

**THE IMPACT OF PROMOTIONAL STRATEGY ON
CUSTOMERS BUYING BEHAVIOR IN THE CASE OF WALIA
BEER**

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This is to certify that the thesis prepared by Redeit Afework; The impact of promotional strategy on customers buying behavior in the case of Walia beer's Performance and submitted in partial fulfillment of the requirements for the degree of Master of Art in Marketing Management complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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Abstract

Both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer hence long term relationships and growth in terms of productivity and ultimate survival. However, few studies have been done on the relationship between promotion and customer growth in Ethiopia. The study, thus, sought to look at influence of promotion mix strategies on the customer growth of Walia beer. The study adopted a descriptive research design. The target population was customers of Walia beer within Addis Ababa. Forty customers were sampled and structure questionnaire administered. Data analysis involved the use of descriptive statistics: mean, standard deviation, frequency and percentages. Pearson correlation and multiple linear regression analysis were done to test the relationship between promotion and customer growth. The study established that Walia beer as a brand is associated with product quality and cheap price that both add value and satisfaction to its customers. The Company uses flyer and brochure, websites, newspapers, television and radio to advertise in addition to several public relation, personal selling and direct marketing. The study concludes that promotion strategies (advertising, sales promotion, public relations, personal selling and direct marketing) positively influence customer growth.

Keywords: *Promotion Strategy, Customer Growth and Walia Beer.*

CHAPTER ONE

INTRODUCTION

This part of the study discusses the background, problem statement, research questions, objectives, significance and limitations of the study.

1.1 Background of the study

It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as “promotion”. Although promotion is not done only for these factors but for other such as to build brand loyalty, to remind and reassure customers, to launch a new product and maybe to defend market share by responding to competitors’ campaigns with their own advertising. A business’ total marketing communications program is called the “promotional mix” and consists of a blend of advertising, personal selling, sales promotion, public relation and direct marketing (Gilbert and Jackaria, 2002).

The organization has to convey the message about the product on offer to its consumers. This helps in sustaining a perennial demand for the product and in suitably positioning it among the target audience. The process of communicating the message is called promotion. It influences the purchase decision of the consumer. The different channels available to the organization for communicating the message constitute the promotion mix. It includes advertising, sales promotion, and public relations. The aim of an organization promotional strategy is to bring existing and potential customers to a state of relative awareness of the organization’s product and a not just that but also to a state of adoption. The promotional mixes (sales promotion, publicity, personal selling, advertising, public relation) have a stage at which it will be most effective. Advertising and publicity are suitable for all stages while the remaining mix can be effective from stage three (Dörnyei, 2007).

Gilbert (1999) defines promotional mix as “the means use in bringing customers from a state of relative unawareness to a state of actively adopting the product”. It means of communicating with individuals, groups, or organizations to directly or indirectly facilitate exchange of informing and persuading one or more audience to accept an organization’s product. Sinha and Smith (2000) sees promotional mix as “the total marketing communication program of a

particular product”. Aaker, (2005) defined promotional mix as “any marketing effort whose function is to inform or persuades actual or potential consumers about the merit a product possess for the purpose of inducing a consumer to either start buying or continue to purchases the firm’s product.” The aim of an organization’s promotional strategy is to bring existing or potential from a state of relative unawareness of the organization’s product to a state of actively adopting them. Several stages of customer’s behaviors have been identified.

Today, promotion has evolved to encompass the “coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, and personnel) to produce a unified, customer-focused message” (Ferrell & Hartline, 2008, p. 282). Because promotions are one of the most noticed of marketing activities, promotions can greatly impact any company's market share and sustainability. It is therefore imperative to understand which promotions consumers prefer and the effect of promotions on customers and customer behavior.

Perfect promotional strategies can lead a business organization to its goal. It makes easy for an organization to be established and profitable in the market. A strong promotional strategy process in place facilitates to make sure that, the marketing performances stay aligned with organizational goals and maximize the return from the marketing activities (Kotler, 2008).

According to Drucker, (2012) adopting a good and effective promotional strategy is very important for any business without a best promotional strategy; a business will not be able to get the ideal customers for its services and goods. The main theme of a promotional strategy should be to introduce the benefits of products and how they can meet consumer’s needs. It can help an organization to develop a profitable and long-term relation with customers. This is very essential to have a perfect and flexible promotional strategy within a business organization that can react to changes in customer perception. It helps to identify an entire new market that can be successfully targeted. The results which we get by the sales promotion is the use of high amount of reserve, inviting a lot of new customers and additional increase in sales. Although all the marketing activities are linked with sales promotions that gives outcome in growing consumer purchases and improving intermediaries or retailer’s efficiency and co-operation.

