extrinsic characteristics of the brand to satisfy higher-level needs of customers such as social approval needs or personal expression that can maintain or increase their self esteem (Keller, 1993). Accordingly, features such as atmosphere, reputation, external appearance, and the layout can be examples of symbolic brand image attributes (Kandampully & Suhartanto, 2000).

A positive brand image is created by marketing programs that link strong, favorable and unique associations to the brand in memory (Keller, 2004).

2.9.1 Strength of brand association

Strength is a function of both the amount, or quantity, of processing that information receives as well as the nature, or quality, of that processing.

Brand attributes are those descriptive features that characterize a product or service. Brand benefits are the personal value and meaning that consumers attach to the product or service attributes. In general the source of information creating the strongest brand attribute and benefit associations is direct experience. This type of information can be particularly influential in consumers' product decision (Keller, 2004)

The next strongest associations are likely to be formed on the basis of word of mouth or other non-commercial sources of information (Keller, 2004)

2.9.2 Favorability of brand association

In the most basic sense, favorable brand associations are created by convincing customers that the brand possesses relevant attributes and benefits that satisfy their needs and wants, such that they form positive overall brand judgments. Thus favorable associations for a brand are those associations that are desirable to consumers and are successfully delivered by the product and conveyed by the supporting marketing program for the brand (Keller, 2004) Brand Image is the favorable position customers give to a particular brand as a result of its equity (Keller, 2004)

Besides marketers effort brand image can be acquired through

- Customers' direct experience with the product
- Customers exposure to non-commercial source of information about the brand.
- Assumptions or inferences made from the brand name

Associating the brand with a company, country, distribution channel, celebrity, place, event etc (secondary associations)

2.9.3 Uniqueness of brand association

The essence of brand positioning is that the brand has a sustainable contrive advantage or “unique selling proposition” that gives consumers a compelling reason why they should buy a particular brand. These differences may be communicated explicitly by making different comparisons with competitors, or may be highlighted without stating a competitive frame of reference. Furthermore, they may be based on product related or non-product related attributes or benefits. In fact in many categories, non-product related attributes, such as user type or usage situation, may more easily create unique associations (Keller, 2004).

2.10 Brand Imagery

Brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery is how people think about a brand abstractly rather than what they think the brand actually does. Thus, imagery refers to more intangible aspect of the brand. Imagery associations can be formed directly (from a consumer's' direct experiences and contact with the product, brand, target market, or usage situation) or indirectly (through the depiction of these same considerations as communicated in brand advertising or by some other source of information, such as word of mouth). (Keller, 2004).

Many kinds of intangibles can be linked to a brand, but four categories can be highlighted:

2.10.1 User profiles

One set of brand imagery association is the type of person or organization who uses the brand. The imagery may result in a profile or mental image by customers of actual users or more aspirational, idealized users. Associations of a typical or idealized brand user may be based on descriptive demographic factors or more abstract psychographic factors. Demographic factors might include: Gender, Age, Race or/and Income. And the Psychographic factors might include: attitude toward life, careers, possession, social issues, or political institutions. (Keller, 2004).

2.10.2 Purchase and usage situations

A second set of association is under what conditions or situations the brand could or should be bought and used. Associations of typical usage situation might be based on a number of different considerations, such as particular time of the day, week, month or year to use the brand or location to use the brand; and a type of activity where the brand is used (eg. Formal or Informal) (Keller, 2004).

2.10.3 Personality and values

Brands may also take on personality traits. A brand like a person, can be characterized as being modern, old fashioned, lively or exotic. Brand personality reflects how people feel about a brand as a result of what they think the brand is or does, the manner by which the brand is marketed, and so on (Keller,2004) Thus, consumers often choose and use brands that have a brand personality that is consistent with their own self concept, although in some cases the match may be based on consumer's desired self image rather than their actual image. (Keller,2004)

2.10.4 History, heritage and experiences

Brands may take on associations to their past and certain noteworthy events in the brand history. These types of associations may involve direct distinctly personal experiences and episodes or be related to past behaviors and experiences of friends, family or others (Keller, 2004).

2.11 Matching Communication options

In Assessing the collective impact of an IMC program, the overriding goal is to create the most effective and efficient communication program possible. Toward the goal. Six relevant criteria can be identified.

2.11.1 Coverage

Coverage relates to the proportion of the audience that is reached by each communication option employed, as well as how much overlap exists among communication options (Keller, 2004)

2.11.2 Contribution

Contribution relates to inherent ability of marketing communication to create the desired response and communication effects from consumers in the absence of exposure to any other communication option (Keller, 2004)

2.11.3 Commonality

Regardless of which communication options are chosen, the entire marketing communication program should be coordinated to create a consistent and cohesive brand image in which brand association share content and meaning. The consistency and cohesiveness of the brand image is important because the image determines how easily existing associations and responses can be recalled and how easily additional associations and responses can become linked to the brand in memory (Keller, 2004).

2.11.4 Complementarity

Complimentarily relates to the extent to which different associations and linkages are emphasized across communication options. For example researches have shown that sales promotion can be more effective when combined with advertising (Keller, 2004).

2.11.5 Versatility

Versatility refers to the extent that a marketing communication is robust and effective for different group of consumers (Keller, 2004)

2.11.6 Cost

Evaluations of marketing communications on all of the preceding criteria must be weighed against their cost to arrive at the most effective and efficient communication program (Keller, 2004)

