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SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING
MANAGEMENT
EXTENSION GRADUATE
PROGRAM

EFFECT OF IN-STORE PROMOTIONS ON BRAND
AWARENESS- the Case of Bajaj & TVS Motorcycle in
Ethiopia

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Addis Ababa University
School of Commerce
Department of Marketing Management
Graduate Program

Effect of In-Store Promotions on Brand Awareness- The Case of
Bajaj & TVS Motorcycle in Ethiopia

A thesis submitted to the school of graduate studies of Addis
Ababa University School of Commerce in partial fulfillment for
the award of Master of Arts Degree in Marketing Management.

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This is to certify that the thesis is prepared by Dereje Taffese, entitled; Effects of In-Store Promotions on Brand Awareness- The Case of Bajaj & TVS Motorcycle in Ethiopia, In partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

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Declaration

I hereby declare that this study entitled “Effects of In-Store Promotions on Brand Awareness- The Case of Bajaj & TVS Motorcycle in Ethiopia” is my original work prepared under the guidance of my advisor, Dr. Getie Andualem. This paper is submitted in partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

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Statement of Certification

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Dr. Getie Andualem

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ABSTRACT

Aimed to measure the effect of in-store promotion on brand awareness of motorcycle market in Ethiopia with specific emphasis to Bajaj and TVS brands, using the M-R theory of S-O-R, and Baker et al., (2002) model, the study was conducted to measure the two basic dimensions- store design dimensions (store decoration, store product assortment, store feature area, store light & color, and store social/talent dimensions (store employee appearance, and store employee professionalability)using quantitative approach of explanatory research design implemented to show the causal links between constructs taking sample of 384 respondents who either deal, retail, or bought, or own Bajaj and/or TVS motorcycle brands selected on nonprobability purposive sampling technique. Data were collected using structured survey questionnaire designed to measure the extent of influence exhibited in the minds of the respondents as to each of the constructs/variables is concerned and their level of brand awareness resulted from these in-store promotions. A total of 422 questionnaires were distributed, out of which 384 questionnaires with no missing spaces and inconsistencies were selected for the analysis. From the demographic analysis of respondents, store design cue has got 55.5% to be used as environmental cue to locate the motorcycle stores followed by 42.7% for store social/talent. The store atmospheric cue showed almost negligible result which may be attributed to the nature of the product being high value good. Moderate and strong correlation of variables was found which are all significant at a 0.01 level of significance.

Multiple linear regression analysis of the data collected showed only store decoration, store feature area, and store light & color have shown positive significant relationship with the dependent variable, store brand awareness. Store feature area was found the most influential predictor of brand awareness, the least insignificant being store employee professionalability. Therefore, heavy investment on the in-store promotion related to store feature area can result in increased brand awareness of motorcycle market in Ethiopia.

Key words: *In-store promotion, brand awareness, store design, store social/talent*

CHAPTER ONE

INTRODUCTION

These days, it is not very uncommon to see two wheeler motorcycles ridden mostly by young age group drivers in at least five to ten minutes of walk in Addis Ababa. The number and frequency of traffic by these two wheeler motorcycles is increasing from time to time. Even in the surrounding areas and towns of Addis Ababa, both the two wheeler motorcycles and three wheeler motorcycles are the most common modes of taxi transport. This phenomenon gets greater weight as you go out of Addis Ababa to almost any rural or urban areas of Ethiopia along the four corners (Report from Ministry of Transport, May , 2017).

As per the researcher's personal observation and survey, if you just stand somewhere and notice both the two wheelers and the three wheelers motorcycles (commonly known as Bajaj), they are of not more than ten brands including the old ones, especially for the three wheelers, you can name not more than five brands, most of the brands being Indian origin.

Motorcycles are high value products to low income countries like Ethiopia for their unit prices are high ranging from Birr 33,000 to Birr 220,000 which can only be afforded by middle and high income individuals after even getting some years of savings and loans from financial institutions (Report by Micro & Small Scale Enterprises Authority of Ethiopia in Partnership with Partnership for Economic Policy, Mar 2017). Hence, purchase decision is mostly taking critical evaluation of the available brands, durability and performance of the vehicles, technical service and spare availability after purchase, etc. This requires paying a visit to the brick and mortar store to get this information in depth.

The country is investing and improving its road network coverage which has been reported 121,171 km, including gravel road, in the year 2017 and planned to achieve 200,000km at the end of the second transformation plan which is by the year 2020. (Report from Ministry of Transport, May 29, 2017) which will further push the demand for those mentioned transport vehicles upward.

The stiff competition among different market players competing to win more market share has brought new challenges to marketers through products and brands. These new challenges force the market players to have a clear understanding of both their consumers and competitors with

special emphasis on the needs and interests of consumers. Thus, consumer behavior has become an increasingly indispensable subject in today's marketing and management areas.

With all the efforts made by marketers to 'pre-sell' consumers through advertising, most of the buying decisions made by the shoppers are made inside the stores. For instance, Hein (2009)'s online "the Elements Report" released in Oct. 20th, 2009 which demonstrated that nearly a third (32 percent) of the 999 shoppers polled online in March of 2009 said that in-store marketing is "very effective." Such fact ignites marketers to continually realize the important influence store environments exert on many purchases. Thus, the in-store promotions attached by different stimulus have been extensively used as efficient tools to help the stores to increase sales.

The impulse buying mentioned above according to the previous research will be taken in two forms; brand switching and brand substitution. Brand switching refers to the consumers who switch from brand A to brand B because of the stimulus attached in-store promotions (Baohong S., Scott A. N., and Kannan S 2003).

Brand substitution refers to the degree of likelihood that the customer will purchase another brand if their preferred brand is not available. When the substitution is low or nonexistent, a customer would leave the store without making the purchase if their preferred brand is not available (Brandeo 2009). Those two views show that retail management has an enormous opportunity to affect and guide consumer behavior, influencing consumers to behave in a way that benefits the retailer, for instance, only increasing sales (Elvin & Mehran 2008).

Physical stores are not only interesting from a sales perspective, but from a branding perspective as well. In other words, besides for merchandise, the store is thought to be capable of building the consumer-brand relationship too. In today's consumer culture, where people are constantly being bombarded with all kinds of advertising messages 24/7, the store environment offers one of the few possibilities to get the consumer in a three-dimensional environment that is entirely controlled by the brand. Brands invest massive amounts of money in creating the right store environment to draw consumers in and get them handing over their hard-earned cash. The systematic connection between design and brand management can in turn be traced back to the 'corporate image' work performed by design agencies (Arvidsson, 2005).

The in-store environment comprises various elements that are able to influence human emotions, cognitions, and behaviors, as shown by many researchers in the field of environmental psychology and atmospherics (e.g., Baker,2002; Grewal & Parasuraman, 2014; Donovan &

Rossiter, 1982; Mehrabian & Russell, 1974). To indicate the potential of the physical store environment, Kotler (2014, p. 48) argues that “the atmosphere of the place is more influential than the product itself, in the purchase decision”. He coined the term atmospherics to describe the design of store environments to produce certain effects in the shopper’s mind (Kotler, 2014). Turley and Milliman (2000) uncovered external variables, general interior variables, layout and design variables, point-of-purchase and decoration variables, and human variables to describe the store environment design. Under these atmospheric variables, a number of subcategories are distinguished, like colors, lighting, music, scent, and artwork. Altogether, it shows that there are many variables that can be used to influence consumers’ in-store experiences, and along with that, their affective, cognitive and behavioral reactions.

Whether is it to purchase a product or just to ‘look around’, people shop for a reason. They always walk over the store’s threshold with a motive. The researcher proposes that the communication message that the in-store promotion conveys should understand, and speak to these motives in order to be most successful in developing brand awareness.

1.1 Background of the Study

Unlike the times when marketers promoted products through outdoor mass media, today in-store promotion has been commonly used by retailers as a way of temporarily increasing sales. This fact may even be most powerful short-term tool available to low involvement store management (Wilkinson, 1982).

It can be shown that the reason for why In-store promotion is becoming more efficient should attribute to the feedback from the consumers who consider it a new trend in recent years due to its ‘touch and feel’ characteristics, namely, the stimulus attached on in-store promotions, for another example accounts for the growth of in-store promotions by the increase of self-service retailing and the proliferation of brands which have themselves caused a number of changes in the market place environment. First, the shopper is faced with an increasing range of brands from which he must make his choice without the help of the retailer. Second, since today’s competition brands are virtually the same product, competition for shelf space and attention has forced the manufacturer or retailers to develop display material and distribution channel which, it is hoped, will benefit the product at the point of sale and might even create referral(s).

By contrast, high-involvement decisions carry a higher risk to buyers if they fail, are complex, and/or have high price tags. A car, a house, and an insurance policy are examples. These items are not purchased often but are relevant and important to the buyer. Buyers don't engage in routine response behavior when purchasing high-involvement products like motorcycles. Instead, consumers engage in what's called extended problem solving, where they spend a lot of time comparing different aspects such as the features of the products, prices, technical features, after sales services, experiences of previous purchasers and warranties.

High-involvement decisions can cause buyers a great deal of postpurchase dissonance (anxiety) if they are unsure about their purchases or if they had a difficult time deciding between two alternatives. Companies that sell high-involvement products are aware that post-purchase dissonance can be a problem. Frequently, they try to offer consumers a lot of information about their products, including why they are superior to competing brands and how they won't let the consumer down, after sales services, etc. Salespeople may be utilized to answer questions and do a lot of customer "hand-holding." (Kotler, Marketing 3.0, 2010).

Direct consumer contact is an advantage for retailers, as 70% of shoppers make purchase decisions in stores and are thus open to last-minute persuasion. The physical presence of shops following a uniform design, name, logo and style is equivalent to a permanent poster campaign on premium advertising sites, perfectly targeted. When shoppers enter the stores, they form a strong impression, and each visit provides the retailer with an opportunity to communicate and tangibly demonstrate something about the company and products.

Many retailers are becoming increasingly involved with in-store advertising: interactive touch screens, motion graphics and floor and ceiling displays are common in developed markets. In-store scent and sensory marketing is also becoming popular. In June 2011, Schick launched the first scented men's razor, the Xtreme3 Refresh. Scent is embedded in the handle, but they are also using ambient scenting in-store. They want to establish brand awareness and loyalty through emotions, as fragrances can create positive experience with brands on the subconscious level by influencing perception, mood and shopping behavior.

As opposed to the time before the turn of the twentieth century when manufacturers had exclusivity over branding rights, after wards, retailers have shown that they can procure high-quality goods and deliver them with very effective branding, garnering considerable shelfspace and mindspace. Brand awareness creation and brand loyalty is not dead; it has just shifted to

another player in the value chain as retailers are challenging manufacturers for control of their traditional source of profit: mindscape. But the battle is tilted in favor of the retailers, who have continued to build their use of media-type strategies (creating awareness via stores, backed up with communication in-store) making the time for manufacturers to reach their consumers harder and harder. (Greg Thain and John Bradley, 2012 Pp 83-102)

It is inevitable to notice the effect of in-store promotions helping and guiding customers about the decision they are going to make of the product or brand they are made available to. The question is, what are those effects played by in-store promotions in creating part of the decision variables utilized by customers of those high-involvement products like motorcycles?

Although there are a number of studies regarding the importance of in-store promotions in general or each kind of in-store promotions, for instance about their effects on increasing sales; there seems to be little research concerning the effect in-store promotions have on consumers' brand awareness.

The little attention attached to the subject and the totally dissimilar product stores noticed in Ethiopia for the product under consideration (noticed during preliminary survey) make it necessary for the researcher to take brand into consideration when studying the in-store promotion by investigating the effects on brand awareness. It should be of relevance to brand owners, retailers as well as marketers to understand the effect as well.

1.2 Statement of the Problem

The power of in-store promotion activities to increase sales at the point of sales has been discussed by many scholars and researchers and these activities are used from sales perspectives. As per the researcher's knowledge so far and various articles reviewed, studies regarding in-store promotions have lack of researches regarding their effects on brand awareness especially in the motorcycle market. This implies a great opportunity to cover this empirical gap by developing a new study in order to discover new implications for in-store promotion due the great importance of brand awareness for the marketing, marketers and the great impact it has on consumer buying decision for the envisaged products. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set, the handful of brands that receive serious consideration for purchase (Keller K.L 2013).

By and large, Baker, Parasurman, Grewal, & Voss (2002), in their study of the influence of multiple store environment cues on perceived merchandize value and patronage intentions, have found that there exist positive and significant relationships between store environmental cues and perceived merchandize value and patronage intentions in the US and UK markets for grocery products. Mattila & Wirtz (2001) have found convergence of results in their investigation of the effects of store scent and music as a driver to the in-store evaluations and customer behavior. Many scholars and researchers found similar results as to the effect or influence of store environmental variables (in-store promotion constructs) on either increasing sales or brand loyalty or store patronage or etc. Some of the researchers to mention are Bitner (1992); Marike Venter de Villiers, Richard Chinomona & Tinashe Chuchu (2018); Iyer (1989); Elvin & Mahran (2008); David L.M et al.,(2015); Turley & Millinam (2000); etc, all being conducted in countries like Taiwan, USA, UK, India, Sri-Lanka, Australia, South Africa, etc.

On the contrary, Chan & Tai (2001); Sayed Farrag & Berk (2003); and Tang, Chan & Tai (2001); in their study of the effect of servicecape/atmospherics (ambience, design and layout) on consumer behavior in the nonwestern cultures, specifically China, have found that Chinese consumers mostly rely not on the impulse sense created by the atmospheric variables for their brand preference, choice and awareness rather they heavily depend on the quality and performance parameters of the product itself. Hence, Chinese consumers are not responsive to the in-store promotions portrayed through the store atmospherics/environmental cues/variables.

Sayed et al., (2003) also found that Egyptians tend not to be keen observers; retail settings in Egypt are so crowded that consumers seem to be more influenced by elements like environmental music than store design and layout. Massara, Liu & Merala (2010), investigated and concluded that there is no direct effect of atmospherics on consumer emotions, rather, they said, are merely a product of cognition. Hence, environmental atmospherics do not have effect on consumer emotions of product purchase rather they have effect on the product and brand cognition which in turn will sooner or later result in certain emotions either to purchase or reject the product.

In order to clarify such differing results found by various researchers across various demographics and products, the researcher preferred totally dissimilar product, Motorcycle, and the country setting being Ethiopia. To proceed with the investigation, preliminary survey of the market in different parts of the country was made in order to see the rough appearance of

motorcycle stores found in towns like Addis Ababa, Adama, Bishoftu, Ziway, Shashemene, Hawasa, Mekelle, Dessie, & Debreberhan) and found that it was very difficult to easily locate most of the motorcycles retail stores itself let alone obtain some cues related to the brands they handle. A person who is familiar with Toyota automobiles can easily identify authorized company's store through some of the brand related store designs and environments (Evidenced from the Addis Ababa, Hawasa, Mekelle and Adama Toyota store visit during the preliminary survey). Similarly, it can easily be identified that if one is exposed to one of the branches of, say, Zemen Bank of Ethiopia, even in the absence of the name and logo on it. However, in Ethiopia, it is very difficult to tell some or even one store selling motorcycle brands belong to some known brand.

Store specific knowledge and store environmental cues in relation to brand awareness of consumers has to be uncovered so that the problems listed and the contradicting results found by different researchers in different demographics can get relief.

Hence, what and how consumers in Ethiopia use in-store promotion variables to recognize and recall motorcycle brands dealt by various retail stores is worth studying.

1.3 Research Questions

- i. What environmental cues related to the stores help them locate those stores?
- ii. Can the consumers who are exposed to the in-store promotions (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability) recall/remember the brand being promoted?
- iii. Will the consumers who paid attention to the in-store promotions (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability) could recognize the brand being promoted?
- iv. Will the consumers brand awareness be influenced by in-store promotions (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability) variables?
- v. Which of the in-store promotion variables exert most significant effect on brand awareness of consumers?