According to Withier & Moore, (2007) many purchase situations are so usual that shoppers conduct a very minor cognitive activity. Actually, it is hard to stimulate behavior such as brand switching or increasing in the number of units purchased. The rising interest in the use of sales promotion as a marketing strategy has resulted in a surprising growth of research in this area.

1.2. Industry Overview

In Ethiopia growth in beer consumption has been growing high 24 percent per year, roughly double the average annual growth rate in real GDP. Even after such a rapid increase, however, per capita beer consumption in Ethiopia is still only a fraction of the level seen in other African countries according to access capital estimates (2010).

Ethiopia's beer industry is currently comprised of six major brewery plants. These are Meta Abo, Heineken (Harar & Bedele), BGI, Dashen, Habesha and Raya. The first three are owned by foreign investors and the last three are owned by local private producers.

Ethiopia beer industry has seen much activity in recent years, including a surge in demand associated with increased urbanization, population growth, rising incomes. From a level of just 3.844 million hectoliters in 2009/10, beer production has risen to nearly 26.64 million hectoliters by 2019/20, giving an estimated average growth of around 24% per year (according to access capital research 2010). With an estimated consumption of 3.1 million hectoliters and a population of near 80 million, annual consumption per head is only around 4 liters in Ethiopia, According to (Access capital research, 2010).

The business environment in Ethiopia is very favorable and the government support to those who want to build breweries plant is encouraging. The demand-Supply gap for beer is big; there will be a significant unsatisfied demand for beer for years to come as the economy is expected to grow in double digits in the near future.

With a total capacity of 1.5m hectoliters, the Kilinto brewery is already producing the recently launched Walia beer together with Bedele and Harar beer brands. It is planned that the site will also brew other brands including the flagship Heineken beer. Employing around 620 people, drawn from the local workforce, the new facility complements the already established Bedele and Harar breweries; which were acquired from the Ethiopian government in 2011.

1.3. Statement of the problem

To survive in the competitive marketing environment, both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer, hence long term relationships and growth in terms of productivity (Reid et al, 2005). Increased revenue, increased client-base and customer loyalty are measures of growth of any organization in the competitive market (Marquardt, 1994). Much of the Walia beer marketing literature have concentrated on marketing theory more than promotion practice. Unfortunately, the issues of marketing are becoming more complicated as competition of companies continues to change in worldwide (Albers-Miller and Sraughan, 2000).

Promotion strategies adopted by Walia beer remain an understudied area. Arising from the findings of the above study, it is evident that, there are many areas about the influence of promotion mix strategies on the growth of Walia beer that have not been investigated by previous research studies. It is for this reason that the study seeks to establish the influence of promotion mix strategies on the growth of Walia beer.

A study carried out by Kiptugen, (2003) looked at the strategic marketing responses of companies in a changing competitive business environment established that proactive rather than reactive promotional mix strategies are the core drive of any competitive organization operating in the dynamic marketing environment. However the study did not focus specifically on the effectiveness of promotion on the growth of Walia beer. The study sought to answer the following research question; what is the influence of promotion mix strategies on the customer growth of Walia beer?

This study attempted to answer the following research questions:

1. How do promotional activities of Walia beer affect consumer behavior?
2. How effective are the promotional activities that Walia beer use?
3. Which promotion mix element is more impactful for the consumers?
4. What are the challenges that exist in implemented promotion mix elements?

1.4. Objectives of the Study

1.4.1. General Objective

The main objective of this study is to explore the impact of promotional strategy on consumer buying behavior of Walia Beer.

1.4.2. Specific Objectives

- To examine how the promotion mix of Walia beer affect consumer buying behavior.
- To assess the effectiveness of promotional strategy used by Walia beer.
- To investigate which promotional mix is more impactful for the consumers
- To pinpoint and analyze on the challenges that exist in implemented promotion mix elements of Walia beer.

1.5. Scope of the study

This research is going to primarily focus on the impact of promotional strategy on consumer buying behavior. For purposes of this study, the dependent variable is the consumer buying behavior while the independent variables are the promotional strategy.