Conceptual Framework

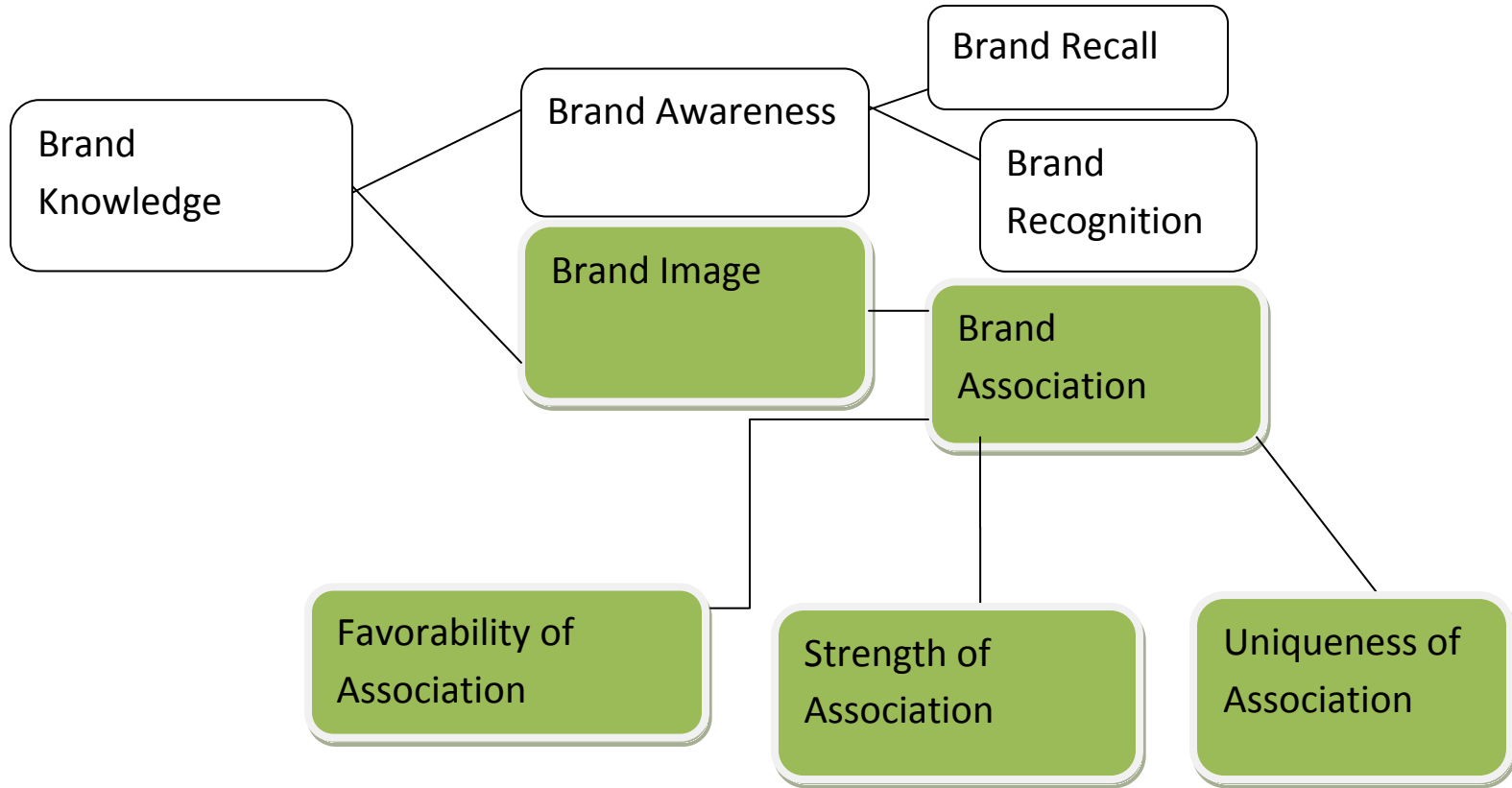


Figure 1- Brand Knowledge

Source: Keller's Brand Knowledge Structure (1998)

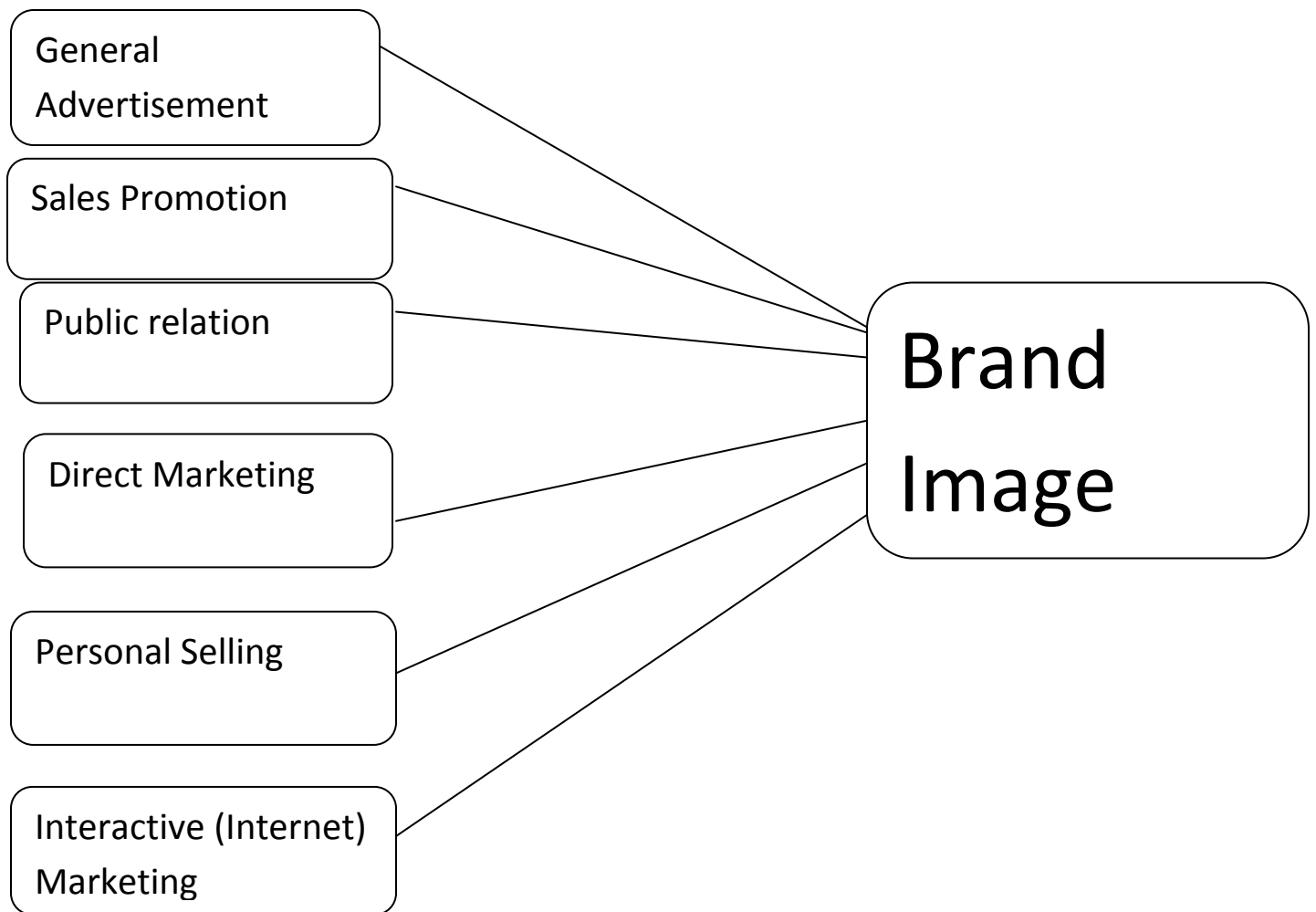


Figure 2: A Conceptual frame work of the research paper

METHODOLOGY

3.1 Research approach and Design

There are three types of research approach: the first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In a way it seeks to describe various aspects about behavior and other factors studied in the social sciences and humanities. In qualitative research data are often in the form of descriptions, not numbers. The other one is quantitative research which engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertaining the natural phenomena. The process of measurement is central to quantitative research because it provides their fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, et al., 2009). The third one is mixed which consisted of both Quantitative and Qualitative approach. The type of research method employed in this study is quantitative research method. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships (Kothari, 2005). It involves studies that make use of statistical analyses and theories to obtain their findings (Marczyk& et al., 2005).

The Research design employed in this paper is a descriptive research design. Descriptive research is used to describe some aspect of a phenomenon, i.e. the status of a given phenomenon. It can help understand a topic and lead to causal analysis. It aims to describe the state of affairs as it exists and interpret what it is (Kothari, 2004).

3.2 Target population

The target population of this study is Meta beer consumers who reside in Addis Ababa. The sample is drawn out of this population.

3.3 Sample and Sampling Technique

Sampling is the selection of fraction of total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasuruman, 2004:356)

The sampling method that was used in this research is Convenience sampling, in which respondents were selected because of their availability or easy access. The reason for selecting a convenient sample is the availability and the quickness with which data can be gathered.

3.3.1 Sample Size

The population of this research is consumers of Meta beer who resides in Addis Ababa. But since the population size cannot be precisely known the research paper has used the following formula.