1.4 Objective of the Study

General Objective

The general objective of this study is to identify the effects that in-store promotions have on consumers' brand awareness of motorcycle market in Ethiopia, with specific emphasis to the two dominant brands, Bajaj and TVS brands

Specific Objectives

The specific objectives of the study are the following:

- i. To identify what environmental variables are used by consumers to locate motorcycle retail store in their vicinity.
- ii. To assess whether consumers can recall/remember the brand being portrayed by each of the in-store promotion variables under consideration (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability)
- iii. To assess whether consumers can recognize the brand being portrayed by each of the in-store promotion variables under consideration (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability)
- iv. To assess the effects of in-store promotion variables under consideration (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability) on consumers' brand awareness.
- v. To find out which in-store promotion dimension under consideration (store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability) has the most significant effect on consumers brand awareness.

1.5 Significance of the Study

Many of the literatures regarding the study area deal extensively on the elements of store atmospherics and their effect on consumer purchase decision, store choice decisions, etc focusing on the retail industries of supermarkets, apparel and services sector. Still many of the studies have focused on different in-store promotion variables such as the store design variables like lay out, signage, walk ways, etc; store atmospheric variables like lighting, sound, scent, etc; and their effect on customers' mood, satisfaction, purchasing behavior, brand patronage, etc.

It is therefore clear that the term “in-store promotion” has been investigated in various ways, but, to the best knowledge of the researcher, none of the studies focused on the motorcycle industry or on all the in-store promotion elements such as design lay out, fascia, feature areas, color, lighting, scent, sound, touch (technology & texture), talent or personnel, merchandise, prices, etc. Much of the studies have focused on the individual factors of store environment such as music and lighting, but none has focused on the overall store environment cues. All of the studies reviewed were conducted in different parts of the world, especially in Taiwan, USA, India, Sri Lanka, China, Egypt, Australia and South Africa but as far as could be established, no studies have been done in Ethiopia. There exist contradictions in the findings or results of the various researchers across cultures, specifically, between western markets; African Markets; East Asian countries like India, Sri-Lanka, etc; and China. A gap in the existing literature was therefore identified and the opportunity was taken to investigate the effect of in-store promotions (Store Design- Decorations, Product Assortment, Feature areas and Light & Color; and Store Talent- Appearance and Professionalability) on brand awareness in motorcycle stores in Ethiopia.

The little attention attached to the subject and the totally dissimilar product stores noticed in Ethiopia for the product under consideration make it necessary for the researcher to take brand into consideration when studying the in-store promotion by investigating the effects on brand awareness. It should be of relevance to brand owners, retailers as well as marketers to understand the effect as well.

This study took a consumer-centered response approach to in-store promotions in an attempt to holistically consider this area of the motorcycle market which has received very little attention in the previous studies. Hence, it will benefit motorcycle manufacturers and traders in Ethiopia by

indicating the way consumers' brand awareness is influenced by in-store promotion variables and help them take necessary strategic decision.

The study also help clarify the gap noticed among the findings of various researchers in various parts of the world and assisted to see what was the case in Ethiopia. It also helps indicate some researchable areas both within the automotive industry and other areas of businesses.

1.6 Delimitation/Scope of the Study

There are different possible limitations of this research study. The fact that a non-probability purposive sampling method used in this study can in itself be seen as a limitation, as the findings could not be generalized to the greater population but further researches can be done in the future by using a more representative sample. Similarly, the sample will be drawn from consumers living in the major towns of Ethiopia such as Addis Ababa, Hawassa, Jimma, Mekelle, Bahir-Dar, Adama, Harar, Nekemtie and Jigjiga and therefore will not geographically be representative. As the main purpose of this study is to provide the motorcycle industry in Ethiopia with a clear understanding of the causal link that could exist between in-store promotions and brand awareness, it is in line with the study being quantitative in nature.

Moreover, due to time and resource constraints, there exist limitation of variables considered as this research focused on major variables such as **Store Design-** Decorations, Product Assortment, Feature areas and Light & Color; and **Store Talent-** Appearance and Professionalability. But, other variables were not considered in this study which are like **Store Atmospherics-** sound (noise & music), scent (smell & fragrance), touch/texture (cleanliness, display, and comfort & seat), store location, proximity to the customer, surrounding infrastructure, product quality, commercials, price, parking area, etc and these variables may have influence on the brand awareness. This study may yield different results across other industries that may be of interest to a broader range of retailers.

The lack of ample literatures in the area and access to some sources has also created enormous problems to compile and establish tangible and confined concepts. The university has not provided any mechanism by which students can get some references from some online sources of journals and researches.

The time scope of the study was also cross sectional only and hence, no consideration for longitudinal time series data which may yield varying findings.

1.7 Definition of Terms

For the purpose of this study the following terms are conceptually and operationally defined:

1.7.1 Conceptual Definition

Below-the-line (BTL) advertising is an advertising strategy in which a product is promoted in mediums other than radio, television, billboards, print and film. Types of below-the-line advertising commonly include direct mail campaigns, trade shows and catalogs, targeted search engine marketing and in-store activities. (<https://www.investopedia.com/terms/b/below-the-line-advertising.asp>, accessed on May 29, 2018)

Motorcycle: a vehicle having a seat or saddle for the use of the rider and designed to travel on not more than three wheels in contact with the ground; the term does not include a tractor (<http://www.duhaime.org>, 2018)

Brand: a name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product (Philip Kotler & Gray Armstrong, 2014)

Emotions: Can be defined as “oral expression of feelings and as a personal, subjective psychological state” (Baker J et al, 2002).

Talent: A natural ability to excel at a duty or action. A group of people, such as employees, who have a particular aptitude for certain tasks like product and service knowledge and description, sales, appearance, etc (BusinessDictionary.com, 2018). By inference, **Store Talent** is the professional ability of a store person.

1.7.2 Operational Definition

Atmospherics: The physical characteristics of a store that are used to develop an image in order to attract consumers (Berman & Evans, 2010:508).

Feature areas: Those areas in a store that are specifically designed in order to grab consumers’ attention including the different types of equipment used to display merchandise (Levy, Weitz & Beitelspacher, 2012:479). The effective flow of used space, traffic control and sales productivity of a retail store in order to ensure that consumers are comfortable while shopping and that the overall appearance of a store is attractive (Levy et al., 2012:473).

Store atmospherics: A store's physical characteristics such as sound (noise & music); scent (smell & fragrance); touch/texture (cleanliness, displays, comfort and seat availability, etc); and much more that are used to develop an image and draw customers (Berman et al., 2010:605).

Store design: The interior and the exterior design of a store where goods are sold to the community. The goal of store design is to make the store space more appealing and inviting to customers, it includes store decorations, inside the store product assortment, feature areas, the lighting & color match ups, the walk-ins, etc (Burns, 2012).

1.8 Organization of the Study

The research was organized in five main chapters as follows:

- ❖ Chapter 1: **Introduction:** -This chapter contained background of the study, statement of the problem, objectives of the study, significance of the study, and delimitation/scope of the study.
- ❖ Chapter 2: **Literature Review:** -This chapter discussed the literature relevant to the research with emphasis to the theoretical, empirical review and the conceptual frame.
- ❖ Chapter 3: **Methodology of the Study:** -It describes the type and design of research; data sources and methods of data collection; data collection tools; and data processing and analysis implemented.
- ❖ Chapter 4: **Discussion, Analysis and Interpretation:** - This chapter has been organized to summarize the results or findings of the study; analysis and interpretation of the findings.
- ❖ Chapter 5: **Conclusion and Recommendation:** -This being the last chapter of the study, presents the conclusions drawn from the study and builds recommendations relevant to the statement of the problems and objectives of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

2.1.1 Managing Brand Equity

As per Aaker D (1996), managing brand equity requires taking a broad, long term perspective of brands. A broad view of brand equity is critically important, especially when firms are selling multiple products and brands in multiple markets. Here, brand hierarchies must define common and distinct brand elements among various nested products. New products and brand extension strategies must also ensure that we have optimal brand and product portfolios. Finally, we need to manage these brands and products effectively over geographic boundaries and target market segments by creating brand awareness and positive brand image in each market in which the brand is sold. We need a long term view of brand equity because changes in the current marketing programs and activities and in the marketing environment can affect consumers' brand knowledge structures and thus their response to future marketing programs and activities. Managing brands over time requires reinforcing the brand meaning and adjusting the branding programs as needed to create brand awareness.

Keller (2013) and Berman B & Evans J.R. (2010) described brand awareness being related to the strength of the brand node in the consumers' memory, as reflected by the consumers' ability to recall and recognize the brand under different conditions. Brand recall is the ability of consumers to retrieve the actual brand element from memory when given some related probe or cue, like in-store promotion variables, while brand recognition refers to the ability of consumers to identify the brand under a variety of circumstances and can rest on the identification of any of the brand elements.

Kotler (2014) paraphrased the definition of a contact given by Schultz, Tannenbaum, & Lauterborn as, a contact is any form of information bearing experience that a customer or prospect has with the brand, needs to be favorable for a positive brand awareness to flourish. A person can come in contact with a brand in numerous ways including friends' & neighbors' comments, packaging, newspaper, magazine, TV information, ways the customer is treated in store, product shelving, signage type appearing in the store, store design, store atmospherics, etc.

Experiential marketing is any form of customer focused marketing activity, at various touch point, that create sensory-emotional connection to the customers. There are basically five different types of marketing experiences that are becoming increasingly vital to consumers' perception of brands: those that appeal to senses, feelings, thinking, acting, and relate marketing. Customers want to be entertained, stimulated, emotionally affected, and creatively challenged. These can all easily be done by strategically using in-store marketing targeted to branding.

2.1.2 In-store Marketing

To be able to understand the effect in-store promotion has on consumers' brand awareness, it is important to understand the general theories of in-store marketing and how it affects consumers' shopping experience.

According to Keller (2013), the appeal of in-store marketing lies in the fact that consumers many times make their final brand decisions inside the store.

Previous studies concerning in-store marketing have put a lot of emphasis on in-store stimulus, or atmospherics. For instance, According to Turley and Millinam (2000), creating influential atmospheres is an imperative marketing strategy. Kotler also claimed that "atmospherics" can be used as a term to describe the intentional control and manipulation of environmental cues (Kotler, 2014)

According to Iyer (1989), as the exposure to in-store marketing extends/increases, latent needs recognition also increases, resulting in further increase in the opportunities for a brand to influence the consumer towards a purchase, regardless of whether it has been written on the shopping list or not and hence brand awareness boosts. There exists several terms for in-store marketing. For instance, in-store stimuli, in-store displays, end-of-aisle (Wilkinson et al. 1982; Elvin& Mehran 2008), and point-of-purchase display (David L.M et al. 2015; Elvin& Mehran 2008) all of which have revealed that the activities shown to increase sales for the promoted products.

Nonetheless to say, to the best of the researcher's knowledge, almost none of the studies before have paid attention to how these activities can affect promotion of the brands. Because of this theoretical gap in the existing theories concerning the study, issues will be employed to generate statements.

2.1.3 Branding the Stores

Retailers or other channel intermediaries (stores) can affect the brand equity of products they sell by establishing brand awareness and associations to their product assortment. This can be done through branding the store as a whole, as well as individual departments, classes of services, or any other noteworthy aspects of the shopping service or shopping experiences. Consumers must have rewarding shopping experiences in searching, choosing, paying for, and receiving products including after sales services defined by the **store design** and **store atmospherics** so that these experiences can turn out to be the valuable points of parity with respect to competitors. (Keller, 2013, Pp 572-573; and Greg Thain and John Bradley, 2012, Pp 83-84). Moreover, the above listed store branding activities need to be backed by memorable marketing, sales and after sales **talent** of employees from the store gate to the far back end which is technical support and after sales service providers.

2.1.4 Brand Awareness

Even though the strategic goal for a brand is the brand's identity, the brand image that actually resided in the consumers' mind about the brand could be very different from that goal. According Keller (2013), such a variation is due to the differential brand knowledge structures of individual consumers as revealed by the levels of brand awareness (Chan-Olmsted, 2008). Within the scope of brand management, brand awareness is contemporarily widely researched by both academic researchers and organizational practitioners. According to Alba and Chattopadhyay (1985) brand awareness is related to the strength of the brand as reflected by consumers' ability to identify the brand from among various brands under different conditions. The indispensable role that brand awareness is playing in the consumers purchase decision have been tried to be explored by many researchers. For instance, brand awareness can provide a host competitive advantages. As per the study made by Macdonald and Sharp (2002) about the relationship between brand awareness and consumer decision making process, brand awareness impacts on consumer's decision making by influencing which brands enter the consideration set, which of the brands in the consideration set are used as a heuristic, and the quality perception. According Aaker & McLoughlin (2010), first, to both industrial and consumer buyers of high value/durable products, name recognition can be an indication of commitment, presence and attributes that can be very important. Second, brand awareness can provide sense of familiarity

or recall and driver to the buying decision. Logically speaking, there should be a reason if a name is recognized because human beings are assumed to be rational.

Based on the above discussions, it is easy to notice that by frequently overlooking in discussions of advertising strategy, brand awareness is a crucial consideration (Percy and Rossiter 1992), however, the majority of the studies regarding the effect on brand awareness were about outdoor advertising, or mass media advertising vitally because visual and verbal effects created by mass media advertising can help entrench the brand name in the consumer's memory; through creation of enough consumers brand experience by helping them the chance to see, hear, think about it, etc, the brand will take root in memory (Z. Ahmed and M. Umar 2009). Although important as brand awareness is, few studies have researched on the effect in-store marketing as a form of BTL advertising has on brand awareness, but only concerning in-store promotions as the tools increasing sales. However, as in-store marketing is becoming a trend for marketers for its efficiency, it is reasonable to assume that once brand awareness can also be affected by in-store promotions, and then in-store promotions can be beneficial for both promoting brands and increasing sales, which is considered as a long-term strategy as mentioned by previous studies.

According Hawkins (Consumer Behavior: Building Marketing Strategy (13th Ed). New York: McGraw-Hill.), the stimuli that pertain to store attributes include store design, store atmospherics, in-store service- accessibility, reputation, facilities and post-transaction service.

Keller (2013, P. 73), asserted that **brand awareness** consists of brand recognition and brand recall performance:

- **Brand recognition** is consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, when they go to the store, will they be able to recognize the brand as one to which they have already been exposed?
- **Brand recall** is consumers' ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue. In other words, consumers' recall of Kellogg's Corn Flakes will depend on their ability to retrieve the brand when they think of the cereal category or of what they should eat for breakfast or a snack, whether at the store when making a purchase or at home when deciding what to eat.

Hence, consumers brand awareness is measured through the mediating or moderating variables, brand recognition and brand recall of the specific brand under varying conditions.

2.2 Empirical Review

This research followed Baker et al. (2002) in using two different environment cues as the in-store promotion dimension: **Store Design, and Store Talent.**

2.2.1 Store Design and Brand Awareness

Brand awareness can be built by creating an environment to further maximize the potential of the business. Visual merchandising improves the retail design by taking into account all the elements through which imagery can be created: lighting, color, management of space, product information, or interactive installations. The strategies are directed either to exterior design, or interior.

Focusing both on interior and exterior aesthetics has two major advantages: we can lure people inside and make them stay. If the window displays are enough appealing, we can transform passers-by into potential customers. The interior design is also important. Once you addressed an “invitation”, you need to ensure that your “guests” are satisfied; this has as an outcome beneficial purchase decisions and brand referrals by having brand awareness and loyalty.