In the literature part, there were theories related to promotional strategies and consumer buying behaviors in order to give a clear idea about the specific area to the reader and to explain the proper context of the study.

This study was delimited to Addis Ababa specifically to the Yeka sub city (Heineken Ethiopia) and attempt to assess the impact of promotional strategy on consumer buying behavior. It focuses on beer consumers that are found around the Arada sub city. The subjects in this study include beer consumers and bar owners thus the findings cannot be generalized beyond the beer consumers and bar owners.

1.6. Significance of the Study

This research was able to provide the following:-

This study is important to the management of Heineken Ethiopia and other similar organizations in Ethiopia by acting as a reference point for identifying the important aspects of promotional strategy and consumer's buying behavior.

The Government of Ethiopia also finds this study an invaluable source of information by identifying the factors that play a major role in recognizing and understanding consumer's attitude on different promotional mixes.

Researchers and scholars will also benefit from the study as it will add on to the growing body knowledge and form a basis for further research. This will act as a source of reference for studies to be done on promotional strategies and their impact on consumer buying behavior.

As the company under research, Heineken Ethiopia also benefits from information that could guide the company in making informed decisions based on facts found during this research. It

will be used as a reference for the further researches that are related to the promotion mix practice of the company.

1.7 Organization of the Study

The study was divided into five chapters in order to provide clarity and coherence on the discussion of the study. The first part of the dissertation was discussing the background, problem statement, questions and objectives and the significance and limitations.

The second chapter shall be discussing the relevance of the study in the existing literature. After the presentation of the existing related literature, the researcher shall provide a synthesis of the whole chapter in relation to the study.

The third part of the study was discussing the methods and procedures used in the study. The chapter shall comprise the presentation of the utilized techniques for data collection and research methodology. Similarly, it shall also contain a discussion on the techniques used in data analysis as well as the tools used to acquire the said data.

The fourth chapter shall be discussion of the results of the study. Data to be presented was statistically treated in order to uncover the relationship of the variable involved in the study. With the said data, the chapter seeks to address the statement of the problem noted in the first chapter.

The last chapter was comprised of five sections: the summary of the major findings, conclusions of the study, and the recommendations. With the three portions, the chapter was able to address the problem stated in the initial chapters of the study.

Reference and annex also provided in the final part of the paper.

1.8. Definition of Terms

Promotion – has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea (Murry and Heide, 1998; 211).

Adverting - is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor (Peterson, 1995; 188).

Sales promotion - defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales (Ville, 2012; 246).

Direct Marketing – is in which organizations communicate directly with target customers to generate a response and/or a transaction (Kotler, 2009; 321).

Personal selling - is a two way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions (Aaker, 2005).

Consumer buying behavior - is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants (Armstrong, 2009; 165).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Chapter Overview

This chapter outlines; the theoretical, empirical literature and conceptual frame work on the promotion mix strategies, effects of promotional mix strategies on the customers buying behavior of.

The aim of this chapter is to review and study the existing literature and theory that related to this study. The purpose is to assemble theoretical literature to make strong study together with data that had been collected in this study. This chapter begins with the concept business and strategy, marketing mix as promotion is a part of marketing mix, concept of promotion and promotional strategy, importance of promotional strategies, consumer buying behaviors and effect of promotional strategies on consumer buying behavior as all of these topics are related with this study aim.

In the research's approach of the model, we can find two types of approach, they are deductive and inductive. Saunders, Lewis & Thornhill, (2009) indicate deduction as a testing theory and induction as a building theory. A researcher can use deductive approach, in where researcher can develop hypothesis, theory and a research strategy to test the hypothesis. On the other hand, in inductive approach, researcher can collect primary data and analyze them to develop a theory. Moreover, induction owes more to interpretivist and deduction for positivism (Saunders et al 2009). Burney (2008) indicates that- inductive approach generally waves from specific to the general where deductive interweave the inductive approach, it begins with general and finish with specific. Experimental studies show that, inductive conception used for arguments where deductive approach works on rules, principle and laws. Inductive approach helps to collect informal, natural and exploratory data. The researcher determined to go for inductive approach. It assisted researcher to gather related data through questionnaires to achieve the research objectives.

2.2. Theoretical Framework

2.2.1. Promotion Mix Strategies

Promotion strategy is the direct way an organization tries to reach its publics. Promotion strategy has remained the only way firms gain competitive edge in the market. Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). In order to keep up with the competition and changing consumer needs and wants, firms are forced to adopt effective promotional strategies to promote growth beyond borders thus creating awareness and increase usage rates of their products and services. Promotional strategies enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2007).