So to find out the sample size when the population is unknown the sample size was determined with the use of Top man formula as presented below (Hair et al, 2005).

$$n = \frac{z^2 PQ}{E^2}$$

Where:

n = required sample size

Z = Degree of confidence (i.e. 1.96)²

P= probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)

$$Z= (1.96)^2$$

$$P=0.5$$

$$Q=0.5$$

$$E= (0.05)^2$$

$$n= \frac{1.96^2 \times 0.5 \times 0.5}{(0.05)^2}$$

$$= \frac{3.84 \times 0.25}{0.0025}$$

$$0.0025$$

$$n= \underline{\underline{384 \text{ (sample size)}}}$$

From the above calculation it can be understood that the number participants or subjects for this study are 384 and the designed questioner will be administered to these respondents and their responses will be analyzed and presented in a matter which represents the target population

which is the Meta beer consumers of Addis Ababa. The selection of respondents is simply random and based on geographical locations and by selecting places which are considered to be places where beer consumers can be mostly found. These places are Restaurants, Bars and Lounges.

3.4 Data Collection

Primary and Secondary data (collected from texts, journals and magazines) data has been used for this study. Fin(1995) identifies four types of data collection methods: Self-administered Questionnaires , Interviews, structured record reviews and observations.

For this study structured Questionnaires data collecting method has been used. Because, primarily this method is easy to standardize and produce results that are easy to summarize, compare, and generalize. Secondly, it is easy to use large sample by fitting direct experiences into predetermined response categories. Thirdly, it contributes to reliability by promoting greater consistency; since every respondent has been asked the same list of questions. In order to obtain correct information from consumers a great number of closed questions have been designed and only one open ended Question was included as well.

Survey Method: The data has been collected by distributing Questioners to Consumers who are consuming Meta Beer produced By Diageo. Questions included were about the promotional mix elements encountered, the persuasion of the promotional mix elements and their effect on Meta's Brand image. This method was employed to identify the effectiveness of the promotional Mix elements and tools used and their effect on the company's Meta brand image. And it was made sure how the company's Meta brand is perceived by consumers. With the survey method, it is hoped that the findings from the sample customers could be generalized into a large target population (Bobbie, 1990).

The Questionnaire consisted of two parts. The first one regarding the background of the respondents and the second one is related to the consumer survey.

Before distribution of the questionnaire at full scale, a pilot test has been conducted and per the pilot test certain amendments has been made to the questionnaire and then distribution at a full

scale has followed. Part of the survey Questionnaire has been administered by the researcher and another part was administered by personnel who are close to the researcher.

3.5 Method of Data Analysis

Descriptive statistical methods have been used to analyze the data and Statistical Package for Social Science (SPSS) V.16 has been used in order for an automated analysis of the data. This software has been widely used by researchers as a data analysis technique Zikmund (2003).

3.6 Measurement of Validity

Validity of research instrument

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity is the extent to which differences found with a measuring instrument reflect the differences among those being tested (Kothari, 2004). Face and content validity were carried out on this work. Content validity measures the appropriateness of the wording of the instrument and the objectives of the study while face validity enables the researcher to make an assertion of claim to have measured what he or she intended to measure.

To ensure face and content validity of the instruments, the researcher requested the advisor of the research for confirmation for the inputs used on the research instrument. This enabled the researcher in ensuring that the instrument covered the breadth of the content area and to also ascertain if the instrument contains a representative sample of the content being assessed. It must be noted that the researcher also confirmed whether the format used in designing the instrument was appropriate or not. This is to ensure that the instrument is capable of obtaining the required information from various respondents.

DATA ANALYSIS AND PRESENTATION

The Data was collected by using a Survey Questionnaires. 384 Questionnaires were distributed in Addis Ababa but only 379 have been used due to missing data found in the remaining questionnaires. SPSS software has been used for the data found from the respondents and the SPSS's Data output is presented in a tabular form.

4.1 Background Data of the Respondents

The respondents' background information like Sex, Age, level of consumption and duration of consumption has been included in this section.

4.1.1 Gender of the Respondents

As you can see from the Table 4.1, 340 (89.7%) respondents are Male and 39 (10.3%) are Female. This can clearly show that the research paper is representative of both Genders.

		Frequency	Percent
Valid	Male	340	89.7
	Female	39	10.3
	Total	379	100.0

Source: Own survey data, 2015

Table 4.1 Gender of the Respondents

4.1.2 Age of the Respondents

Table 4.2 shows that the Age group that contains the largest number of the respondents is 26-40. It has included 175 respondents or 46.2%. The Age group of 18-25 and 41-60 has 151 and 53 respondents respectively. This fair distribution of respondents in each groups indicate that the research paper can gain a different and a well balanced perspectives from different age groups.

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	151	39.8	39.8	39.8
26-40	175	46.2	46.2	86.0
41-60	53	14.0	14.0	100.0
Total	379	100.0	100.0	

Table 4.2 Age of Respondents

Source: Own survey data, 2015

4.1.3 Duration of consumption

263 respondents (69.4%) consumed Meta beer for less than or equal to Three years and the Remaining 116 (30.6) respondents have consumed Meta Beer for more than Three years. This shows that most of the respondents have become a consumer of Meta beer recently or after the company has been privatized. And the other 30.6% has been consuming Meta beer pre-Privatization. This can clearly indicate that both groups of customers will give us variety of perspectives in the topics mentioned since they will be having different experiences and exposures due to the gap of time existence. This can also show that Most of the respondents have shifted to consuming Meta beer after the acquisition has been made by Diageo PLC.

For how long have you become a consumer of Meta Beer?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Less or equal to three years	263	69.4	69.4	69.4
Greater than three years	116	30.6	30.6	100.0
Total	379	100.0	100.0	

Table 4.3 Duration of consumption

Source: Own survey data, 2015

4.1.4 Level of Consumption

Table 4.4 indicates that 205 respondents which comprises of 54.1% of the sample size consume less or equal to 5 Meta beers per week and the remaining 45.9% of the respondents consume more than 5 Meta beers per week. This shows that the sample size included both Heavy and light Meta beer consumers and it is fairly distributed to both group of consumers. The advantage of having both types of consumers is the responses received will be representative of consumers who are at different level of consumption.

How many Meta beers do you drink per week?

Level of Co	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Less or equal to Five per week	205	54.1	54.1	54.1
Greater than Five per week	174	45.9	45.9	100.0
Total	379	100.0	100.0	

Table 4.4 Level of Consumption

Source: Own survey data, 2015

4.2 Consumer Survey Analysis

This part of the Analysis is about the consumer's perception of the brand and their exposure, attention and persuasion of the promotion being placed by the company. The analysis can easily be made by pointing out the promotional mix elements and tools used and their effect on the Brand image of Meta Beer.

4.2.1 Consumer Prior Trial

As stated on table 4.5, 313 of the respondents or 82.6% of the sample size became consumers of Meta beer through Word of mouth and the remaining 66 respondents which comprises 17.4% of the respondents become a consumer of Meta beer through Promotional tools used by the company. This clearly shows that positive word of mouth is more persuasive than a TV commercial or any promotional tool sponsored by the producer. It's more credible since the source by itself has a direct experience to the product. It can be figured out that non-commercial sources are more trustworthy for a trial of a product.

How did you become a consumer of Meta beer?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Promotion	66	17.4	17.4	17.4
Word of mouth	313	82.6	82.6	100.0
Total	379	100.0	100.0	

Source: Own survey data, 2015

Table 4.5 Consumer prior trial

4.2.2 Frequent Encounter of the promotional mix element

As it can be seen from the Table below, 271 respondents or 71.5% of the sample size has been exposed to the Advertisement placed by the Diageo Meta PLC. 53 respondents which comprise 14% of the respondents have been exposed to sales promotion, 44 respondents or 11.6% have been reached through public relation and the remaining 11 respondents or 2.9% have been exposed to personal selling.