In past literature, definitions and categorizations of store environments are highly varied and complicated. A study by Mehrabian & Russell (1974) was one of the first to be based on the stimulus-organic body-response (SOR) theory to construct the M-R environmental psychology model and explore the influence of the “buying environment” on customer purchases. The M-R environmental psychology model suggests that, when individuals face the external environment, there are two opposing behaviors: approach and avoidance. The “pleasure emotion” and “arousal emotion” induced by the environment can cause the customer to remain longer in the store and experience a greater buying impulse.

“**Store design**” refers to all aesthetic-related objects; tangible and visible environment components exist in the forefront of the consumer’s perception; such are the more obvious sources of visual stimulation/cue to the customer, and include internal and external architecture – **decorations, product arrangement/assortment, feature areas** - space arrangement & signs; **sight** - light & color.

Kumar and Kim (2014), in their study of The store-as-a-brand strategy: The effect of store environment on customer responses in the USA apparel industry, argue that consumers tend to develop a negative attitude towards the brand when elements in the store environment (store design) imply that the store is attempting to mislead the consumers in some way. When

consumers' initial perceptions of the store design are negative, there is a tendency for them to rate their overall brand experience as less fulfilling than those who perceived positively and hence the power of the emotion resulted in the consumers mind to recognize or recall the brand is affected in some way. Holmqvist and Lunardo (2015), in their research titled The impact of an exciting store environment on consumer pleasure and shopping intentions of France women shoppers, have also similarly found that exciting store design/environments tend to elevate consumer pleasure with their brand experience; store design has significant role to play in shaping consumers' perceptions of the brand, which can result in consumers purchasing the brand and become brand loyal. Kirby & Kent (2010), in their study of architecture as brand: store design and brand identity in UK, found that store design as portrayed by store layout and decorations has significant effect on boosting consumers brand awareness and retail store identity. On the contrary, Chan & Tai (2001) have found insignificant effect of the store environmental exposure of Chinese consumers as opposed to westerns on their emotions, impulses and shopping behaviors and outlets. Chinese consumers tend to be more quality & performance of the product driven rather than such external stimulus.

Based on the aforementioned findings and contradictions, the researcher has hypothesized the following;

H0a: Store Decorations has no significant effect on consumer's brand awareness of motorcycles in Ethiopia

H0b: Store Product Assortment has no significant effect on consumer's brand awareness of motorcycles in Ethiopia

H0c: Store Feature Area has no significant effect on consumer's brand awareness of motorcycles in Ethiopia

H0d: Store Light & Color has no significant effect on consumer's brand awareness of motorcycles in Ethiopia

2.2.2 Store Talent and Brand Awareness

Clarke et al. (2012), in their research on sensory retail environment of small fashion boutiques in UK, underlined that it is not just tangible things that can affect shopper's experience like store traits such as walk ins, signage, cleanliness, etc but more than anything is presence of owner-

manager can highly influence consumer's brand experience. Store employee cues are expected to have a positive influence on merchandise quality perceptions. Two studies that include descriptions of store employees as part of the overall store scenario find a positive influence of store environment on merchandise quality perceptions. Gardner and Siomkos (1985) depict salespeople as either sloppily dressed, nasty, and uncooperative; or sophisticated, friendly, and cooperative. Akhter, Andrews, and Durvasula (1994) describe store employees in terms of their friendliness and knowledge.

“Store employee/talent” refers to the level of feeling related to stimulation from employees, including employee appearance, professional ability as described by the product knowledge and technical capacity ...etc.

Service quality as expressed by store employee appearance and professionalability can show customers how much they are valued within stores based on how attentive employees are to customers during their shopping experience (Bhukya 2016, Erasmus 2013, Tynan 2014, Hassan 2015). Stores with higher prices on their products generally have more advanced customer services (Baker 2002, Dalwadi 2010, Hasan 2015, Tynan 2014 Schielke 2015). This is due to the fact that stores are trying to justify their prices by providing services that match their products' values (Madzharov 2015, Schielke 2015, Tynan 2014). This is showcasing how more elite products with higher prices will need more attention, in order to showcase their value to the customers (Baker 2002, Madzharov 2015, Schielke 2015, Tynan 2014).

Based on the discussions aforementioned, the following were hypothesized;

H0e: In-store employee appearance has no significant effect on consumer's brand awareness of motorcycles market in Ethiopia.

H0f: In-store employee professionalability has no significant effect on consumer's brand awareness of motorcycles market in Ethiopia.

2.3 Proposed Conceptual Framework

Taking the basic concept from the M-R theory of S-O-R, and Baker et al., (2002) model, and referring to various related articles reviewed earlier, the researcher has proposed the following conceptual framework.

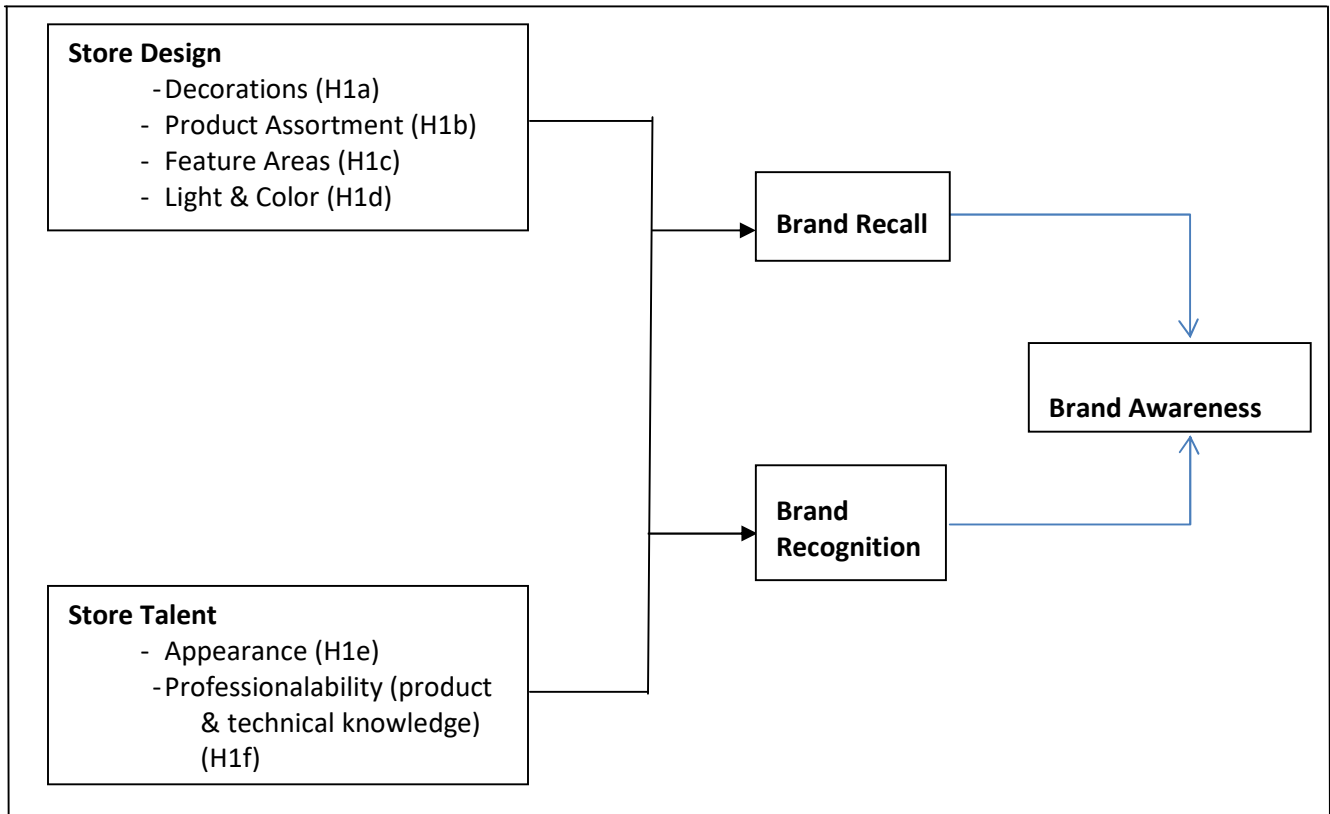


Figure 1: Proposed conceptual framework

CHAPTER THREE

RESEARCH DESIGN & METHODOLOGY

3.1 Description of the Study Area

This study is to be conducted in Ethiopia with specific focus to Bajaj and TVS motorcycles market. Ethiopia being located in “the Horn of Africa” shares boundaries with South and North Sudan on the west, Somalia and Djibouti on the east, Eritrea on the north and north west and Kenya on the south. The country’s proximity to Middle east and Europe has made it strategically important for international trade enhancement. It is a country of great geographic diversity containing high and rugged mountains, flat topped plateaus, deep gorges, valleys and vast rolling plains. It has tropical rainy, dry and warm temperature rainy climates. The country is endowed with both natural and manmade tourist attraction centers ranging from cultural to religious centers and covering its beautiful and greatly varying topographies.

In Ethiopia, road transport is the dominant infrastructure for both freight and public transport services. The largest budget of the country goes to the road infrastructure development in the view to connect the mostly agrarian society to the market and other service centers.

Ethiopia desperately needs a new fleet of vehicles. The streets of Addis Ababa, its capital, are filled with dilapidated vehicles. Some of the ubiquitous blue and white taxis are rattling soviet-era ladas built in the 1980s. Many of the country’s imports are used vehicles (www.ethiopia.gov.et/geography).

According to ERCA data, Ethiopia has imported 23,758 units of two wheeler motorcycles only in the year 2013 which has grown to almost double (43,856 units) in the year 2015. The major imports are Indian origins.

From the data collected from the annual vehicle inspection data available at the Federal Transport Authority database, concentration of motorcycles is analyzed and the study area is specified accordingly. Hence, from the towns of the country, Addis Ababa, Hawassa, Adama, Jimma, Mekelle, Bahir-Dar, Dire-Dawa, Nekemtie, Harar and Jigjiga are selected and focused.

3.2 Research Approach

This study used quantitative research approach where data were collected, organized, analyzed, interpreted and conclusions were drawn from. In this study, the data collected were quantitatively analyzed using statistical software SPSS 24 in such a way as to indicate the causal relationships that existed between the variables considered.

3.3 Research Design

As the main aim of explanatory research is to identify any causal links between the factors or variables that pertain to the research problem, the researcher used explanatory research design for this study to identify the causal links between the variables considered.

The study is mainly an explanatory research since it tries to examine the effect of in-store promotion on brand awareness and hence enable motorcycle dealers in Ethiopia to have a better in-depth understanding of their consumers' needs and wants in terms of in-store promotions and its effect on consumers' brand awareness. The study used primary quantitative data collected through survey using self-administered questionnaire.

3.4 Population and Sample

All motorcycle customers and dealers (importers, assemblers, distributors, and retailers) of Bajaj and TVS brand motorcycles were the target population of the study considered. Among this population, samples of customers, drivers, dealers were randomly selected and included in the study from purposively selected shops and passer byes who are located in the purposively selected towns of the country, namely, Addis Ababa, Hawassa, Jimma, Mekelle, Bahir-Dar, Adama, Dire-Dawa, Harar, Nekemtie and Jigjiga. Therefore, the population considered was infinite. Thus, for the study being quantitative, sample size determination formula and calculation method suggested by Cochran (1963) inferring to the infinite number of population and confidence level at 95% was used.

$$ss = \frac{z^2 pq}{e^2}$$

Where,

ss= sample size

z= the standardized value

p= level of variability

q=1-p

e= the level of precision

$$ss = \frac{1.96^2 * 0.5 * 0.5}{(0.05)^2}$$

$$= 384$$

Using the formula, the sample size of the study with 95 confidence level and 0.5 level of variability was calculated to be 384.

From the type of vehicles and number in towns registration database of the Federal Transport Authority of Ethiopia, motorcycle distribution in the towns of Adama, Addis Ababa, Bahir-Dar, Dire-Dawa, Harar, Hawassa, Jigjiga, Jimma, Mekelle, and Nekemtie were extracted and tabulated below, proportional 0.2% samples were drawn to come up with a sum of 384 sample size determined above. Hence, the survey questionnaires were distributed in each of these towns accordingly.

Table 3.4. Total Number of Motorcycles per Town

Towns	Number of Motorcycles	0.2% Sample Size
ADAMA	35011	70
AA	42000	84
BD	17523	35
DD	7500	15
HARAR	5001	10
HAWASSA	42570	85
JIGJIGA	5049	10
JIMMA	15103	30
MEKELLE	12508	25
NEKEMTIE	10200	20
TOTAL	192465	384

Source: Federal Transport Authority Vehicle Registration Database, April, 2019

3.5 Data Sources and Types

In this study, both primary and secondary data sources were used. The primary data used are the data collected directly from purposively selected concerned officials from motorcycle importers and assemblers/manufacturers of Bajaj and TVS brands; and those motorcycle owners/drivers randomly selected from customers of purposively selected stores of each of the towns, Addis Ababa, Hawassa, Jimma, Mekelle, Bahir-Dar, Adama, Dire-Dawa, Harar, Nekemtie and Jigjiga, and included to participate in the structured questionnaire. However, secondary data relating to the volume of trade each dealer (shopper) is trading per year to determine whether that shop is to be included in the sample or not, the density/distribution of motorcycle market in the country, etc were collected from Customs database, importers and distributors of motorcycle in Ethiopia, assembler/manufacturers of motorcycles in the country, annual vehicle inspection database of Transport Authority, etc.

The data types collected and used in this study were quantitative types that show existence or nonexistence of causal links between the variables considered.

3.6 Sampling Procedure

For the purpose of this research the sampling procedure employed was that first sample towns of the country where denser motorcycle markets and retail shops found were selected purposively based on the data obtained from Ministry of Transport of annual vehicle inspection database report. From these towns, stores which are ranked higher sellers of the stated brand motorcycles were selected based on sales performance reports of the sole agents of the two brands in Ethiopia. From customers of the selected stores, participants were purposively approached and included in the survey.

3.7 Data Collection Procedure

Both primary and secondary data were used in this research. Primary data were collected through designed and self-administered structured questionnaire presented to participants comprising of randomly selected owners and marketing managers of motorcycle importers and manufacturers, dealers and retailers of Bajaj and TVS brands found in the various regions of Ethiopia, and motorcycle owners/drivers approached to provide some relevant information to the study. In carrying out primary data collection, however, some of the questionnaire might not be returned

and the returned questionnaire may also even contain some inconsistent responses which is very common in such survey type researches. To curb such a problem, contingency of 10% of the sample size determined above is commonly used and therefore the total number of questionnaire to be distributed approximately becomes 422. The researcher has also distributed the same number of questionnaires, out of which those containing incomplete responses, inconsistencies, etc were dropped and only sample of 384 was used for the analysis. The secondary data were collected from all relevant materials both published and unpublished documents such as previous studies on similar areas and International Automotive Fair (IAF), Federal Transport Authority (TA), National Bank of Ethiopia (NBE), Ethiopian Revenue and Customs Authority (ERCA), Annual reports of the major importers/assemblers/or manufacturers of motorcycles and Central Statistics Agency (CSA) bulletins and documents, etc. In carrying out the work relating to this section of the report a variety of reports, documents and articles were reviewed.

3.8 *Ethical Consideration*

In this study, the safety and the rights of respondents and those that participate in the research and data collection, processing and analysis was highly guaranteed. No exposure to stress, physical or psychological harm, etc. It was completely based on the individual's willingness that s/he was included in the study and information provided by every respondent was confidential to the maximum.

3.9 *Data Analysis*

The data collected and structured from the self-administered questionnaire were categorized according to the major study objectives and questions. The data were analyzed using descriptive statistics, frequency distribution, correlation and regression analysis with the help of statistical tool, SPSS 24. Information organized under relevant themes or categories was utilized to carryout analysis and draw lessons and recommendations.