The focus on promotional efforts and development of marketing strategies has remained a challenge to many firms (Straughan, 2000). However, due to the growth of the service sector, it is necessary for any organizations to focus on promoting their services for them to survive in the dynamic business environment (Kotler, 2007). Today marketing of organizations providing laboratory service has remained a big challenge. Since services cannot be separated from the person performing or selling them, it is the responsibility of both large and small organizations to adopt appropriate promotional strategies in order to attract and retain customers (Nicolaud, 1989). Promoting healthcare services using a diversity of communication channels promote attraction and retention of customers (Sanchez and Peinado, 2003).

According to Miller and Straughan (2000), Healthcare organizations have been encountering numerous challenges during the past two decades, including competition, recessions and image problems. Additionally, many organizations have been facing mature domestic markets with limited future growth potential, which as a result. However, in the dynamic business environment, organizations have been forced to develop effective promotional strategies in order to survive in the competitive business environment hence achieve growth in all aspects of the organization.

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. Brassingtonh and Pettitt (2000) have categorized the promotional tools into five main elements; advertising, sales promotion, public

relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

According to Brassington and Pettitt (2000), promotion strategy is the direct way in which an organization communicates the product or service to its target audiences. Within the healthcare industry, promotion is used in many different ways (Meidan, 1996). Brassington and Pettitt (2000) has categorized the promotional tools into five main elements; Advertising, Sales promotion, Public relations, Personnel selling, and Direct Marketing.

2.2.1.1. Advertising

Brassington and Pettit (2000) define advertising strategy as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea. The key difference between advertising and other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels. Meidan (1996) states that a healthcare services organization can use its advertising for either its short-term or its long-term objectives. The organizations attempting to create a long-term relationship, should build up of its name by using institutional advertising, while a laboratory services organizations interested in promoting its brand name and its differentiated services would use a brand advertising policy.

The institutional advertising consists of promotion of the firms' image as a whole and promotion of the products offered, with extra emphasis on the specific firm's name organization. The organization seeks through its marketing communications to build awareness and to impress customers looking for the best range of healthcare services, due to the former impression of laboratory services organizations as impersonal institutions with no interest in their customers as people, and of healthcare services as abstract and quite similar the institutional advertising has become more and more important (Meidan, 1996).

Brand advertising follows closely in the footsteps of institutional advertising. Its purpose is to create awareness of the laboratory services organizations' name and to advertise the different

services it is offering. Since the firms are serving a mass of people, the problems of brand advertising are to know who to advertise to, and how to advertise (Pettit, 2000). While institutional advertising is directed towards the whole population, the brand advertising of particular products has to be much more selective since it has to show that the consumer will benefit from the service. Furthermore, all the individual campaigns of brand advertising have to be compatible in tone and presentation and match the image the laboratory services organizations has created through its institutional advertising (Mortimer, 2001)

Mortimer (2001) states that an important part of advertising is to make the service tangible in the mind of the consumer in order to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore she considers it important to advertise consistently, with clear brand image in order to achieve differentiation and encourage word-of-mouth communication. Meidan (1996) suggests that there are two types of advertising channels appropriate for advertising. That is “above-the-line” and under-the-line” advertising. Above-the-line advertising contains different channels of communication such as television, radio, posters, magazines and newspapers. Under-the-line advertising constitutes a huge part of a healthcare organization advertising activities. It is the invisible advertising of the company including leaflets, pamphlets, explanatory guides and manuals that can be used to support selling of a specific service.

2.2.1.2 Sales Promotion

According to Brassington and Pettit (2000) sales promotion is tactical marketing techniques with mostly short- term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives. Furthermore, Meidan (1996) states that it has two distinctive qualities. Firstly, it provides a “bargain chance” since many sales promotion tools have an attention gaining quality that communicates an offer that although they appeal to a wide range of buyers, many customers tend to be less brand loyal in the long run. Secondly, if sales promotions are used too frequently and carelessly, it could lead to insecure customers, wondering whether the services are reliable or reasonably priced.

Meidan (1996) indicates that due to conflicting ideas concerning the benefits of sales promotions, organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness. Petit (1994) claim that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. Thus, price based promotions are difficult and probably dangerous to use for healthcare service markets.