We can state that most of the respondents have frequently attended an advertisement from the company. It's the most used promotional mix element that is used to reach most of their target Audience. An Advertisement can be a TV Advertisement, Radio or an Outdoor advertisement. These three supports Diageo Meta PLC to reach its most of its target audience. The second Promotional mix element that reaches 14% of the respondents, Sales promotion will also help to induce immediate sales but helps less in building up positive brand image. The third promotional mix element that reaches 11.6% of the respondents, Public relation is underestimated by the company. Since this element has a great benefit in building up positive brand image, much concern must be given. The fourth promotional mix element that only reaches 2.9% of the respondents; Personal selling is mostly being used by companies who market technically complex product. In the case of a Beer company like Diageo Meta, using this element expansively will lead to improper allocation of promotional budget. So personal selling usage for marketing a beer to a final consumer is not needed since it's more of a product with a low complexity and a frequently used product. But personal selling might be needed in selling of the beers at a wholesale and retail level. And direct marketing isn't a suitable promotional mix element in marketing a beer to final consumers.

Which promotional mix element have you frequently encountered from Diageo Meta PLC?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Advertising	271	71.5	71.5	71.5
Sales promotion	53	14.0	14.0	85.5
Personal selling	11	2.9	2.9	88.4
Public Relation	44	11.6	11.6	100.0
Total	379	100.0	100.0	

Table 4.6 encounter of promotional mix element

Source: Own survey data, 2015

4.2.3 Commonality (Similarity)

As it has been stated on Table 4.7, 91.3% or 346 respondents said that the message across the promotional mix elements share meaning and content and the remaining 33 respondents which comprises 8.7% said that different messages are placed in different promotional mix elements. A message from a company must be designed similarly so that reliability of the information is ensured. A message intended to a target audience must convey a similar message no matter what communication options used. Since most of the respondents confirm to the commonality of the message placed, it's good that the information obtained is considered as similar.

Do you think the promotional mix elements you have encountered share meaning and content?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	346	91.3	91.3	91.3
No	33	8.7	8.7	100.0
Total	379	100.0	100.0	

Table 4.7 commonality of the message across the promotional mix elements

4.2.4 Positive Brand image

As we can see on Table 4.8, 91.8% or 348 respondents have stated that Meta beer's positive brand image is placed on its promotion. And the remaining 8.2% respondents have said that No positive brand image was placed on the promotion. Positive brand image can be attained once a brand's association is strong, favorable and unique. A great amount of the respondents have stated that they perceive Meta brand as positive from its promotion.

Do you think Meta beer's image is positively placed on its promotion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	348	91.8	91.8	91.8
No	31	8.2	8.2	100.0
Total	379	100.0	100.0	

4.8 Positive brand image

Source: Own survey data, 2015

4.2.5 Contribution to positive Brand image

Each promotional mix element used by the company has its own objective to achieve. Each has its own contribution in building up positive brand image. What is being observed from this table is which promotional mix element is effective in building up positive brand image.

As stated on Table 4.8, 31 respondents or 8.2% of the respondents don't think Meta's beer image isn't positively placed on its promotion. These respondents will not give response to which promotional mix element is effective in building up positive brand image. So the respondent's number on this question is 348. 72.7% of the respondents said that Advertisement has contributed in order to build up positive brand image. 15.2 % of the respondents stated that public relation contributed in the process of building up positive brand image. And the remaining 12.1% of the respondents stated that Sales promotion plays a big role in the contribution of building up positive brand image.

All in all Table 4.9 indicates that Advertisement contributes much in building up positive brand image of Meta beer. Public relation is underestimated by the company. It must be taken into consideration since it is a significant input in building up positive brand image.

If You said yes to the previous question, which one of the promotional mix element is effective in building up Meta's Positive brand image?

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Advertising	253	66.8	72.7	72.7
	Sales promotion	42	11.1	12.1	84.8
	Public relations	53	14.0	15.2	100.0
	Total	348	91.8	100.0	
Missing	System	31	8.2		
Total		379	100.0		

Table 4.9 Contribution to positive brand image

Source: Own survey data, 2015

4.2.6 Favorability of Brand association

As stated on 4.10, 326 respondents or 86% of the respondents have a favorable image towards Meta Brand. And the remaining 14% of respondents don't think that Meta beer creates a favorable image in their mind. Favorable associations for a brand are those associations that are desirable to consumers and are successfully delivered by the product and conveyed by the supporting marketing program for the brand. As indicated by the table below, 86% of the respondents are attracted to the Meta Brand because of its favorability. This favorability of association is significant in the choice of the brand.

Does the Meta brand create a favorable image in your mind?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	326	86.0	86.0	86.0
No	53	14.0	14.0	100.0
Total	379	100.0	100.0	

Table 4.10 Favorability of Brand association

Source: Own survey data, 2015

4.2.7 Strength of Brand association

As stated on Table 4.11, 184 and 131 respondents strongly agree and agree respectively that "The Brand Association of Meta beer to the Lion is strong and appealing". Strength of the brand association with the Lion is significantly placed on its promotion. Only 10 respondents, which comprises 2.6% of the respondents Strongly Disagree with the Statement. And 54 respondents which consist of 14.2 % are Neutral.

The Brand association of Meta beer to the Lion is strong and appealing

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	184	48.5	48.5	48.5
Agree	131	34.6	34.6	83.1
Neutral	54	14.2	14.2	97.4
Strongly Disagree	10	2.6	2.6	100.0
Total	379	100.0	100.0	

Table 4.11 Strength of Brand association

Source: Own survey data, 2015

4.2.8 Uniqueness of Brand Association

As it has been stated on Table 4.12, 282 respondents or 74.4% of the respondents feel that Meta's beer Distinctive quality is placed on its promotion. The remaining 25.6% of respondents don't think that Meta's difference from competitors brand is placed on the Promotion.

From what is seen from the below Table is that most of the respondents think that Meta's point of difference is placed on its promotion. A point of difference can help a brand to gain sustainable competitive advantage. Meta's difference that it's being made from natural spring water is clearly placed on the advertisement. The uniqueness is considered as a factor that builds up positive brand image.

Do you believe that Diageo Meta beer's difference from competitors is placed is placed on its promotion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	282	74.4	74.4	74.4
No	97	25.6	25.6	100.0
Total	379	100.0	100.0	

Table 4.12 Uniqueness of Brand association

Source: own survey data, 2015

4.2.9 Persuasiveness of Diageo Meta's promotion

As table 4.13 indicated 174(45.9%) respondents and 65(17.2%) respondents Agree and Strongly agree respectively with the persuasiveness of the promotion. 129 respondents which comprises 34% of the respondents have a neutral opinion on the persuasion of the promotion. Only 11 (2.9%) respondents strongly disagree with the high persuasion of Diageo Meta's promotion.

The promotion placed by the company is highly persuasive so that it has made a significant change on its consumer by placing an interesting promotion packages. Most of the respondents have a positive opinion to the high persuasion of the promotion. This shows that Diageo's promotional campaign is highly persuasive

Please rate the following statement. Diageo Meta's Promotion is highly persuasive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valido Strongly Agree	65	17.2	17.2	17.2
Agree	174	45.9	45.9	63.1
Neutral	129	34.0	34.0	97.1
strongly Disagree	11	2.9	2.9	100.0
Total	379	100.0	100.0	

Table 4.13 Persuasiveness of the promotion

Source: Own Survey data, 2015

4.2.10 Brand Promise

As it is stated on Table 4.14, 251 (66.2%) respondents found Meta Beer as promised on the promotion, 43 (11.3%) respondents found Meta beer more than its promise on the promotion and the remaining 85 (22.4%) respondents found Meta Beer less than the promise on the promotion.