Using descriptive statistics, the demographic data of the respondents were organized and summarized to provide relevant and simplified information.

On the other hand, multiple regression analysis was used to measure the effect of in-store promotions on brand awareness of motorcycle market in Ethiopia with the specific emphasis on Bajaj and TVS brands.

3.9.1 Survey Questionnaire

Two parts being contained in the survey questionnaire of this study, the first part was designed to gather demographic profile of respondents' like Gender, Monthly Income, Age, their preferred brand of motorcycle, town where they bought the motorcycle, and environmental cue that helped them locate the motorcycle store. The second part of the questionnaire was designed to gather basic information which includes items that are important to measure in-store promotions of motorcycle stores in Ethiopia (i.e. items related to store design- interior decoration of the store, exterior decoration of the store, feature areas (partitions, walk-ins, etc), and light & color composition of the store; points related to store talents – appearance & interactions of employees, and professionalability of the store employees) and to measure respondents' brand awareness of motorcycle market in Ethiopia.

In-store promotions and brand awareness measuring parts of the survey questionnaire were developed on five point Likert scale defined by 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree.

The questionnaires were mainly adopted and customized from (Baker, J. et al., 2002 and Van Rompay et al., 2008). To avoid understanding and language barriers for the respondents, the questionnaires were translated into Amharic language by the researcher. The Amharic version of the questionnaire was intended for those respondents who have low proficiency in the English language.

3.9.2 Reliability and Validity

For any research out come to be acceptable, checking reliability and validity of the research instrument is very important. Reliability means that a measure (in this study survey questionnaire) should consistently reflect the construct/survey question that it is measuring thus the instrument can be interpreted consistently across different situations and validity confirms whether the research instrument actually measures what it sets out to measure (Field, 2013); hence, internal consistency of the research instrument prevail. Very commonly, technique of Cronbach's alpha test is used to check the internal consistency of variables in the research. In this research also, the researcher used Cronbach's alpha to assess the internal consistency of variables in the research instrument. According to Field (2013), Cronbach's Alpha coefficient of 0.7 or higher is considered acceptable and adequate to determine reliability in most

social science research studies. Thus, for this study, Cronbach’s alpha score of 0.7 or higher has been considered adequate to determine reliability. The result of reliability test of this study presented as follows;

Table 3.9. 2 Reliability Test Result

Measurement	No of item	Cronbach’s Alpha
Store Decoration	4	0.758
Product Assortment	4	0.935
Store Feature Area	4	0.867
Store Light & Color	4	0.789
Employee Appearance	4	0.780
Employee Professionalability	3	0.747
Brand Awareness	1	1.000
Overall reliability	24	0.920

Source: Own Survey, 2019

As shown in the above table, all the variables fulfilled the recommended minimum point of the Cronbach’s alpha value, i.e. 0.7. Therefore, all the variables were confirmed reliable variables and signified further analysis using the scale was acceptable.

As per Kothari (2004), Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested. In this sense, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design, validity of the research instrument will be checked as to whether the measuring instrument provides adequate coverage of the topic under investigation, Content Validity, which is addressed through using the instrument containing representative sample of the universe so that the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this, the content validity was verified by the professionals. The instrument utilized for this research has, hence forth, got approval from the research advisor to amplify the content validity.

Moreover, for good validity, the researcher adopted & developed constructs referring different published articles like (Baker et al., 2002), and (Van Rompay et al., 2008).

3.9.3 Data Analysis Techniques

The researcher implemented Statistical Package for Social Science (SPSS) tools to analyze demographic characteristics of respondents, to determine the strength & nature of the relationship between constructs, and to test & validate the proposed hypothesis.

Data analysis help to organize, provide structure, and produce meaning from research data (Tesfaye, 2017) and in here examining the surveys for accuracy, appropriateness and completeness; coding and entering data into SPSS 24 database; and performing analysis of responses according to frequency distribution, descriptive and inferential statistics were made. For dependable outcome of the study reliability, normality, linear relation, variance homogeneity, errors as well as multi-collinearity were also checked.

Following analyses were performed on the data with the help of SPSS version 24 package software;

3.9.3.1 Descriptive statistics

Using descriptive statistical analysis like; frequencies and percentages,; general information and demographic characteristics of respondents were summarized and presented.

3.9.3.2 Test/Model Assumption for Inferential Statistics

3.9.3.2.1 Normality Test

Among the others, one of the assumptions before running analysis of the data was testing normality of the data with Skewness and Kurtosis (Yodit, 2017).

According to (Field, 2013), normally distributed data assumed that the data are from one or more normally distributed populations. Hypothesis testing depends on having normally distributed populations and so if these assumptions are not met then it is difficult to perform hypothesis testing. Therefore, performing normality test is mandatory.

As per (Field, 2013) normality test could be performed by computing the Skewness and Kurtosis, and their respective standard errors. A value between -2 and +2 score in absolute terms for

Skewness and Kurtosis is expected to be significant at $p < 0.05$. Large sample will give rise to small standard errors and so when sample sizes are big, significant values arise from even small deviations from normality for both skewness and Kurtosis (Field, 2013).

3.9.3.2.2 Linearity Test

According to (Field, 2013), normally distributed data assumed that the data are from one or more normally distributed populations and hence there exist linearity between the cumulative probability distribution of outcome variable and cumulative probability of predictor variable(s) distribution. This can be handled by analyzing the Q-Q plots of the variables of concern. A fairly normally distributed data yields dots hover or snake very close to the model fit (diagonal) line. If values fall on the diagonal of the plot then the variable shares the same distribution as the one specified. Deviations from the diagonal line show deviations from the distribution of interest.

3.9.3.2.3 Multi-Collinearity test

A situation in two or more independent variables are highly correlated refers to condition of Multi-Molinearity. When the independent variables are multi-co linear, there is overlap or sharing of predictive power of the independent variables and it will be very difficult to estimate dependent variable using regression model. Moreover, independent variables are correlated among themselves, the unique contribution of each variable is difficult to assess. This is because of the overlapped or shared variance between themselves, i.e., they are multi-collinear. Reviewing the Variance Inflation Factors (VIF) and the Tolerance Values, multi-collinearity existence could be addressed. VIF values above 10 and tolerance value below 0.10 indicate multi-collinearity (Field, 2013). Therefore, both the “tolerance” values (greater than 0.10) and the “VIF” values (less than 10) are all quite acceptable.

3.9.3.2.4 Correlation analysis

Correlation is a statistical device used to measure the strength or degree of a supposed linear association between two or more variables. So that, Pearson correlation analysis was made to see the direction and strength of relation between independent variables (i.e. store decoration, store product assortment, feature area, light & color of store, employee appearance and employee professionalability) and the dependent variable, brand awareness of motorcycle stores. The strength of a linear relationship (i.e., how close the association is to being a perfectly straight

line) and the direction of a linear relationship (increasing or decreasing) were performed. All the necessary requirements (i.e. continuous variables, case value on both variables, linear relationship between variables, independent cases, normality, random sample data, no outlier for analysis of correlation using Pearson correlation) were performed and the data found to be suitable for analysis.

As per Field (2013), the strength (value of Pearson correlation analysis) of the correlation value could be interpreted using the following rule of thumb;

- $0.1 < |r| < 0.3$... small / weak correlation
- $0.3 < |r| < 0.5$... medium / moderate correlation
- $0.5 < |r| < 1.0$... large / strong correlation

3.9.3.3 Inferential Statistics - Regression analysis

The extent to which independent variables (store decoration, store product assortment, feature area, light & color of store, employee appearance and employee professionalability) influence the dependent variable (brand awareness) was investigated using regression analysis. Regression analysis help fit a predictive model for dependent variable (brand awareness) from independent variables (store decoration, store product assortment, feature area, light & color of store, employee appearance and employee professionalability). It also help generate inference to test the hypothesis. Hence, in order to see the effect of in-store promotions on brand awareness of motorcycle store, multiple linear regression analysis was employed. Multiple Linear regression estimates the coefficient of the linear equation, involving all independent variables (store decoration, store product assortment, feature area, light & color of store, employee appearance and employee professionalability) that best predict the value of the outcome variable (brand awareness).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATIONS

4.1 Respondents' profile

A total of 384 respondents were participated in this research. Summary of the demographic profiles of these respondents was shown in the following tables. Most of the motorcycle customers/respondents were males (68%). Most of the respondents are between the ages of 31 years and 45 years with major monthly income groups being above 10,000 birr and below 20,000 birr.

Table 4.1.3 Demographic profile of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent	Frequency
Gender	Male	261	68.0	68.0	68.0
	Female	123	32.0	32.0	100.0
	Total	384	100.0	100.0	
Income	Below 3,000	108	28.1	28.1	28.1
	Birr 3,001 to 10,000	118	30.7	30.7	58.9
	Birr 10,001 to 20,000	158	41.1	41.1	100.0
	Total	384	100.0	100.0	
Age	18 to 30 Yrs	94	24.5	24.5	24.5
	31 to 45 Yrs	186	48.4	48.4	72.9
	46 to 60 Yrs	104	27.1	27.1	100.0
	Total	384	100.0	100.0	

Source: Own survey, 2019

Although respondents were asked to just either list or write the motorcycle brand they prefer, unfortunately there existed no respondent that either wrote both brands or other brands (may be this is because of the fact that respondents were selected purposively).

The respondents' preferred brand between Bajaj and TVS is also extracted and summarized here in the below table, where many of the respondents (61.5%) preferred Bajaj brand.

Table 4.1. 4 Preferred Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bajaj	236	61.5	61.5	61.5
	TVS	148	38.5	38.5	100.0
	Total	384	100.0	100.0	

Source: Own survey, 2019

As can be seen in the table below, most of the motorcycle markets and customers were located in the SNNP region mainly Hawassa (22.1%) followed by the capital of the country Addis Ababa (21.9%).

Table 4.1.5 Town Bought

		Frequency	Percent	Valid Percent
Valid	Adama	70	18.2	18.2
	Addis Ababa	84	21.9	21.9
	Bahir Dar	35	9.1	9.1
	Dire Dawa	15	3.9	3.9
	Harar	10	2.6	2.6
	Hawassa	85	22.1	22.1
	Jigjiga	10	2.6	2.6
	Jimma	30	7.8	7.8
	Mekelle	25	6.5	6.5
	Nekemtie	20	5.2	5.2
	Total	384	100.0	100.0

Source: Own survey, 2019

Respondent were also asked as what environmental cues help them find the motorcycle store from which they bought their motorcycles and the response obtained is summarized and tabulated below. As can be seen, most of the respondents (55.5%) relied on Sore Design and an environmental cue locating the stores followed by store employee (42.7%). As can be seen from the data collected using the survey, store atmospherics obtained the least response (7%) which may be attributed to the insignificant attention paid by motorcycle stores in the country or respondents are at vague understanding the issue at all to use as environmental cues to find the

stores because of which the researcher has deliberately omitted variables related this environmental cue from further analysis.

Table 4.1.6 Environmental Cues

		Frequen cy	Percent	Valid Percent	Cumulative Percent
Valid	Store Design	213	55.5	55.5	55.5
	Store Employee	164	42.7	42.7	98.2
	Store Atmospheric	7	1.8	1.8	100.0
	Total	384	100.0	100.0	

Source: Own survey, 2019

4.2 Descriptive Statistics

4.2.1 Descriptive Analysis

In the following 7 consecutive tables, descriptive statistical analysis of variable dimensions used as a measure of in-store promotions and brand awareness is performed and presented. Table 4.2.1.6 to Table 4.2.1.12 presents results of descriptive analysis from store decoration, store product assortment, store feature area, light & color of store, store employee appearance, store employee professionalability, and store brand awareness; followed by comparison of the descriptive mean score and standard deviations of the four store design dimensions and the two store talent (social) dimensions. All parts of the dimensions are processed, analyzed and interpreted in order to achieve the desired result as follows.

4.2.1.1 Store Decorations

The respondents were asked 4 questions related to store decorations. The Table 4.2.1.6 below presents respondents' result of store decorations with mean and standard deviation values for each item.

As it can be seen from table 4.2.1.6 below, the mean value of store decorations is 3.44 and the highest mean score is obtained for the item "I can easily recognize the decoration of this store from among other store decorations" with a mean score of 3.58 while "This store decoration comes to my mind whenever I think of buying/using this brand of motorcycle" scored the lowest with a mean score of 3.27. From the table, one can easily notice that respondents provide more or less similar wait to each of the store decoration constructs.

Table 4.2.1.7 Store Decorations Descriptive Analysis

	N	Mean	Std. Deviation
The interior decoration of the store selling the brand of motorcycle I'm using/bought let me feel pleasant atmosphere	384	3.37	1.395
The exterior decoration of the store selling the brand of motorcycle I'm using/bought let me feel pleasant atmosphere	384	3.56	1.345
This store decoration comes to my mind whenever I think of buying/using this brand of motorcycle	384	3.27	1.355
I can easily recognize the decoration of this store from among other store decorations	384	3.58	1.357
Store Decoration	384	3.44	1.038
Valid N (listwise)	384		

Source: Own survey, 2019

4.2.1.2 Store Product Assortment

The respondents were asked 4 questions related to product assortment. The Table 4.2.1.7 below shows respondents' descriptive statistics results of product assortment with mean and standard deviation values for each item.

In the above table below, the mean value of store product assortment is 3.59 and the highest mean score is obtained for the construct "This store provides variety of products" with a mean score of 3.64. Here also, all the constructs reveal similar responses of the respondents.

Table 4.2.1.8 Store Product Assortment Descriptive Analysis

	N	Mean	Std. Deviation
This store provides variety of products	384	3.64	1.392
Products in this store are conveniently stocked and ordered in such a way as new models separated from custom ones	384	3.57	1.458
I can easily remember the product assortment of this store whenever I think of this brand of motorcycle	384	3.54	1.403
I can easily recognize the product assortment of this store from among other stores	384	3.59	1.402
Store Product Assortment	384	3.59	1.293
Valid N (listwise)	384		

Source: Own survey, 2019

4.2.1.3 Store Feature Area

Four questions related to store feature area were provided to the respondents which is represented in the following table descriptive statistics summary of mean and standard deviation values for each of the items.

Table 4.2.1.9 Store Feature Area Descriptive Analysis

	N	Mean	Std. Deviation
This store is designed in such a way that it allows visitors serve themselves, having walk-ins with signage labeled	384	3.47	1.568
This store is designed in such a way that the internal feature areas (like motorbike area, reception, spare parts area, service center, etc) are separately located within	384	3.39	1.668
I remember the feature areas of this store whenever I think of this brand of motorcycle	384	3.29	1.571
I can easily recognize the feature areas of this store from among other store feature areas	384	3.47	1.514
Store Feature Area	384	3.40	1.337
Valid N (listwise)	384		

Source: Own survey 2019

As it can be seen from table 4.2.1.8 above, the mean value of Store Feature Area is 3.40 and the highest mean score is obtained for the construct “This store is designed in such a way that it allows visitors serve themselves, having walk-ins with signage labeled” and “I can easily recognize the feature areas of this store from among other store feature areas” with a mean score of 3.47 while the construct “I remember the feature areas of this store whenever I think of this brand of motorcycle” scored the lowest with a mean score of 3.29.

4.2.1.4 Light and Color of the Store

Respondents were asked 4 questions related to light and color of the store. Table 4.2.1.9 below presents respondents SPSS results of light and color of store with mean and standard deviation values for each item. The mean score of light and color of store is 3.56.