This is due to the fact that the price setting is already a difficult process, and that consumers often see lower prices as a result of lower quality.

However, Meidan (1996) states that sales promotion appear to be most effectively used in combination with advertising. The primary objectives with sales promotion are attract new customers; to increase market share in selected market segments; and to lower the cost of acquiring new customers by seeking to avoid direct price competition organizations.

2.2.1.3 Public Relation

According to Brassington and Pettit (2000) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation.

Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market (Brassington, 2000). Meidan, (1996) states that another part of public relations is the publicity gained through magazines. Healthcare services obtain considerable publicity in so called quality press, such as different healthcare journals. In popular newspaper the publicity is, in contrary to the quality press, often negative from the healthcare firm's point of view.

2.2.1.4 Personal Selling

Brassington and Pettit (2000) argue that, personal selling is a two way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers' post- purchase satisfaction, and in building profitable long-term buyer-seller relationship built on trust and understanding. Verhallen *et al* (1997) states that the increased competition within the fast changing environment of healthcare services has led healthcare organizations to develop and maintain comprehensive relationship with their customers.

Furthermore, Julian and Ramaseshan (1994) state that the long term person to person relationship is an important factor for a retail firms to achieve a competitive advantage. Meidan (1996) points out that once customer has chosen its laboratory services organizations, he is unlikely to switch

to another. Thus, personal selling is probably the most important element in the communication process within the financial services industry. Lee (2002) state that personal selling can be performed either face to face or through technological aids such as the internet.

According to Julian and Ramaseshan (1994) the relationship between the salesperson and customer is perceived as being of great importance for the marketing of the organizations. Hence, the sales force within the healthcare services industry needs not only to be trained in the art of selling but also to be aware of all the services available and be able to clearly explain what each services offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force engages and co-operates toward the customer, trying to find a solution to the customer's problem, rather than only persuading him to purchase the products or services (Meidan, 1996).

2.2.1.5 Direct Marketing

According to Brassington & Pettit (2000) direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship.

2.2.2 Marketing Communication Foundation

Various theories have been suggested by different authors in relation to marketing communication. Some of the theories include; AIDA theory, hierarchy of effects theory, and relationship marketing theory.

2.2.2.1 AIDA Theory

The AIDA (attention, interest, desire and action) model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). It explains how personal selling works

and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favorable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market.

Therefore, adoption of the theory by firms promotes tremendous growth of the companies in terms of client base and revenue (Aaker and Joachimsthaler, 2000). They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000).

2.2.2.2 Hierarchy of Effects Theory

The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference and purchase.

Customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button. Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003).

Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage advertisers will want the consumer

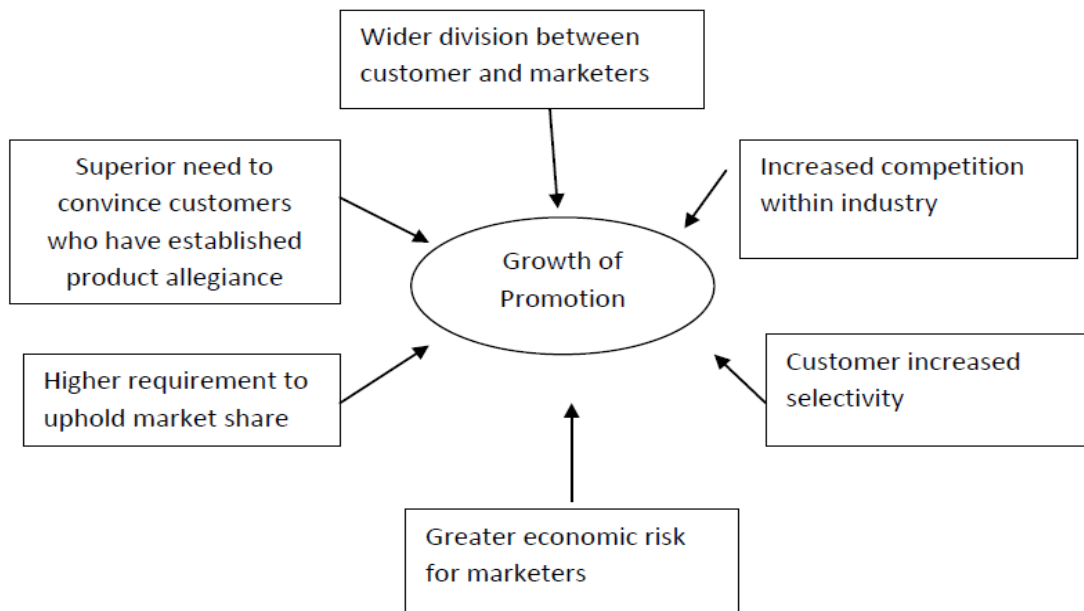
to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch and Belch, 2003). This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander and Schouten, 2002).