This indicates that though there are satisfied and delighted customers, there are also dissatisfied customers whose expectations were not met by the Beer. Although the dissatisfied customers are small in number in relation to the satisfied and the delighted ones, they might pose a risk on the company by spreading negative word of mouth.

Do you believe that Meta beer is as promised on the promotion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Exceeds the Promotion	43	11.3	11.3	11.3
As to the Promotion	251	66.2	66.2	77.6
Less than the Promotion	85	22.4	22.4	100.0
Total	379	100.0	100.0	

Table 4.14 Brand Promise

Source: Own survey data: 2015

4.2.11 Level of overall Promotion

The level of promotion that is being placed by the company was perceived as Excellent by 32 respondents which comprise 8.4%. 164 (43.3%) & 151 (39.8%) have a response of Very Good and Good respectively. The remaining 32 respondents or 8.4% of the respondents stated that the overall promotion placed by the company is fair.

Most of the respondents have a positive outlook towards the overall promotion placed by the company.

**How do you rate the level of overall promotion being placed by
the company?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	32	8.4	8.4	8.4
	Very Good	164	43.3	43.3	51.7
	Good	151	39.8	39.8	91.6
	Fair	32	8.4	8.4	100.0
	Total	379	100.0	100.0	

Table 4.15 Level of Overall promotion

Source: Own survey data, 2015

4.2.12 Attributes of attraction

A brand is made up of two components; a physical component and a perceptual component. The physical component is the one that can be felt or seen; it is the tangible part of the brand on which you can seek a product related attributes like Material, design of the bottle, style. The perceptual component is more of a part that fulfills an emotional attribute of a product. Brand Image is included in the perceptual component of a brand.

As it is stated on Table 4.16, 77 respondents or 20.3% of the respondents are attracted by the physical attribute of the Meta Brand. 96 respondents or 25.3% of the respondents are attracted by the emotional attribute of the Meta brand. And Most of the respondents, which comprise 54.4% of the respondents, are attracted to both attributes. This shows that a successful integrity of between the perceptual and physical component leads consumers of Meta Beer to be attracted towards it.

Which attribute attracts you to consume Meta Beer?

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid The Physical Attribute	77	20.3	20.3	20.3
The Emotional Attribute	96	25.3	25.3	45.6
Both	206	54.4	54.4	100.0
Total	379	100.0	100.0	

Table 4.16 attributes of attraction

Source: own survey data, 2015

4.2.13 User Imagery

It is one set of brand image association on which a Type of user is associated with the brand. Associations of a typical or idealized brand user may be based on descriptive demographic factors or more abstract psychographic factors. One of the Demographic factors is Gender.

As stated on Table 4.17, 77.3% or 293 respondents think Meta beer is more of a Male oriented or the brand is associated with Masculinity. Only 22.7% or 86 respondents think that the brand is not associated with a male figure. This can clearly indicate that why most of the research's respondents are male. We can clearly see that Meta brand is associated with a Male figure and it's mostly consumed by them as well.

Do you think Meta brand is more of a Male oriented or with Masculine association?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	293	77.3	77.3	77.3
No	86	22.7	22.7	100.0
Total	379	100.0	100.0	

Table 4.17 User Imagery

Source: Own survey data, 2015

4.2.14 Brand Choice

As indicated on Table 4.18, 228 respondents or 60.2% of the respondents have chosen Meta brand among competing brands for its quality of the beer content. 118 respondents or 31.1% of the respondents have chosen Meta beer for its Brand Image and the remaining 33 respondents or 8.7% of the respondent's choice is due to Availability.

From this Table we can see that, most of the respondents chose Meta beer for its beer content which is a product related attribute. Though the Brand Image effect on the consumers is witnessed, it comprises fewer respondents than the respondents who are fond of the brand for its beer content. Availability is also another factor for the smallest portion of the respondents. These respondents can easily shift to other beer brands since their usage is due to convenience.

Why do you choose Meta Brand among competing brands?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Availability	33	8.7	8.7	8.7
Quality of the Beer content	228	60.2	60.2	68.9
Brand Image	118	31.1	31.1	100.0
Total	379	100.0	100.0	

Table 4.18 Brand choice

Source: Own survey data, 2015

4.2.15 Frequency of Promotional tools encountered

As Stated on Table 4.19, the promotional media tools frequently encountered by all of the respondents are under one promotional mix element which is Advertisement. Sales people and Print (Magazine) advertisements were not frequently encountered by the respondents.

293 respondents or 77.3% of the respondents have been frequently exposed to the promotion on TV. 10 respondents or 2.6 % of the respondents and 76 respondents or 20.1% are exposed to Radio and Outdoor(Billboard) Advertisement respectively. This shows that Most of the respondents are frequently exposed to the TV Advertisement.

On which promotional tool do you frequently be exposed to Diageo Meta's Promotion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid TV	293	77.3	77.3	77.3
Radio	10	2.6	2.6	79.9
Outdoor Advertisement	76	20.1	20.1	100.0
Total	379	100.0	100.0	

4.2.16 New Brand Trial

As it is stated on Table 4.20, 258 respondents or 68.1% of the respondents have tried the newly made Zemen beer. And the remaining 121 respondents didn't try the beer.

This shows that Even though the respondents are already consumers of Meta Beer, 31.9% of them haven't even tried the newly made Zemen beer which is being produced by Diageo PLC.

Have you tried the newly made Zemen Beer which is being produced by Diageo PLC?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	258	68.1	68.1	68.1
	No	121	31.9	31.9	100.0
	Total	379	100.0	100.0	

Table 4.20 New Brand Trial

Source: Own survey data, 2015

4.2.17 Brand Promise of New product

Zemen Beer is a new Brand of Diageo PLC which is included in the Alcoholic beverage category. Only 258 respondents out of 379 respondents have tried it. The respondents who are asked if their expectation was met by the Beer or not will be the only one who tried it. According to Table 4.21, Out of 258 respondents, 236 respondents which comprises 91.5% of the respondent's expectation was not met by Zemen Beer. Only 8.5% or 22 respondents are satisfied by Zemen beer.

This clearly shows that Zemen beer is not as promised on Diageo's Promotion. Diageo's TV Advertisement for Zemen Beer states that it's the most refreshing beer. But this promise made by the company is not met to 91.5% of the respondents of this research paper. The failure of this

brand might have a negative effect on Meta’s brand image in the long run since both are produced by the same company and are in the same product category.

If you said Yes to the previous Question, Did it meet your expectation as it was promised on their promotion?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	5.8	8.5	8.5
No	236	62.3	91.5	100.0
Total	258	68.1	100.0	
Missing System	121	31.9		
Total	379	100.0		

Table 4.21 Brand promise of new product

Source: Own survey data, 2015

4.2.18 Advertisement

1, Attraction of the TV Advertisement

For the Question asked what the respondents like most about Meta’s TV Advertisement, 183 respondents or 48.3 of the respondents said its cultural orientation attracts them. 76 respondents or 20.1% of the respondents said its creativity and the remaining 120 respondents or 31.7% of the respondents are attracted due to its Entertaining nature.