Table 4.2.1.10 Light & Color of Store Descriptive Statistics

	N	Mean	Std. Deviation
I like the light & color composition of this store	384	3.53	1.348
The light & color of this store goes in line with the brand it deals	384	3.55	1.368
The light & color composition of this store comes to mind whenever I think of motorcycle brands	384	3.64	1.324
I can easily identify the light & color composition of this store from any given alternative of motorcycle stores' light & color composition	384	3.53	1.363
Light & Color of Store	384	3.56	1.057
Valid N (listwise)	384		

Source: Own survey, 2019

4.2.1.5 Store Employee Appearance

Being asked four questions related to store employee appearance, the mean scores and standard deviations of respondents' response to each of the constructs were summarized and put in the table below.

Table 4.2.1.11 Employee Appearance Descriptive Statistics

	N	Mean	Std. Deviation
This store's employees are attractively dressed	384	3.39	1.338
The quality of my interaction with this store employees is excellent	384	3.44	1.317
This store's employees appear in such a way that helps me remember the motorcycle brand sold in the store whenever I think of buying/using of such a product	384	3.46	1.310
This store's employees appear in such a way that helps me recognize the motorcycle brand sold in the store from other brands	384	3.41	1.339
Employee Appearance	384	3.43	1.029
Valid N (listwise)	384		

Source: Own survey, 2019

The mean score of store employee appearance is 3.43 while the highest mean score was obtained for the question "The quality of my interaction with this store employee is excellent" indicating that the employee's quality of interaction with customers in the motorcycles store creates more favorable memory to the customers.

4.2.1.6 Store Employee Professionalability

Being asked three questions related to store employee Professionalability, the mean scores and standard deviations of respondents' response to each of the constructs were summarized and put in the table below.

Table 4.2.1.12 Employee Professionalability Descriptive Statistics

	N	Mean	Std. Deviation
The store personnel (from front office to the aftersales team) have good product and technical knowledge	384	3.64	1.281
This store's employees professional knowledge about motorcycles help me remember the motorcycle brand the store deals	384	3.67	1.290
This store's employees professional knowledge about motorcycles help me easily recognize the motorcycle brand the store deals from others	384	3.82	1.289
Employee Professionalability	384	3.71	1.048
Valid N (listwise)	384		

Source: Own survey, 2019

The mean score of store employee Professionalability is 3.71 while the highest mean score was obtained for the question "This store's employees professional knowledge about motorcycles help me easily recognize the motorcycle brand the store deals from others" indicating that the employees professional knowledge about motorcycles in the motorcycles store helps respondents easily recognize the motorcycle brands dealt in the store from others.

4.2.1.7 Store Brand Awareness

Respondents were asked if they are aware of the motorcycle brand they had in view of the store design and store talent and their mean score response revealed 3.57.

Table 4.2.1.13 Store Brand awareness Descriptive Statistics

	N	Mean	Std. Deviation
In view of the store design and store talent, I can say, I'm aware of the brand of motorcycle I had or deal	384	3.57	.888
Valid N (listwise)	384		

Source: Own survey, 2019

4.3 Inferential Statistics

4.3.1 Correlation Analysis

All basic constructs were included in the correlation analysis and a bivariate two-tailed correlation analysis with significance level of 95%, $p < 0.05$ was made. Table 4.3.13 below indicates the Pearson correlation between each in-store promotion dimensions and brand awareness of motorcycles in Ethiopia.

As the table below demonstrates, Pearson correlation coefficients of independent variables (store decoration, store product assortment, store feature area, light & color of store, store employee appearance, and store employee professionalability) found to be positively and significantly related with in themselves and also to the dependent variable, store brand awareness at $p < 0.01$ level of significance. The correlation between store feature area and store employee appearance was found to be WEAK correlation, while the correlation among other variables was found to be MODERATE to STRONG correlation.

In general, the correlation analysis test signified that all the correlations between the variables was found to be positive and significant at significance level of $P < 0.01$ with the majority of the association/correlation being strong.

Table 4.3.14 Correlation Analysis Result

		Store Decorati on	Store Product Assortment	Store Feature Area	Light & Color of Store	Employee Appearance	Employee Professional ability	Store Brand Awareness
Store Decoration	Pearson Correlation Sig. (2-tailed) N	1 384						
Store Product Assortment	Pearson Correlation Sig. (2-tailed) N	.403** .000 384	1 384					
Store Feature Area	Pearson Correlation Sig. (2-tailed) N	.343** .000 384	.341** .000 384	1 384				
Light & Color of Store	Pearson Correlation Sig. (2-tailed) N	.578** .000 384	.602** .000 384	.423** .000 384	1 384			
Employee Appearance	Pearson Correlation Sig. (2-tailed) N	.464** .000 384	.340** .000 384	.289** .000 384	.457** .000 384	1 384		
Employee Professionalabilit y	Pearson Correlation Sig. (2-tailed) N	.580** .000 384	.365** .000 384	.331** .000 384	.531** .000 384	.461** .000 384	1 384	
Store Brand Awareness	Pearson Correlation Sig. (2-tailed) N	.551** .000 384	.476** .000 384	.656** .000 384	.618** .000 384	.421** .000 384	.460** .000 384	1 384

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

Source: Own survey, 2019

4.3.2 Test for Linear Regression Model Assumptions

4.3.2.1 Normality Test

As can be seen from the Histogram (see Appendix A), all independent variables had normal (bell shaped) distribution curve, witnessing the data to the normality assumption. Additionally, the Skewness and Kurtosis analysis were also performed and the results presented as follows;

It is observed from below table that all the absolute values of the Skewness and Kurtosis lie between -2 and +2.

Table 4.3.15 Skewness and Kurtosis for normality of data

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Store Decoration	384	-.242	.125	-.715	.248
Store Product Assortment	384	-.607	.125	-.878	.248
Store Feature Area	384	-.153	.125	-1.472	.248
Light & Color of Store	384	-.148	.125	-1.118	.248
Employee Appearance	384	-.262	.125	-.237	.248
Employee Professionalability	384	-.597	.125	-.273	.248
Store Brand Awareness	384	.183	.125	-.804	.248
Valid N (listwise)	384				

Source: Own survey, 2019

The Skewness results were found to range from -0.597 to -0.148 while the Kurtosis results range from -1.118 to -0.237. Therefore, both the histogram analysis in the appendix and review of Skewness & Kurtosis of the data affirmed that the data is normally distributed.

4.3.2.2 Linearity Test

As can be seen from the Q-Q Plot (see Appendix B), as the dots for all independent variables and the dependent variable hover or snake very close to the model fit (diagonal) line, the variables share the same distribution as the one specified. This confirms linearity of all the variables considered and hence running linear regression is guaranteed.

4.3.2.3 Multi-Collinearity Test

The multicollinearity test result of this study revealed that the tolerance value ranges from 0.450 to 0.787 which all are above 0.1 and the values of Variance Inflation Factor (VIF) of all the independent variables lied within the range of 1.271 and 2.222 which all are below 10. Thus the result confirmed that there is no significant indication for existence of multi collinearity among the independent variables.

Table 4.3.16 Multi-Collinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Store Decoration	.540	1.854
	Store Product Assortment	.623	1.605
	Store Feature Area	.787	1.271
	Light & Color of Store	.450	2.222
	Employee Appearance	.695	1.439
	Employee Professionalability	.577	1.733

Source: Own Survey, 2019

4.3.3 Multiple Linear Regression Analysis

Considering normal distribution and no significant multicollinearity indication, the researcher performed multiple regression analysis and the result presented as follows.

Table 4.3.17 Multiple Regression Analysis Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.782 ^a	.612	.606	.557	2.246
a. Predictors: (Constant), Employee Professionalability, Store Feature Area, Store Product Assortment, Employee Appearance, Store Decoration, Light & Color of Store					
b. Dependent Variable: Store Brand Awareness					

Source: Own survey, 2019

As can be seen in the regression table above, the value of Durbin-Watson test 2.246 shows that the possibility of autocorrelation is very minimal meaning that adjacent residuals (errors) are uncorrelated. Moreover, R Square value 0.612 signifies that 61.2% of the variation in the outcome/dependent variable, Store Brand Awareness, can statistically be explained by the independent variables (Store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability).

4.3.4 ANOVA

As the main aim of this study is to identify the effect of in-store promotion (independent variables – represented by store decoration, store product assortment, store feature area, store light & color, store employee appearance, and store employee professionalability) on store brand awareness (dependent variable), the predictive power of each predictors (independent variables) affecting the criterion (dependent variable) had to be investigated.

According to Field (2013), the most important part of the ANOVA table like above is the F-ratio and the associated significance value of that F-ratio. The significant level in the ANOVA table below signifies that the combination of variables significantly predict the dependent variable ($P < 0.05$). ANOVA that tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that results from fitting the model, relative to the inaccuracy that still exists in the model. For these data, F is 99.133, which is significant at $p < 0.001$. This result tells us that there is less than a 0.1% chance that an F-ratio larger would happen by chance alone. Therefore, we can say that our regression model results in significantly better prediction of brand awareness than if we used the mean value of customers' brand awareness.

Table 4.3.18 F-Test result of ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	184.816	6	30.803	99.133	.000 ^b
	Residual	117.142	377	.311		
	Total	301.958	383			
a. Dependent Variable: Store Brand Awareness						
b. Predictors: (Constant), Employee Professionalability, Store Feature Area, Store Product Assortment, Employee Appearance, Store Decoration, Light & Color of Store						

Source: Own survey, 2019

In order to do this, we have to see the ANOVA table presented below and if the regression model is significant in predicting the criterion variable, it is via the unstandardized β coefficients that the extent of predictive power of predictors on the criterion estimated.

Once we have confirmed that the regression model was significantly able to predict the dependent variable, it is worth analyzing the regression coefficients table to see the predictive power of each of the predictors in the model. The regression coefficient (β) explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. Independent Variable with higher value of unstandardized coefficient was the one that affects the dependent variable highly and it is more important in predicting the dependent variable. The result of the multiple regression analysis made with SPSS is presented in the following table.

Table 4.3.19 Multiple Linear Regression Analysis Result Coefficients^a

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.869	.128		6.787	.000
Store Decoration	.164	.037	.191	4.383	.000
Store Product Assortment	.054	.028	.079	1.940	.053
Store Feature Area	.292	.024	.439	12.148	.000
Light & Color of Store	.197	.040	.234	4.901	.000
Employee Appearance	.052	.033	.061	1.573	.117
Employee Professionalability	.019	.036	.023	.544	.587

Source: own survey, 2019

The result of the regression analysis showed that the level of influence each of the independent variables have on the dependent variable is different, store feature area having the major positive influence on store brand awareness with β value of 0.292 and employee professionalability being the least influential construct in this model with β value of 0.19. With the exceptions of store product assortment, employee appearance, and employee professionalability, all the independent variables were found statistically significant in predicting store brand awareness of motorcycle market in Ethiopia.

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors/construct variables/ on the dependent variable. The specified regression equation takes the following linear form:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + \epsilon$$

In the above equation, predictor variables X_i may represent independent variables or covariates (control variables). Covariates are variables that are not of theoretical interest but may have some impact on the dependent variable Y and should be controlled, so that the residual effect of the independent variables of interest are detected more precisely. Covariates capture systematic errors in a regression equation while the error term (ϵ) captures random errors (Bhattacharjee, 2012).

The Equation takes the form;

$$Y = \beta_0 + \beta_1(\text{Store Decoration}) + \beta_2(\text{Store Product Assortment}) + \beta_3(\text{Store Feature Area}) + \beta_4(\text{Store Light \& Color}) + \beta_5(\text{Employee Appearance}) + \beta_6(\text{Employee Professionalability})$$

Where,

Y is Store Brand Awareness

So our model equation becomes;

$$\text{Brand Awareness} = 0.869 + 0.164(\text{Store Decoration}) + 0.054(\text{Store Product Assortment}) + 0.292(\text{Store Feature Area}) + 0.197(\text{Store Light \& Color}) + 0.052(\text{Employee Appearance}) + 0.019(\text{Employee Professionalability})$$

Therefore, to increase brand awareness of motorcycle market in Ethiopia, it is advisable to implement in-store promotions especially via store's feature areas like walk-ins, signages, separate places for separate model motorcycles, etc inside the stores.

4.4 Hypothesis Testing and Interpretation of Results

Table 4.4.20: Hypothesis Testing Based on Multiple regressions Analysis Result

Hypothesis	Statement of the Hypothesis	Result	Reason
H0a	<i>Store Decorations has no positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>	H1a supported	$\beta = 0.164, P < 0.05$
H1a	<i>Store Decorations has positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>		
H0b	<i>Store Product Assortment has no positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>	H0b supported	$\beta = 0.054, P > 0.05$
H1b	<i>Store Product Assortment has positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>		
H0c	<i>Store Feature Area has no positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>	H1c supported	$\beta = 0.292, P < 0.05$
H1c	<i>Store Feature Area has positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>		
H0d	<i>Store Light & Color has no positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>	H1d supported	$\beta = 0.197, P < 0.05$
H1d	<i>Store Light & Color has positive and significant effect on consumer's brand awareness of motorcycles in Ethiopia</i>		

Hypothesis	Statement of the Hypothesis	Result	Reason
<i>H0e</i>	<i>In-store employee appearance has no positive and significant effect on consumer's brand awareness of motorcycles market in Ethiopia.</i>	H0b supported	$\beta = 0.052, P > 0.05$
<i>H1e</i>	<i>In-store employee appearance has significant positive effect on consumer's brand awareness of motorcycles market in Ethiopia.</i>		
<i>H0f</i>	<i>In-store employee professionalability has no positive and significant effect on consumer's brand awareness of motorcycles market in Ethiopia.</i>	H0b supported	$\beta = 0.019, P > 0.05$
<i>H1f</i>	<i>In-store employee professionalability has positive and significant effect on consumer's brand awareness of motorcycles market in Ethiopia.</i>		

Source: Own survey, 2019

As results of the study summarized in Table 4.4.19 above, three of the null hypotheses were rejected while the other three were supported. Hence, store decoration, store feature area, and store light & color have positive and significant effect on consumer's brand awareness of motorcycle market in Ethiopia. On the other hand, store product assortment, store employee appearance, and store employee professionalability do not have significant effect on brand awareness of motorcycle market in Ethiopia.

4.5 Discussion of the Findings

The purpose of this study was to measure the effect of in-store promotions on brand awareness of motorcycle market in Ethiopia. Using structured survey questionnaire, relevant data were collected. Target population of the study considered was all motorcycle customers and dealers (importers, assemblers, distributors, and retailers) of Bajaj and TVS brand motorcycles. The survey questionnaires were grouped in to three parts, the first part structured to gather demographic profile of respondents. Based on the collected demographic data, analysis & summery as per the tables in section 4.1 above, the demographic data were dominated by male

adults with more preferred brand being Bajaj brand. As can be noticed from Table 4.1.4 above, the market for Bajaj and TVS brand motorcycles is dominant on the road from the capital city, Addis Ababa, to SNNPR; i.e. Addis Ababa, Adama and Hawassa have got largest respondents in the survey.

The second part of the questionnaires was structured to collect information about respondents' attitude toward in-store promotion dimension constructs. Based on the data collected, analysis & summery as per Table 4.5.20 below, it can be seen that the mean scores of all the in-store promotional dimensions stated have shown more than 3.40 which is inclined towards positive. This shows that in-store promotions of motorcycle market in Ethiopia is getting growing value in the minds of customers of the stated brand products.

Table 4.5.21 In-Store Promotion Dimensions' Descriptive Statistics

	N	Mean	Std. Deviation
Store Decoration	384	3.44	1.038
Store Product Assortment	384	3.59	1.293
Store Feature Area	384	3.40	1.337
Light & Color of Store	384	3.56	1.057
Employee Appearance	384	3.43	1.029
Employee Professionalability	384	3.71	1.048
Valid N (listwise)	384		

Source: Own Survey, 2019

In the third part, respondents were asked about their level of awareness of motorcycle brands in consideration to the in-store constructs inquired in the second part of the questionnaire and obtained mean score of 3.57 which indicates that overall store brand awareness of respondents is positive and good which can be an indication of the effect of in-store promotions so far employed.

The finding from the correlation result reveals that, some of the constructs have positive and significant strong relationship among the in-store promotion dimensions and store brand awareness that goes with the work of many researchers (Baker et al., 1994; Baker et al., 2002; Singh, 2006; Halpern & Odell, 2010; Floor, 2007; Kishore, 2014; etc). By and large, some of the in-store promotion constructs showed moderate relationship among the in-store promotion

dimensions and with brand awareness as well; which is in line with the work of Ricky Y. K. Chan & Susan Tai (2001).

Multiple regression analysis revealed that three independent variables (store decoration, store feature area and store light & color) exhibited positive & significant influence on brand awareness; of course with their dissimilar magnitude of influence.

The results of the regression analysis outcome comply with different studies performed by other researchers.

Summary of previous studies findings in line with this study;

- Floor (2007) found that the design appearance of stores through striking design, unique look and feel significantly and positively affect customers cognitive evaluations of brand awareness.
- A.E Kirby & A.M Kent (2010), in their study of Architecture as brand: store design & identity in UK, revealed that store design as conveyed by the store feature areas and decorations has significant positive effect on leveraging consumers brand awareness and identity of the retail store.
- Holmquist & Lunardo (2015), found convergent result in which exciting store environments tend to elevate consumers pleasure with their brand preference. Store design portrayed by store decorations, store feature areas, and store light and color have all significant role to play in shaping consumers' perceptions of the brand, which can result in consumers purchasing the brand and become brand aware and loyal.
- Modern and remarkable decorations of store signify positive attitudinal effect on customers brand awareness (Nistroscu T, 2008).
- Well-designed lighting and color systems can bring an added dimension to an interior design, guide consumers' eyes to key sales points, create an atmosphere of excitement, and induce positive affect and increased brand awareness (Yoo, Park, & MacInnis, 1998). Kahn & Deng (2010) have also argued that graphic designs (color composition) of a store have significant effect in strengthening of brand awareness and association.
- Brakus, Schmitt & Zarantonell (2014), in their study focused on fashion (apparel) industry in South Africa, found that pleasant in-store environment such as light & color of the store tend to positively and significantly affect customers attitude toward the brand.

- Venter de Villiers, M., Chinomona, R., & Chuchu T., (2018), in their study entitled “the influence of store environment on brand attitude, brand experience, and purchase intention of fashion retailing in South Africa, have found that store environments such as light & color positively and significantly influence brand attitude and awareness.

Some researchers have also found opposing results;

- Ricky Y. K. Chan & Susan Tai, (2001), in their investigation entitled “How Do In-Store Environmental Cues Influence Chinese Shoppers?”, found that store design and other environmental elements of a store exert insignificant role to impact Chinese consumers shopping behaviors and their brand awareness.
- Ismail M. El Sayed , Dalia A. Farrag & Russell W. Belk (2003), in their study of “The Effects of Physical Surroundings on Egyptian Consumers' Emotional States and Buying Intentions” have found that Egyptian consumers are less responsive to store environmental variables such as store design, lighting & color, social cues (like employee appearance & professionalism, and availability of other customers) to evoke their brand preference and awareness.
- Kirshina K et al., (2012), in their study “Innovation in In-Store Promotions: effect of consumer purchase decision” have shown that in-store employee appearance, and their interaction and professionalism (knowledge ability) significantly affect consumers brand perceptions and awareness there by enhance purchase.
- A smiley and easily available store employee induces positive affect which results in increased brand awareness (Manttila & Enz, 2002).
- Daniel Wade Clarke, Patsy Perry, Hayley Denson, (2012) in their study of "The sensory retail environment of small fashion boutiques", the intangible store traits such as lighting & color, and employee appearance & professionalism significantly affect consumer’s shopping experience and hence brand awareness.

Hence, previous researches affirm the findings of this study, i.e. store decorations, store feature areas, store light & color positively and significantly influence brand awareness of consumers while store product assortment, store employee appearance & professionalability have insignificant effect.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Findings

As the main goal of this study is to understand the effect of in-store promotion on brand awareness of motorcycle in Ethiopia with specific emphasis to Bajaj and TVS brand, it is important to understand/measure whether consumers could recall and recognize the brand of motorcycle conveyed through the in-store promotion variables because brand awareness measures are made through these mediating variables. The results of the study revealed interesting findings. The three independent variables, store decoration, store feature area, and store light & color have shown positive and significant effect on brand awareness while the other three variables; store product assortment, store employee appearance, and store employee professionalability were found insignificant.

The results of the study indicated that the consumers have shown to use some of the environmental cues by which in-store promotions were made to recall and recognize the brand being portrayed.

In addition, this study also tried to answer the research hypotheses formulated in chapter two of this study. To this end the researcher considered quantitative explanatory research design and simple random sampling technique to collect data from 384 sample size of motorcycle customers, dealers, assemblers and importers. Based on the theoretical frame work and objectives of the study, 24 questions were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by using both descriptive statistics (like mean, frequency, percentage) and inferential statistics (correlation and multiple linear regressions) by the use of SPSS version 24.

The results of descriptive analysis showed, the mean value of all dimensions is above 3.27 signifying the respondents have positive perceptions towards the studied motorcycle brands' in-store promotions and their respective brand awareness.

The output from Pearson's Correlation analysis indicated that all the six independent variables considered in this study had a positive correlation with store brand awareness. The Pearson coefficients indicated that the variables have different magnitudes of correlation with the dependent variable.

Accordingly, store feature area showed the strongest positive correlation ($r=0.658$, $p<0.01$) followed by store light & color ($r=0.618$, $p<0.01$) and the least correlation to the dependent variable being exhibited by store employee appearance ($r=0.421$, $p<0.01$). The study also revealed existence of positive inter-correlation between the in-store promotions constructs considered in this survey.

One of the objectives of this study was to find out which in-store promotion dimension has the most significant effect on consumers brand awareness of the stipulated motorcycle brands in Ethiopia. The multiple linear regression analysis revealed that store feature area such as layout, walk-ins, signages, etc has the most significant positive effect on brand awareness ($\beta=0.292$, $p<0.05$); the least and insignificant effect being exerted by store employee professionalability such as employee product & technical knowledge.

5.2 Conclusion

It is known that brand awareness is one of the concepts in brand management, as well as in marketing practice. Consumers are, now a days bombarded with enormous advertisings by marketers in their intention to boost consumers' awareness and develop brand equity. However, in a stiff competition market like motorcycles market in Ethiopia, creating brand awareness through advertising is the simplest method to be copied by rivals. Hence, use of BTL marketing like in-store promotions to be unique and own high brand value in the minds of customers is the current way out. Use of in-store promotions, though it is at its infant stage in Ethiopia, by retailer, distributors, and marketers to create brand memory that the customer can retrieve when thinking of the product category help increase brand awareness by differentiating from their competitors in order to gain the competitive advantage in the market.

Based on the descriptive & inferential analysis result of this study, the following conclusions were drawn;

- Most respondents provide higher degree of awareness for Bajaj brand than TVS signifying their relative market share.
- Store design constructs have relatively higher effect on brand awareness under investigation.
- The internal design of store described by feature area like layout, walk-ins, separate areas for various products, etc was found the most significant construct influencing brand awareness
- Store talent (employee related variables) was found insignificant in this study which may be attributed to the reason that most of the employees working with any other brand than Bajaj and TVS motorcycles have similar behavior and product knowledge and hence those employees in the surveyed stores were not uniquely attached to these brands.

5.3 Recommendations

Depending on the findings of the study and the conclusions made, the following possible recommendations were forwarded for the concerned body:

- Retailers dealing Bajaj and TVS brand motorcycles in Ethiopia should invest more on the interior design of their stores to magnify the store’s layout, walk-ins, separate area for different models, etc so as to effectively influence store brand awareness of their customers.
- Store owners of Bajaj and TVS brand motorcycles in Ethiopia should design their store decoration in such a way as to provide customers with a feeling of pleasant atmosphere so that their brand awareness be affected.
- The light and color of stores dealing Bajaj and TVS brand motorcycles in Ethiopia should be designed in such a way to go in line with the brand they deal so that it becomes brand recall and recognition cue to the customers.
- Stores should provide their employees with uniforms of the brand so that their appearance would affect the respective brand awareness.
- Store should train their employees from the store front to the back end in such a way that customers can find these employees uniquely representing the brand they handle.

- As the way of increasing brand awareness through advertising can simply be copied by competitors, brand owners, retailers, and store owners working on in-store promotions can obtain unique brand value in the minds of their customers.
- To increase brand awareness, stores dealing Bajaj and TVS brands should be designed in such a way that it uniquely be related to the brand being handled and if all stores across the country dealing similar products were made to have similar design, much higher level of brand awareness can be achieved.

5.4 Limitations and Suggestion for future research

As student research, this study had some limitations mainly resulting from sampling method, purposive random sampling (nonprobability). Data was gathered from some of the towns of the country only & at random and not cover the whole Ethiopia. The result may have been different if large samples from all across the nation were collected. Hence, further research investigation can be done to include all or more towns and rural areas as well so that the findings could be generalized to the country at large.

However, this study can be used as a bench mark for dealers, retailers and marketers from which they can get some basic information as to what the brand awareness levels and in-store promotion significances are.

With due focus on store design and store social variables only, the study has shown some remarkable and notable results and findings discussed above. However, future research including the other environmental variable, store atmospherics and other exogenous variables like parking area, proximity, location etc, needs to be conducted as an addition and better qualification to this study.

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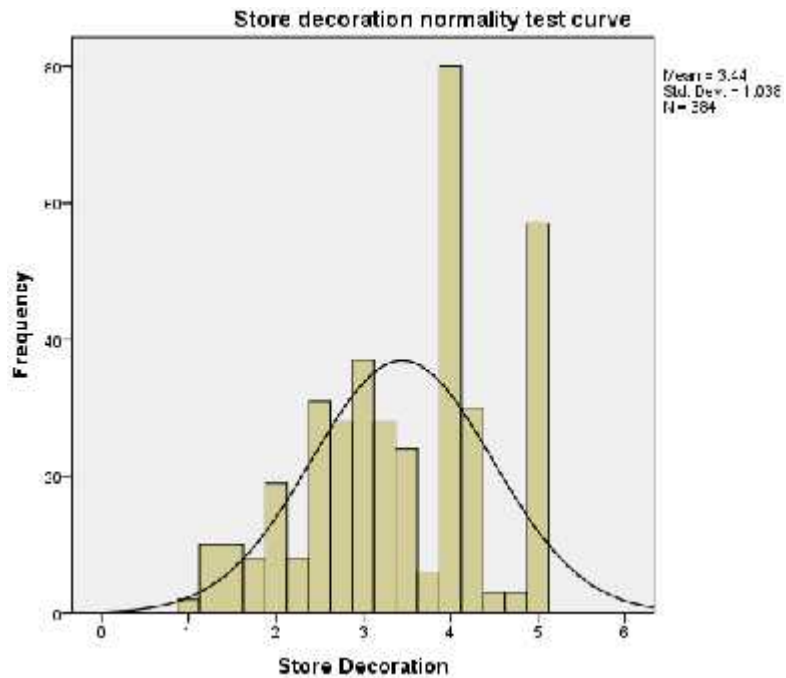
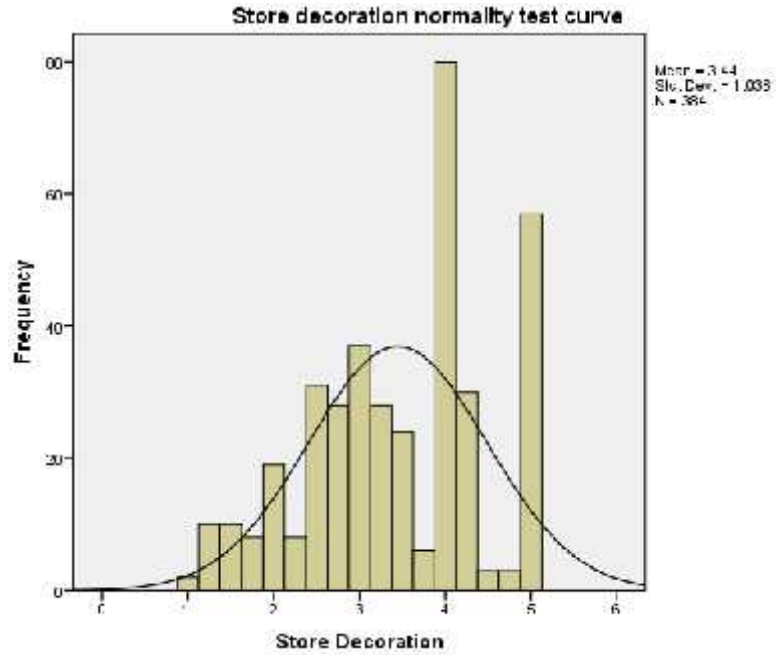
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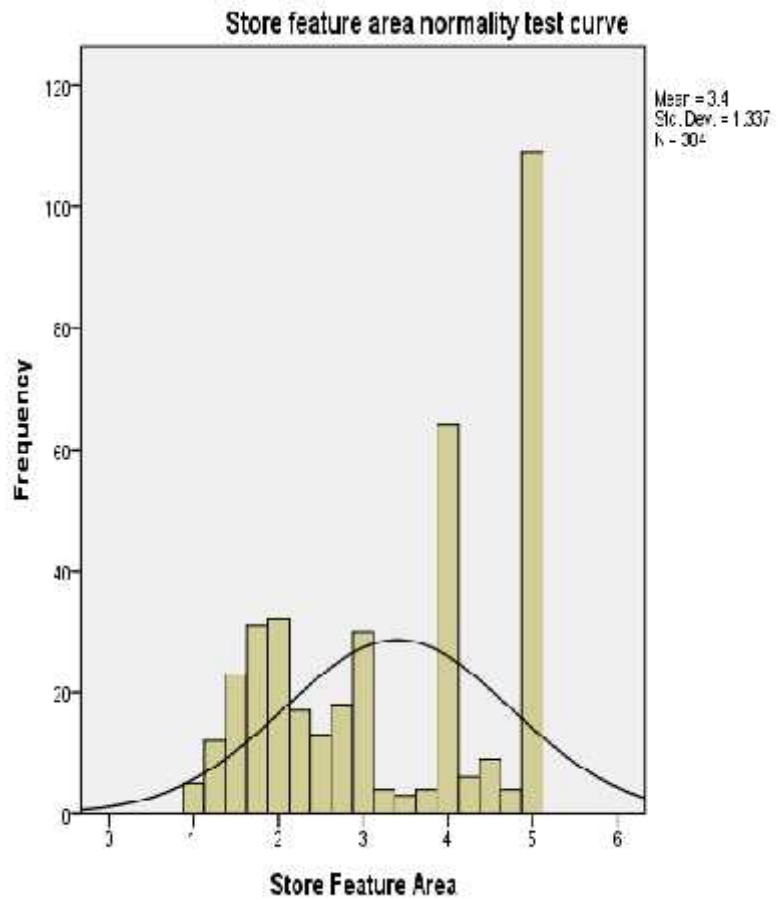
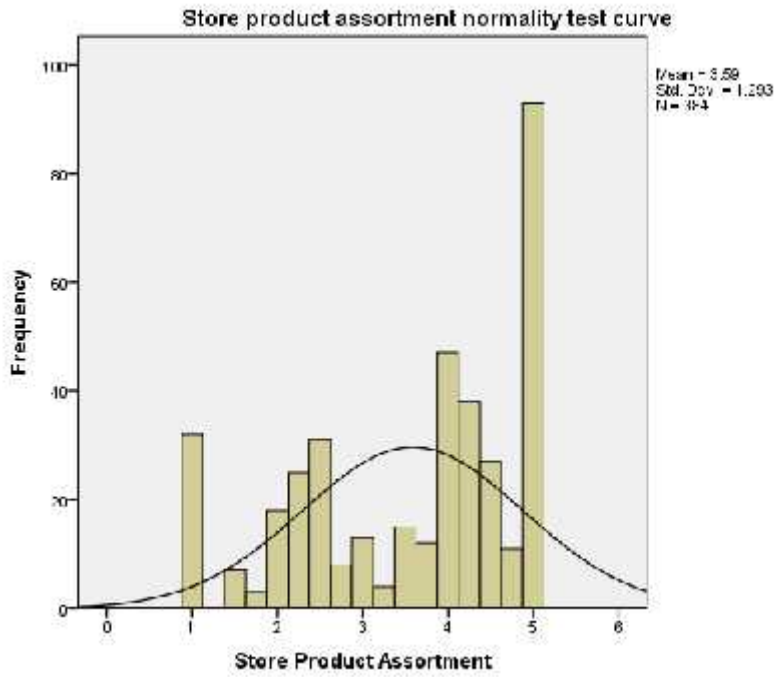
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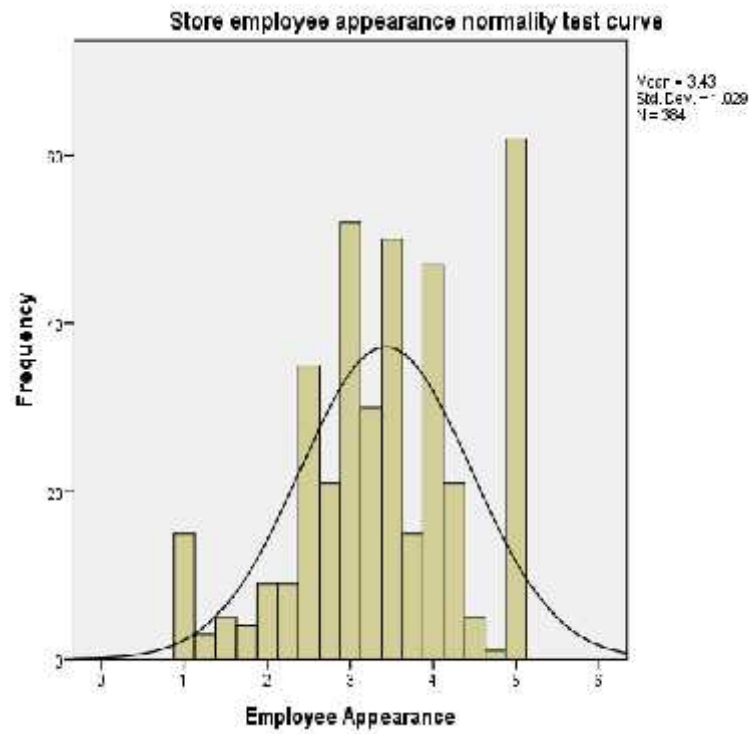
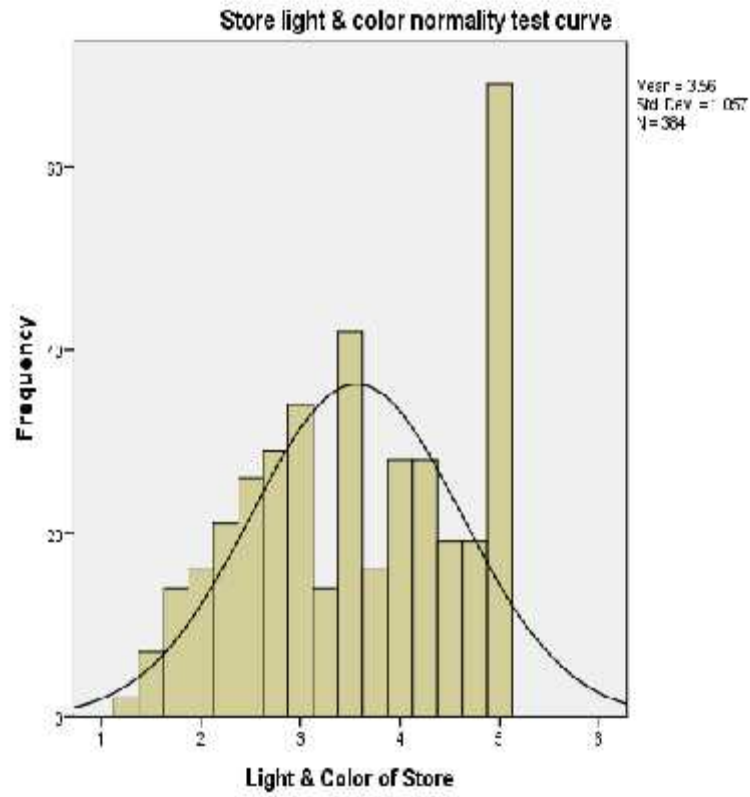
APPENDICES