As it is seen on Table 4.22, Most of the respondents are attracted to the TV Advertisement due to its cultural orientation. An Ethiopian Beer experience is being projected on its TV Advertisement. The Background music, the celebrity endorsers, the Traditional dance “Eskeshta” and its setting in a traditional night club “Azamri bet” made the cultural orientation of the TV Advertisement more persuasive. Cultural orientation of the TV Advertisement will build up the brand image of Meta Beer as more of an Ethiopian Beer experience. The other two factors, creativity and entertainment are factors that are shared by most of Beer Companies Advertisement in Ethiopia.

What do you like mostly about Diageo's Meta TV Advertisement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Creativity	76	20.1	20.1	20.1
Entertainment	120	31.7	31.7	51.7
Culture Orientation	183	48.3	48.3	100.0
Total	379	100.0	100.0	

Table 4.22 Attraction of the TV Advertisement Source: Own survey data, 2015

2, Frequency of exposure of the TV Advertisement

As stated on Table 4.23, 86 respondents or 22.7% of the respondents watch the TV Advertisement once a week. 121 respondents or 31.9% of the respondents is exposed to the TV Advertisement more than three times a week and the remaining 172 respondents or 45.4% is exposed to the TV advertisement Two or Three times a week.

Most of the respondents are exposed to the TV Advertisement Two or Three times per week. This shows that Meta's TV commercial is extensively placed on the media. This exposure will help the beer to maintain and upsurge positive brand image.

How often do you come across Diageo's Meta beer TV Advertisement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Once a week	86	22.7	22.7	22.7
Two or Three times a week	172	45.4	45.4	68.1
More than three times a week	121	31.9	31.9	100.0
Total	379	100.0	100.0	

Table of 4.23 Frequency of exposure of the TV advertisement Source: Own survey data, 2015

3, Influence of Brand elements

Brand elements are components of a brand that is used for identification and differentiation of a brand. As it has been stated on Table 4.24 three brand elements have been considered as an attraction points of the TV advertisement.

According to Table 4.24, 175 respondents or 46.2% of the respondents are attracted to the Logo. 106 respondents or 28% of the respondents are attracted to the Jingle (the background music) and the remaining 98 respondents or 25.9% are attracted to Slogan.

The Logo, the Lion attracts most of the respondents. A Lion is considered superior in the animal kingdom in Ethiopia. Lion symbolizes for greatness. So the Logo can significantly build up positive brand image. The jingle also represents an Ethiopian Vibe and the slogan “Meta for the Lions” is also influential since it symbolizes the consumers of Meta as successful in life.

All in all, the three brand elements are important inputs in building up positive brand image. But most of the respondents are influenced by the Logo.

**what appeals you the most when you watch the TV
Advertisement?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Jingle	106	28.0	28.0	28.0
Logo	175	46.2	46.2	74.1
Slogan	98	25.9	25.9	100.0
Total	379	100.0	100.0	

Table 4.24 Appeal of Brand elements

Source: Own survey data, 2015

4, Familiarity of the Endorser

Celebrity endorsement shapes up the perception of a brand. As it has been stated on Table 4.25 only, 86 respondents or 22.7% of the respondents are familiar with the celebrity endorsers before the Advertisement. The remaining 293 respondents or 77.3% of the respondents have never seen or heard about the celebrity endorsers before the advertisement

The Celebrities unfamiliarity will have a negative effect on the credibility of the information broadcasted on the TV advertisement. Familiarity is one of the requirements for a source (celebrity) attraction. If the sources are unfamiliar, having an endorsement deal with the source is complete waste of time and money.

When was the first time you saw the celebrities who endorse Meta Beer on their TV Advertisement?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Before the Advertisement	86	22.7	22.7	22.7
On the Advertisement	293	77.3	77.3	100.0
Total	379	100.0	100.0	

Table 4.25 Familiarity of the celebrity endorser Source: Own survey data, 2015

5, Over repetition of the TV Advertisement

As it is seen on Table 4.26, only 110 respondents or 29% of the respondents think that Meta's TV Advertisement is highly repetitive and initiates boredom. And the remaining 269 respondents or 71% of the respondents don't think the TV Advertisement is highly repetitive or initiates boredom.

This indicates that Most of the respondents think that the TV Advertisement isn't boring and still exciting. The repetitive exposure of the advertisement doesn't have a negative effect on Meta's Brand image.

**Do you think Meta's TV Advertisement is highly repetitive
and initiates boredom?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	110	29.0	29.0	29.0
No	269	71.0	71.0	100.0
Total	379	100.0	100.0	

Table 4.26 over repetition of the TV Advertisement

Source: Own survey data, 2015

4.2.19 Sales Promotion

1, Encounter of sales promotion tools

As stated on Table 4.27, 153 and 149 respondents frequently encounter free gifts (Price offs) and point of purchase display respectively. 22 and 55 respondents have encountered coupon and premium respectively. Price offs (free gifts) are encountered by 40.4% of the respondents and 39.3% of the respondents have been exposed to Point of purchase display.

Sales promotion helps the Diageo Meta PLC to induce sales on its Meta Beer. From the sales promotion tools encountered by the respondents, point of purchase display and Free Gift (Price offs) take the largest share. Point of purchase display subconsciously or consciously directs the consumer to purchase the beer. Meta's point of purchase displays are put in sponsored signage of Bars, Meta's Refrigerators, Decorations in bars, interior plaques and so on. Point of purchase display is one of the influential sales promotion tool used by the company in order to increase sales of the beer.

The other tool is Price offs (Free gifts). Regularly giving free gift of beers will assist the company to boost up their sales of Meta beer. Though it helps to increase sales, it does little in building up positive brand image.

Which sales promotion tool/s have you encountered?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Coupon	22	5.8	5.8	5.8
Premium	55	14.5	14.5	20.3
Free gifts	153	40.4	40.4	60.7
Point of purchase display	149	39.3	39.3	100.0
Total	379	100.0	100.0	

Table 4.27 Encounter of sales promotion tools Source: Own survey data, 2015

2, Over usage of free gifts(Price offs)

As stated on Table 4.28, 59.6% of the respondents strongly agree that regular free gift of Meta beers will have a negative effect on Meta's brand image. 14.2% of the respondents Also agree and 11.6% of the respondents take a neutral stand. 11.6% and 2.9% of the respondents disagree and strongly disagree respectively.

Most of the respondents hold an opinion that the over usage of free gifts of Meta beers will have a negative effect on its brand image. Regular free gifts will lead a brand image to be deteriorated. Since the consumers will have a positive perceptions towards the beer only because it's given for free. The price off might influence them to consume the beer but it doesn't help to build up positive brand image. The price off will even infer that the brand is more of a low quality and this in return will lead Meta brand to hold a negative brand image in the long run.

I think regular free gift of Meta beers will have a negative effect on its brand image.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	226	59.6	59.6	59.6
Agree	54	14.2	14.2	73.9
Neutral	44	11.6	11.6	85.5
Disagree	44	11.6	11.6	97.1
Strongly Disagree	11	2.9	2.9	100.0
Total	379	100.0	100.0	

Table 4.28

Source: Own survey data, 2015

4.20 Interactive Marketing

Encounter of Interactive Marketing

As it has been stated on Table 4.29, 377 respondents have never encountered Diageo Meta's promotion on the Internet and the remaining two respondents said that they have encountered the promotion on the internet. From this figure, it's seen that there is no Meta beer promotion that is placed on the Internet or on any Social Media Platform. Interactive marketing isn't used by the company. Since Interactive marketing allows a back and forth flow of information whereby users can participate in and modify the form and content of the information, it would have been great if Meta beer's promotion was placed on the internet.