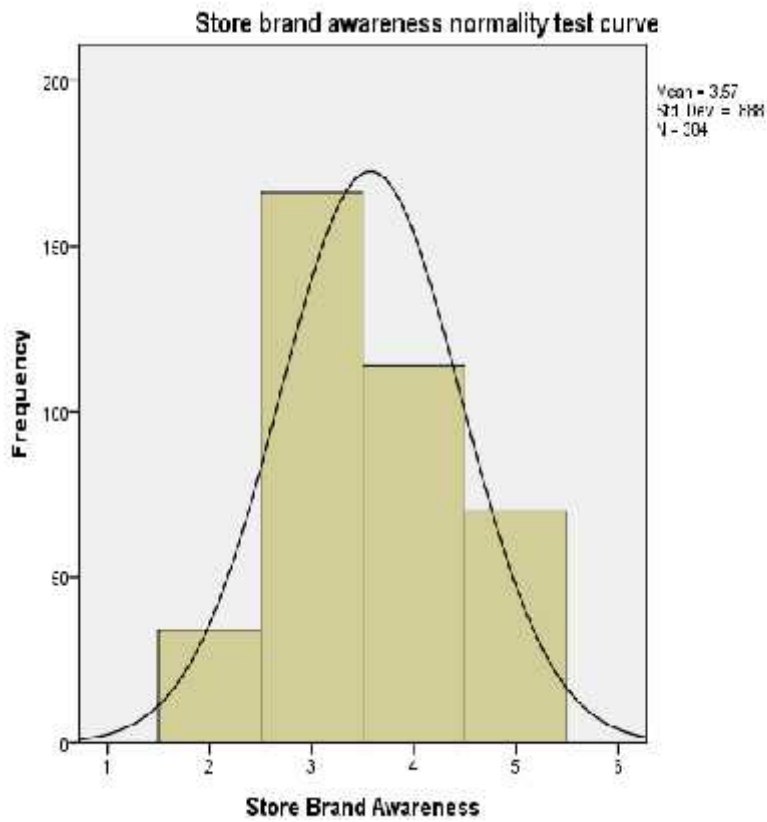
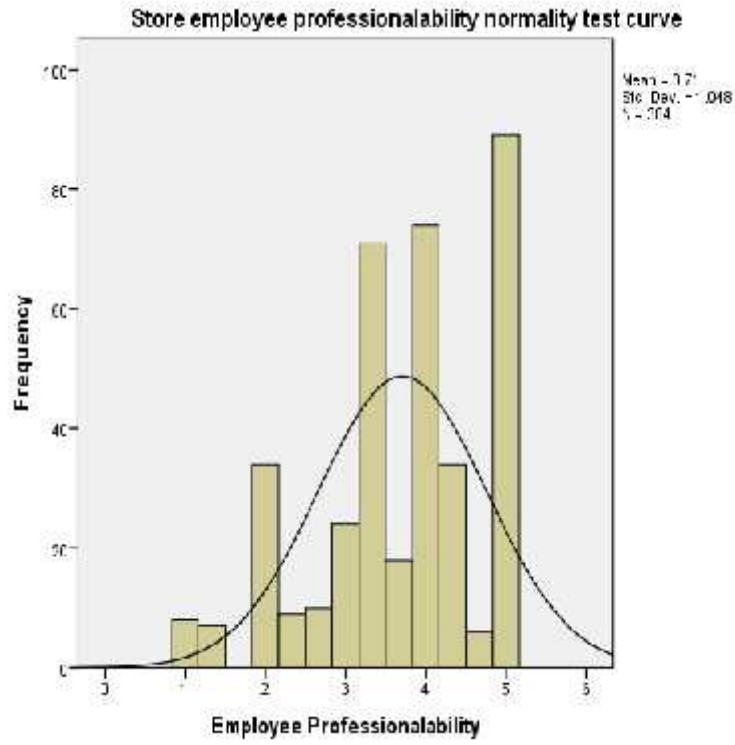
Appendix A

Histogram (Normality test graph)

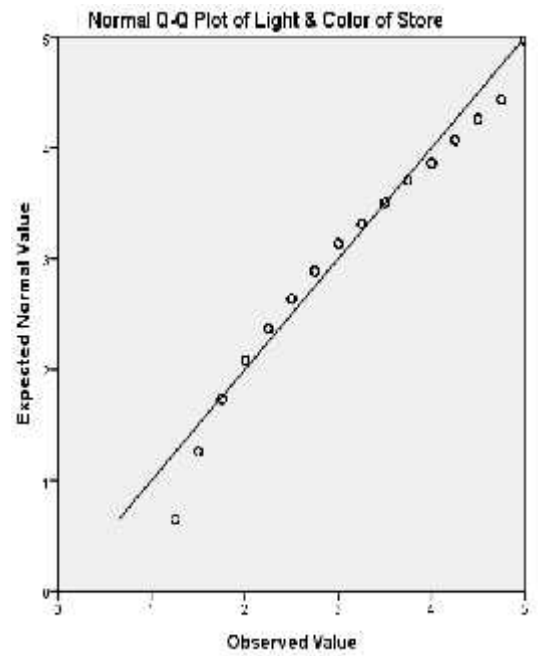
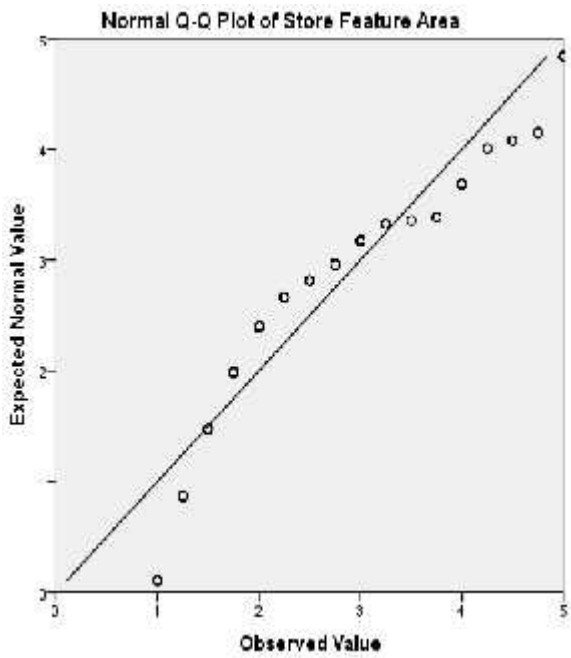
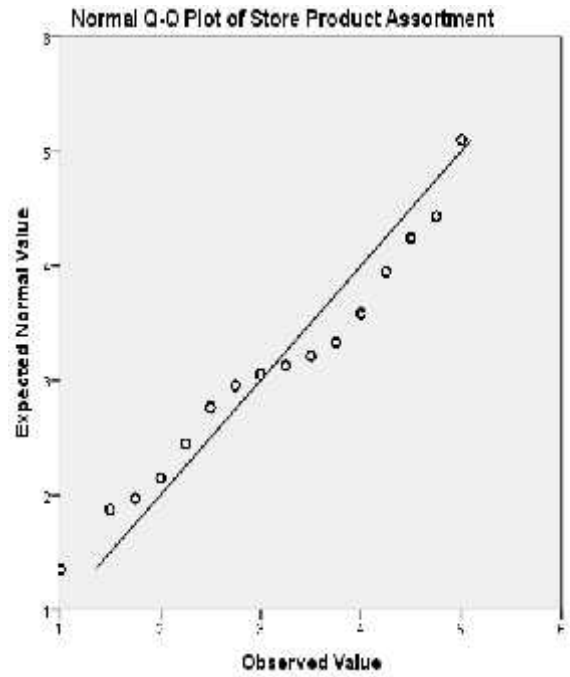
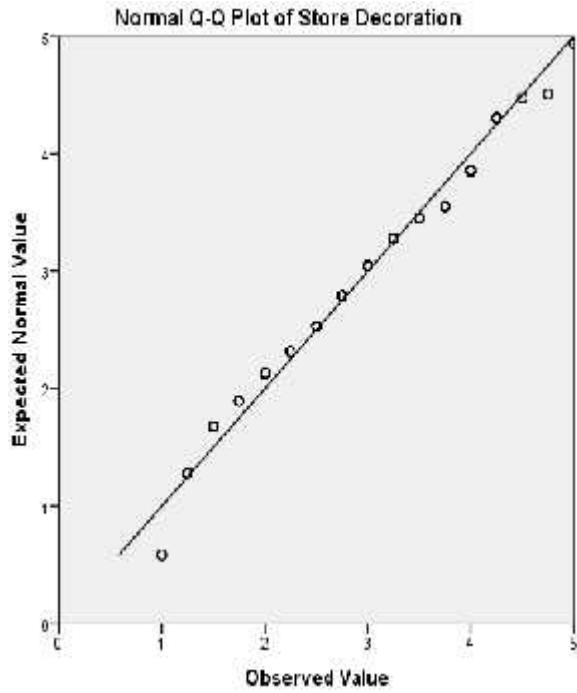


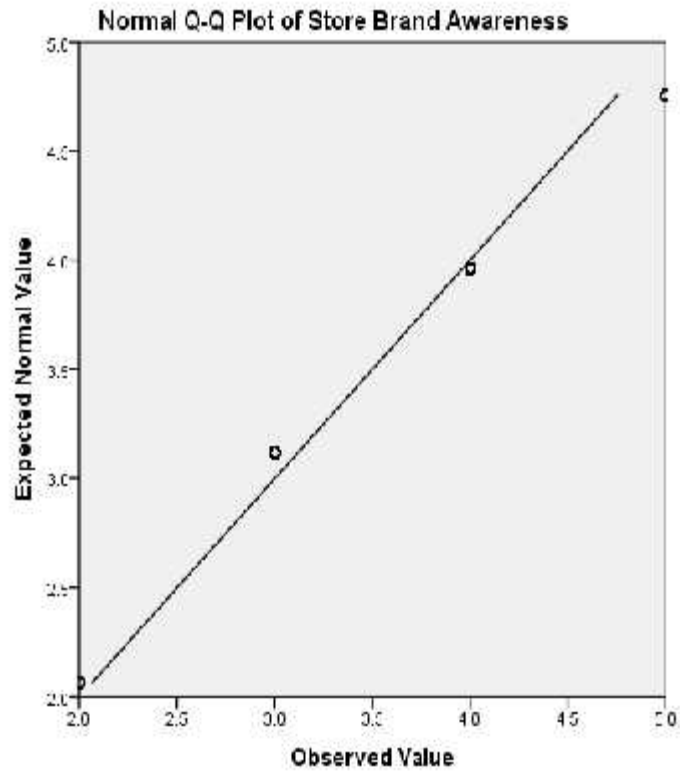
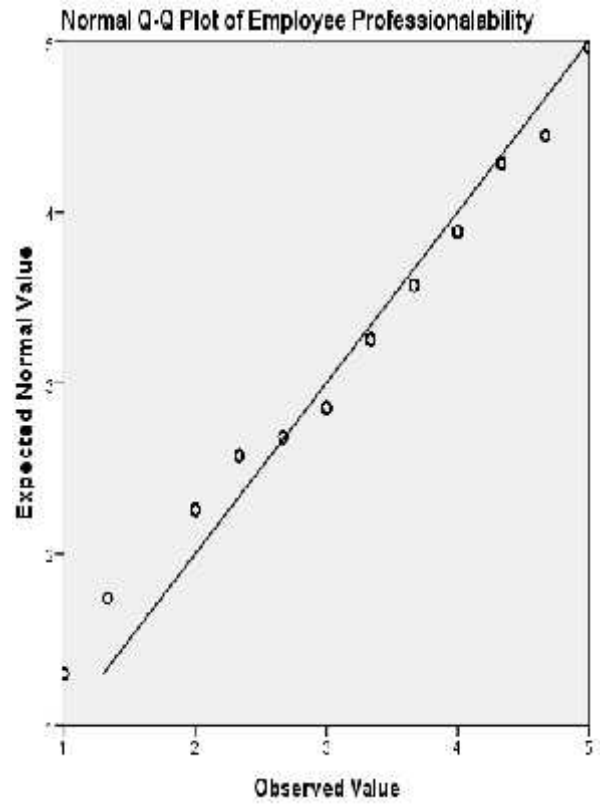
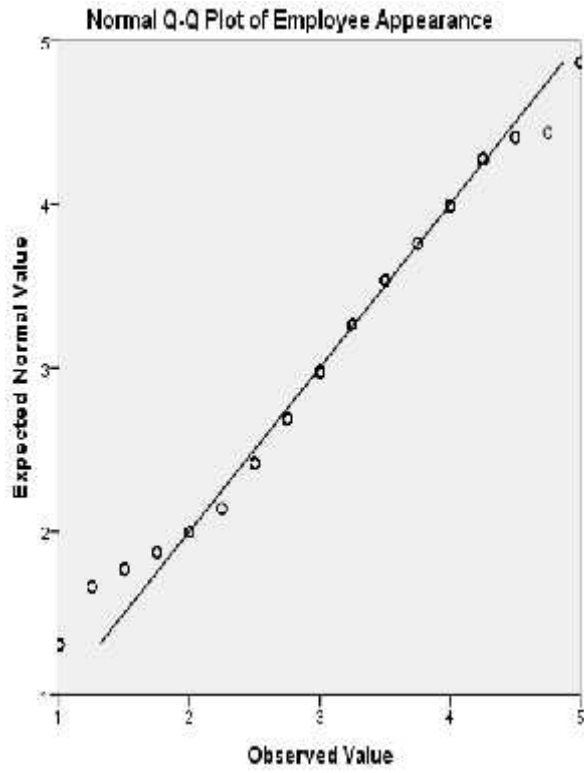






Appendix B





Appendix C

QUESTIONNAIRE

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
GRADUATE PROGRAM

Dear respondents:

My name is Dereje Taffese, a candidate graduate student at Addis Ababa University School of Commerce. I am conducting my research thesis entitled “**Effects of In-Store Promotions on Brand Awareness: In The Case of Bajaj & TVS Motorcycle Market in Ethiopia**” as partial fulfillment of the requirements for the completion of my Master’s Degree in Marketing Management.

The main reason you are chosen as a respondent for the study is that your perception on the in-store promotions’ contribution to brand awareness is believed to be help draw valid conclusions on the effect of in-store promotions on brand awareness: in The Case of Bajaj & TVS Motorcycle Market in Ethiopia.

Participation is absolutely voluntary. If you choose to participate in this research, please take a few minutes of your time to answer the entire questionnaire honestly about your exact feeling on each of the questions. I really appreciate your willingness and cooperation in giving genuine information for this questionnaire in advance, and I hereby declare and promise you that the information you provide will be kept confidential and only be used for academic purposes. For any clarification you may contact me through my personal phone number 0911-819904/0902-191919 or derejetaffese872@gmail.com.

Thank you for your cooperation in sharing your highly valuable opinion for the study in advance.

NB:

- No need of writing your, address or the name of your organization.

I. General Information

1. Gender (please mark with X in the front box)

Male Female

2. Your monthly income (please mark with X in the front box)

Below birr 3000 Birr 3001 – 10,000 Birr 10,001 – 20,000

More than 20,000 birr

3. Your age group (please mark with X in the front box)

18 to 30 years 31 to 45 years 46 to 60 years

More than 60 years

4. What is your preferred motorcycle brand? _____

5. Where did you buy your motorcycle?

Town _____

6. What environmental cues help you find this motorcycle store?

Store Design Store Texture Store Employee/Sales Person

II. Components of in-store promotions

Please fill the questionnaire by ticking the most appropriate level of agreement for the inquiries. (from Strongly Disagree to Strongly Agree)

1. Store Design

Name	Store Label		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree-
Store Design	Decorations	The interior decoration of the store selling the brand of motorcycle I'm using/bought let me feel pleasant atmosphere					
		The exterior decoration of the store selling the brand of motorcycle I'm using/bought let me feel pleasant atmosphere					
		This store decoration comes to my mind whenever I think of buying/using this brand of motorcycle					
		I can easily recognize the decoration of this store from among other store decorations					
	Product Assortment	This store provides variety of products					
		Products in this store are conveniently stocked and ordered in such a way as new models separated from custom ones					
		I can easily remember the product assortment of this store whenever I think of this brand of motorcycle					
		I can easily recognize the product assortment of this store from among other stores					
	Feature Areas	This store is designed in such a way that it allows visitors serve themselves, having walk-ins with signage labeled					
		This store is designed in such a way that the internal feature areas (like motorbike area, reception, spare parts area, service center, etc) are separately located within					
		I remember the feature areas of this store whenever I think of this brand of motorcycle					
		I can easily recognize the feature areas of this store from among other store feature areas					
	Light & color	I like the light & color composition of this store					
		The light & color of this store goes in line with the brand it deals					
		The light & color composition of this store comes to mind whenever I think of motorcycle brands					
		I can easily identify the light & color composition of this store from any given alternative of motorcycle stores' light & color composition					

2. Store Talent

Name	Store Label		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Store Talent	Appearance	This store's employees are attractively dressed					
		The quality of my interaction with this store employees is excellent					
		This store's employees appear in such a way that helps me remember the motorcycle brand sold in the store whenever I think of buying/using of such a product					
		This store's employees appear in such a way that helps me recognize the motorcycle brand sold in the store from other brands					
	Professionalability	The store personnel (from front office to the aftersales team) have good product and technical knowledge					
		This store's employees professional knowledge about motorcycles help me remember the motorcycle brand the store deals					
This store's employees professional knowledge about motorcycles help me easily recognize the motorcycle brand the store deals from others							

3. Awareness

Name	Store Label		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Awareness		In view of the store design, atmospherics and talent, I can say, I'm aware of the brand of motorcycle I had or deal					

Thank You for Your Highly Valuable Participation in the Study

አባሪ

በአዲስ አበባ ዩኒቨርሲቲ የኮሙኒኬሽን ት/ቤት፤ በማርኬቲንግ ማናጅሙንት የሁለተኛ ዲግሪ ፕሮግራም ይህ መጠይቅ በመሸጫ ሱቅ ውስጥ የሚደረግ ማስታወቂያ ለምርቱ ብራንድ መታወቅ ያለውን ሚና ለማጥናት የተዘጋጀ መጠይቅ ሆኖ ትኩረት የሚያደርገውም በኢትዮጵያ የባጃጅና ቲሺኤስ ሞተርሳይክል ገበያን ነው።

ውድ መላሻችን፤

ይህ መጠይቅ የተዘጋጀው በመሸጫ ሱቅ ውስጥ የሚደረግ ማስታወቂያ ለምርቱ ብራንድ መታወቅ ያለውን ሚና ለማጥናት የተዘጋጀ መጠይቅ ሆኖ በኢትዮጵያ የባጃጅና ቲሺኤስ ሞተርሳይክል ገበያን ትኩረት ያደረገ ጥናት ለማድረግ ታስቦ የተዘጋጀ ነው። የጥናቱ ውጤትም (ግኝትም) ለትምህርት ዓላማ ብቻ የሚውል ሲሆን በመሸጫ ሱቅ ውስጥ የሚደረግ ማስታወቂያ በደንበኞች ዘንድ ለምርቱ ብራንድ መታወቅ ያለውን ሚና ለማጥናት ተፈልጎ በኢትዮጵያ የባጃጅና ቲሺኤስ ሞተርሳይክል ገበያን ለመዳሰስ ብቻ ነው። በጣም ከፍተኛ ግምት የምንሰጠውን ውድ ሃሳብዎን ስለካፈሉን በቅድሚያ እናመሰግናለን።

I. አጠቃላይ መረጃ

1. ጾታ (እባክዎ የ “X” ምልክት በማድረግ ይግለጹ)

ወንድ ሴት

2. አማካኝ የወር ገቢ መጠን (እባክዎ የ “X” ምልክት በማድረግ ይግለጹ)

ከ 3000 ብር በታች ከብር 3001 – 10,000 ከብር 10,001 – 20,000
 ከ 20,000 ብር በላይ

3. እድሜ (እባክዎ የ “X” ምልክት በማድረግ ይግለጹ)

ከ18 - 30 ዓመት ከ 31 - 45 ዓመት ከ 46 - 60 ዓመት
 ከ 60 ዓመት በላይ

4. የሚመርጡትን የሞተር ሳይክል ብራንድ ይግለጹልን? _____

5. ሞተር ሳይክሎችን የገዙበትን ቦታ?

ከተማ _____

6. ሞተር ሳይክሎችን የገዙበትን ሱቅ ለማግኘት (ለማመላከት) የረዳዎት አመላካጭ ነገር ምንድነው?

የሱቁ ዲዛይን የሱቁ መገለጫ (ነባራዊ ሁኔታ) የሱቁ የሽያጭ ሰራተኞች

II. የመሸጫ ሱቅ ውስጥ ማስታወቂያ ይዘቶች

እባክዎ ቀጥሎ ለተዘረዘሩት እያንዳንዱ ጥያቄዎች ፊትለፊታቸው ከሚገኙት አማራጮች ውስጥ ምን ያህል እንደሚስማሙ የ “X” ምልክት በማድረግ ይግለጹ (አማራጮቹ ከበጣም አልስማም እስከ በጣም እስማማለሁ በሚል የቀረቡ ናቸው)

1. የሱቅ ዲዛይን

ስም	የሱቅ ምልክት	በጣም አልስማም	አልስማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ	
የሱቅ ዲዛይን	ማስቀጠያዎች	እኔ የገዛሁት ሞተርሳይክል ብራንድ የሚሸጥበት ሱቅ የውስጥ ማስቀጠያዎች ጥሩ ስሜት ይፈጥሩብኛል					
		እኔ የገዛሁት ሞተርሳይክል ብራንድ የሚሸጥበት ሱቅ የውጭ ማስቀጠያዎች ጥሩ ስሜት ይፈጥሩብኛል					
		ሞተር ሳይክል ለመግዛት ሳስብ የዚህ ሱቅ ማስቀጠያዎች ትዝ ይሉኛል					
		ከሌሎች የሞተርሳይክል ሱቆች ማስቀጠያ ውስጥ የዚህ ሱቅ ለይቼ አውቀዋለሁ					
	የምርት አቀማመጥ	ይህ ሱቅ የሞተርሳይክል ምርት አማራጮች አሉት					
		በዚህ ሱቅ ውስጥ ምርቶች በአይነት በሞዴልና በአገባባቸው ቅደም ተከተል መሰረት ነው ሚቀመጡት					
		ሞተርሳይክል መግዛት ሳስብ ገና የዚህን ሱቅ የምርት አቀማመጥ ነው የማስታወሳው					
	የውስጥ ክፍሎች አቀማመጥ	የዚህን ሱቅ የምርት አቀማመጥ ከሌሎች ሱቆች የምርት አቀማመጥ ውስጥ በቀላሉ ለየዋለሁ					
		የህ ሱቅ ጎብኝዎች ራሳቸውን ማስተናገድ እንዲችሉ ተደርጎ መተላለፊያና ጠቋሚ ምልክቶች እንዲኖሩት ተደርጎ ዲዛይን ተደርጓል					
		እዚህ ሱቅ ውስጥ የተለያዩ ክፍሎች ማለትም የእንግዳ መቀበያ፣ ሞተርሳይክል እና መለዋወጫ ማስቀመጫ፣ እንዲሁም የጥገና አገልግሎት መስጫ በታዎች አቀማመጣቸው ተለይተው ነው					
		የዚህን ሞተርሳይክል ብራንድ ሳስብ በሱቁ ውስጥ ያሉ ክፍሎች አቀማመጥ ትዝ ይለኛል					
	ብርሃንና እና ቀለም	የዚህን ሱቅ የውስጥ ክፍሎች አቀማመጥ በቀላሉ ለይቼ አውቃቸዋለሁ					
የዚህ ሱቅ የብርሃንና ቀለም ውህደት ደስ ይለኛል							
የዚህ ሱቅ ብርሃንና ቀለም ከሚይዘቸው ብራንድ ጋር አብሮ የሚሄድ ነው							
የሞተርሳይክል ብራንዶችን ሳስብ የዚህ ሱቅ የብርሃንና ቀለም ውህደት በአእምሮዬ ድቅን ይልብኛል							
	የዚህ ሱቅ የብርሃንና ቀለም ውህደት ከሌሎች ሱቆች የተለየ ነው						

2. የሱቅ ውስጥ ሙያተኞች

ስም	የሱቅ ምልክት		በጣም አልሰማም	አልሰማም	ገለልተኛ ነኝ	ሁ	እስማማለሁ
ቸጃተኛ ሙያተኛ ውስጥ የሱቅ	ገፅታ	ሙያተኞቹ የሚስብ አለባቸው ይለባሉ					
		ከሱቅ የውስጥ ሰራተኞች ጋር የነበረኝ ግንኙነት ማራኪና ቆንጆ ነበር					
		ሞተርሳይክል መግዛት ሳስብ የዚህ ሱቅ ሰራተኞች አለባቸው ትዝ ይለኛል					
		የዚህን ሱቅ ሰራተኞች አለባቸው በቀላሉ መለየት ችላለሁ					
	ሙያ	ከፊትለፊት እስከድረ ሽያጭ ድረስ ያሉት የዚህ ሱቅ ሰራተኞች ስለሚሰሩት ስራና ሞተርሳይክል በቂ እውቀትና የቴክኒክ ችሎታ አላቸው					
		ሞተርሳይክል መግዛት ሳስብ የዚህ ሱቅ ሰራተኞች ሙያዊ ብቃትና ችሎታ በአጭር ድቅን ይላል					
የዚህን ሱቅ ሰራተኞች ሙያዊ ብቃትና ችሎታ ከሌሎች ተመሳሳይ ባለሙያዎች በቀላሉ ለይቼ አውቀዋለሁ							

3. እውቀት

ስም	የሱቅ ምልክት		በጣም አልሰማም	አልሰማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
እውቀት		ከመሸጫ ሱቅ ዲዛይን፤ ይዘትና በውስጡ ካሉት ባለሙያዎች አንጻር ስለሚሸጠው ሞተርሳይክል ብራንድ እውቀት አለኝ ብዬ አስባለሁ					

ውድ ጊዜዎትን ሰጥተው መጠይቁን በመሙላት ስለተባበሩኝ አመሰግናለሁ