Have you ever encountered Diageo Meta's promotion on the Internet?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	2	.5	.5	.5
No	377	99.5	99.5	100.0
Total	379	100.0	100.0	

Table 4.29 Encounter of Interactive (Internet) Marketing Source: Own survey data, 2015

4.21 Public Relation

1, Encounter of public relation tool

As it is seen on Table 4.30, 291 respondents or 76.8% of the respondents have encountered special event sponsorship from Diageo Meta PLC. 22 respondents or 5.8% of the respondents have encountered Special publications and 66 respondents or 17.4% of the respondents have encountered community activity participation. These Figures clearly show that most of the respondents have been exposed to a special event sponsorship like Musical concerts. Diageo Meta has shown them that it's part of their entertainment. There are many public relation tools that need to be used by the company in order to reach their target audience.

Which public relation tool/s did you come across?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Special Publications	22	5.8	5.8	5.8
Community Activity Participation	66	17.4	17.4	23.2
Special event sponsorship	291	76.8	76.8	100.0
Total	379	100.0	100.0	

4.30 encounter of Public relation

Source: Own survey data, 2015

2, Community activity participation popularity

Community activity participation and Fund raising event are public relation tools that are used to build up positive brand image. These tools show that much concern is given by the company to the community. As it is seen on Table 4.31, 313 respondents or 82.6% of the respondents have never encountered community activity participation from Diageo Meta PLC. Only 66 respondents or 17.4% of the respondents know about Community activity participation being performed by the company.

This indicates that the company must communicate its good deeds to its consumers. Though there is a water project that has been done by the company to the community around its Brewery factory, it isn't known by most of the respondents.

Have you ever heard about Diageo's fund raising event or community activity participation?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	66	17.4	17.4	17.4
No	313	82.6	82.6	100.0
Total	379	100.0	100.0	

Table 4.31 Community Activity Participation Popularity Source: Own survey data, 2015

4.22 Popularity of Brand Mantra

Brand Mantra is the articulation of the '*soul and the heart*' of the brand. It is often a short phrase that captures the irrefutable essence and spirit of the brand positioning and values. The popularity of the Brand Mantra was asked to the respondents through an open ended Question: Whether they recall the phrase or not. As it is stated on Table 4.32, 284 respondents or 74.9% of the respondents know the Brand Mantra that is placed on different promotional mix elements. 95

respondents or 25.1% of the respondents don't know or don't remember it as first thing that comes in mind when the brand is mentioned.

This indicates that the Brand Mantra “Meta for the Lions” is a popular slogan that comes to mind when Meta Beer is mentioned. Most of the respondents have answered the Question with the above mentioned slogan. It is an outstanding component of a brand since it can build up and maintain positive brand image

**What phrase do you recall when you think of a promotion of
Diageo Meta?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Known	284	74.9	74.9	74.9
Unknown	95	25.1	25.1	100.0
Total	379	100.0	100.0	

Table 4.32 Brand Mantra Popularity

Source: Own survey data, 2015

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

Before forwarding the conclusion and recommendation it is necessary to state what have been found from the research in precise manner.

- ✓ Diageo Meta Company doesn't use all suitable promotional mix elements and tools. Even though it uses Advertising, sales promotion and public relation in its promotional campaign, Interactive (Internet) Marketing isn't used by the company. A public relation tool like community activity participation isn't used expansively or even if it is used, it isn't communicated to the target audience. Sales promotion tool, price off is used by the company regularly but the frequent usage of this tool is suspected to have a negative effect on brand image.
- ✓ Most of the consumers drink the beer for its beer content rather than the brand image. Even though the brand image positively affects the customer base, it comprises a smaller share than the beer content.
- ✓ Positive brand image is well built by the promotion placed by the company but the company still has suitable promotional mix elements and tools unused. The unused promotional mix elements and tools must be used in an integrated manner.
- ✓ The brand elements placed on Diageo Meta's promotion are attractive to most of Meta's customers. The logo takes the largest share of attraction. Then the Jingle and slogan follow.
- ✓ The promotional mix elements used are well integrated since they have met a requirement of commonality, contribution to brand image and wide coverage.
- ✓ Though the Brand mantra is popular among the customer base, the celebrities who endorsed the Advertisements were not known before the Advertisement.
- ✓ All in all the promotional campaign for Meta beer is perceived to be outstanding and influential by its customer base.

5.2 Conclusion

The Research paper has found promotion as one of an essential Marketing Program to build up positive brand image. Communicating customers by using attractive brand elements, suitable promotional mix elements and persuasive promotional tools are important as well. The following are the conclusion points that were obtained as an outcome from the research paper.

- **Coverage**

Most of Meta's consumers have frequently encountered the promotion through Advertisement. Advertisement is cost effective for communicating to a large audience. The types of Advertisements used by Diageo Meta PLC are TV Advertisement, Radio Advertisement and Outdoor Advertisement. Its consumers have mostly been exposed to the TV Advertisement and most of the customers are attracted to it because of its culture orientation.

- **Contribution**

Advertisement is considered as one of the promotional mix element that builds up positive brand image of Meta beer. Even though Public relation takes a smaller share than Advertisement, It also lends a hand to positive brand image construction.

- **Commonality**

Since all promotional mix elements' message share meaning and content, the credibility of the promotion from the company is high.

- **Positive brand image**

Meta has a positive brand image because it has strong, unique and favorable associations. These brand associations are placed on its promotion regularly. Meta's point of difference or distinctive quality has been placed on its Advertisement. It is declared that the Water content source is from natural spring water.

The Brand elements used by the company are also factors that build up positive brand image. The Traditional Jingle, the Artistic & Persuasive logo and an influential slogan has helped the Meta brand to have a positive image. Though all these brand elements are useful on its brand Imagery, the Logo attracts most of the customers.

Most of the customers also found Meta beer as to its promotion or greater than their expectation. And this promise centric brand management has helped the brand to build up positive brand image.

Meta's consumer are not only attracted to the emotional attributes, the physical attribute also have its own contribution. The combination of these two has led the consumers to an optimal attraction.

- **User Imagery**

Most of Meta's consumers consider it as a Male oriented brand. It is mostly associated with Masculinity. As an outcome of this factor, most of Meta beer's customers are Male.

- **New Product Failure**

Zemen Beer was recently introduced to the beer market by Diageo Meta PLC. But it hasn't met the expectation of Meta's consumers as it was stated on its promotion. In fact it isn't preferred and desired by most of the consumers who tried it. Its failure might negatively affect the Brand image of Meta Beer in the long run.

- **Celebrity endorsement**

Most of the consumers Meta beer don't know the Celebrity endorsers before the Advertisement is placed on the Media. The popularity of the celebrity endorsers must have been considered since it will shape the perception of the brand.

- **High usage of sales promotion tool**

Free Gifts (Price offs) is one of the sales promotion tools that are regularly used by the company. Giving the beers as a gift is considered to have a negative effect on its brand image. Though it helps the company to boost up sales, the brand image will be negatively affected in the long run.

- **Unused promotional mix element**

Interactive Marketing is one of the modern promotional mix elements which need to be used. It allows back and forth flow of information with customers. It also helps to build and maintain relationships with customers. An absence of this promotional mix element will disfavor the company to reach a different market segment.

- **Used but not communicated public relation tool**

Most of Meta's public relation tool exposure is special event sponsorship like Musical concerts. Even though the company is involved in community activity participation, it isn't effectively communicated to its customers. A water project was done to the community around the Brewery factory but it is unpopular in Meta's customer base. Effective public relation communication is needed in order to build up positive brand image. Public relation is one of an essential element in building positive brand image.

- **Popularity of Brand Mantra**

Since Brand Mantra is the heart and soul of a brand, it is an important part in building a brand image. Most of the customers recall the Brand Mantra from the promotions placed by the company. This also indicates the popularity of the promotional campaign.

All in all the promotional campaign used by the company has helped it to build up positive brand image. Most of the customers who were included in the survey are customers who (After the Acquisition was made by Diageo PLC.) shifted to consuming Meta beer because of its beer content and brand image. Most of the customers also tried Meta beer because of positive word of mouth rather than its promotion. This can clearly show that non-commercial sources are trustworthy and credible.

5.3 Recommendation

The Recommendations are possibly stated in general Terms and pointed out in terms of the available gaps that have been observed from the survey.

All promotional mix elements which are suitable in communicating with its customers must be used by Diageo Meta PLC. This doesn't include Direct marketing and Personal selling since these two aren't intended for frequently used products & large customer base. The company uses Advertising, Sales promotion & Public relations in its promotion strategy. But it doesn't use Interactive (Internet) Marketing. Interactive marketing is an essential element on which Meta beer's Brand Image can be communicated. It will also help the company to serve a different market segment. Promotional campaigns on social Media must be launched by Diageo PLC.

Communication must be made to the customers about Diageo Meta's community activity participation and Fund raising. These two wasn't communicated to most of Meta's customers. The Water project which was designed and executed to the community around the brewery factory is not known by most of its customers. The company must also design other community activity projects so that an effective positive brand image is built. Designing and executing the project isn't the only activity that builds up Meta's brand image, communication of the good deed to the customers must also be made.

A sales promotion tool; free gift (price off) should also be moderately used. Its over usage might have a negative effect on Meta's Brand Image in the long run.

A research must also be done by the company in choosing a message source (endorser). The popularity must be confirmed. The Advertisement endorser should be a well known member of the community so that a tie can be made with the brand. Familiarity, Similarity with the target audience and likeability of the source must be considered while choosing a celebrity endorser.

Finally, the new product failure must be recovered soon before it affects Meta beer. This must be taken in to consideration because it might have a negative effect on the brand image of Meta.

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Addis Ababa University School of Commerce

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Graduate Studies

Dear Sir/Madam

The objective of this questionnaire is to gather information regarding the impact of promotion on brand image in the case of Diageo Meta PLC. You're required to be a consumer of Meta beer in order to be taken as a valid respondent. The information obtained will only be used for a research purpose only.

As a result, your frank and honest response to each item has a practical and valuable significance in the accomplishment of the study. The Questionnaire consists of two parts: Background information and a consumer survey on the impact of promotion on Meta brand's image.

Thank you very much for your cooperation and time!

Background Information

Please make a ✓ mark in the circles provided below.

1, Sex

- ☐ Male
☐ Female

2, Age

- ☐ 18-25
☐ 26-40
☐ 41-60

3, For how long have you become the consumer of Meta Beer?

- ☐ ≤ 3 years
☐ > 3years

4, how many Meta beers do you drink per week?

- ☐ ≤ 5
☐ > 5

Consumer survey Questions

Please make a ✓ mark in the circles provided below

1, How did you become a consumer of Meta Beer?

- ☐ Promotion
- ☐ Word of mouth (Friends, Families...)

2, Which promotional mix element have you frequently encountered from Diageo Meta PLC?

- ☐ Advertising
- ☐ Sales Promotion
- ☐ Personal selling
- ☐ Public relation
- ☐ Direct Marketing (Telephone, Mail...)
- ☐ Interactive (Internet) Marketing

3, Do you think the promotional mix elements you have encountered share meaning and content?

- ☐ Yes
- ☐ No

4, Do you think Meta beer's brand image is positively placed on its promotion?

- ☐ Yes
- ☐ No

5, If you said Yes to the previous question, which one of the promotional mix elements is effective in building up Meta's positive brand image?

- ☐ Advertising
- ☐ Sales promotion
- ☐ Public relations
- ☐ Interactive (Internet) Marketing

6, Does the Meta brand create a favorable image in your mind?

- ☐ Yes
- ☐ No

7, The brand association of Meta beer to the Lion is strong and appealing.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

8, Do you believe that Diageo Meta beer's difference from competitors is placed on its promotion?

- ☐ Yes
- ☐ No

9, Please rate the following statement. Diageo Meta's promotion is highly persuasive.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

10, Do you believe that Meta Beer is as promised on the promotion?

- ☐ Exceeds the promotion
- ☐ As to the promotion
- ☐ Less than the promotion

11, How do you rate the level of overall promotion being placed by the company?

- ☐ Excellent
- ☐ Very good
- ☐ Good
- ☐ Fair
- ☐ Poor

12, which attribute/s attract/s you to consume Meta Beer?

- ☐ The Physical attribute
- ☐ The Emotional attribute
- ☐ Both

13, Do you think Meta brand is more of a male oriented or with a masculine association?

- ☐ Yes
- ☐ No

14, Why do you choose Meta brand among competing brands?

- ☐ Availability
- ☐ Quality of the beer content
- ☐ Brand image

15, On which promotional tools do you frequently be exposed to Diageo Meta's promotion?

- ☐ TV
- ☐ Radio
- ☐ Outdoor (Billboard) Advertisement
- ☐ Salespeople
- ☐ Print (Magazine) Advertisement

16, Have you tried the newly made Zemen beer which is being produced by Diageo PLC?

- ☐ Yes
- ☐ No

17, If you said yes to the previous question, did it meet your expectation as it was promised on their promotion?

- ☐ Yes
- ☐ No

18, What do you like mostly about Diageo's Meta TV Advertisement?

- ☐ Creativity
- ☐ Entertainment
- ☐ Culture orientation

19, How often do you come across Diageo's Meta beer TV advertisement?

- ☐ Once a week
- ☐ Two or three times a week
- ☐ More than three times a week

20, what appeals you the most when you watch the TV advertisement?

- ☐ Jingle (the background music)
- ☐ The visual element (the Logo- The Lion)
- ☐ The verbal element (the slogan)

21, When was the first time you saw the celebrities who endorse Meta beer on their TV advertisement?

- ☐ Before the advertisement
- ☐ On the advertisement

22, Do you think Meta's TV Advertisement is highly repetitive and initiates boredom?

- ☐ Yes
- ☐ No

23, Which sales promotion tool/s have you encountered? (you can mark more than one circle)

- ☐ Coupon
- ☐ Premium
- ☐ Free gifts
- ☐ Point of purchase display

24, I think regular free gift of Meta beers will have a negative effect on its brand image.

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

25, Have you ever encountered Diageo Meta's promotion on the internet?

- ☐ Yes
- ☐ No

26, If you said Yes to the previous question, On which social media platform have you encountered the promotion?

- ☐ Facebook
- ☐ Instagram
- ☐ Twitter

27, Which public relation tool/s did you come across? (You can mark more than one circle)

- ☐ Special publications
- ☐ Community activity participation
- ☐ Fund-raising.
- ☐ Special event sponsorship (like musical concert)

28, have you ever heard about Diageo's fund raising event or community activity participation?

- ☐ Yes
- ☐ No

29, What phrase do you recall when you think of a promotion of Diageo Meta?