2.2.2.3: Importance of Promotional Strategy:

A number of factors are responsible to boost consequence of promotional efforts for an organization. First factor among those is customer's wide variety of choice. Promotion is essential to persuade these customers to transform their buying habit. Another factor is the rising gap of physical and emotional distance, this means manufacturer use association and channel to provide products information to the customer, and this must be taken in to relation to make a communication strategy. Next factor is the growing competition in the industry. Lastly, the most active factor is technological matters. All of these factors should be accounted to build a proper promotional strategy. (Strydom, 2004)

According to Strydom (2004) the factors which increase promotional efforts are:



Factors leading to increase promotional efforts

Promotional activities at intermediary level turn into more noteworthy if the product is extra complex, technological or expensive (Zeithaml & Bitner 2003).

While, a business that uses an intermediary frequently cannot handle the ultimate promotions at the intermediary stage, as the intermediary may concern only about its own interests and use a promotional strategy contradictory with the business's purposes. Because, organizations and intermediaries are frequently hold altered goals and different views of channel performance. (Zeithaml & Bitner, 2003)

Business organizations that sell tremendously demanded products or services regularly increase the authority to influence intermediaries' conclusion. Therefore, the level of product charisma to customers may sway intermediaries' conclusion to participate in the organization's promotional program (Murry and Heide, 1998)

2.2.3 Consumer Buying Behavior:

2.2.3.1: Concept of Consumer Buying Behaviors:

Armstrong (2009, p.148) suggest that ' Consumer buying behavior refers to the buying behaviors of final consumers-individuals and household who buy goods and services for personal consumption.'

Consumer buying behavior can be described as the study of persons, groups or different organizations and their guide of selecting, using, processing, disposing and securing of products, services, ideas or experiences of a particular business organization (Ville, 2012).

According to Peterson (1995) the consumers are constantly showing the moving behavior while they do shopping but there are a number of customers, who are extremely strict to their choice and loyal to the business organization.

These are most frequently experiential that, in fashion industry the exchange cost is small. Even though the moving of customers show pathetic relationship with the business organizations. That might be the reason, why customer satisfaction is declining (Reinartz and Kumar, 2000). For this reason, the business organizations are constantly offerings package of selections to be loyal with them. Moreover, when they change their dealer, they don't need any cost (Sheth and Parvatiyar, 1995).

Rust and Zahorik (1993) stated that- “customers maintenance depends on customer pleasure and satisfaction and some other drivers.”

Consumer buying behavior has been changed dramatically in the last few decades, especially in the retail and fashion sectors and the main reason is increasing number of competitors, which is making impact of customers moving ration (Reinartz and Kumar, 2000)

Actually consumer buying behaviors is the system of the individuals or groups and it covers lots of field in marketing. Customer satisfaction and loyalty also affect consumer buying behavior. Moreover, understanding consumer buying behavior is very important in business because it is an important marketing concept to make customer happy and loyal.

A business organization should better understand their customer and their needs and make customers believe that their products and services are better than their competitors. The responses from customer are the result of company's marketing strategies whether it is successful or not. However, a company can be successful in the market if they can use the information and knowledge from the customer properly. With using of the information a business organization can make positioning themselves in the market and find the strength and weakness compare with its competitors (Solomon, 2004).

According to Berry (1969) - there are a number of consequences which are depending on consumer behavior correlated with the stores. To boost the stores images rewarding strategy is

very imperative which also shopper loyalty. On the other hand, the difficult consequences make the critical brand image.

2.2.3.2: Consumer Buying Behavior Process:

Every business needs to be successful in its sector to make profit. Customer value is important to be successful for a business organization. To offer a great customer value, business organization needs to satisfy its customer's needs. If organization has a good understanding of customer buying behaviors, they will be capable to offer a great value to the customers. This is the main reason, how some companies make differentiate themselves from others (Ville, 2012).

Ville (2012) shows the steps of consumer buying process-

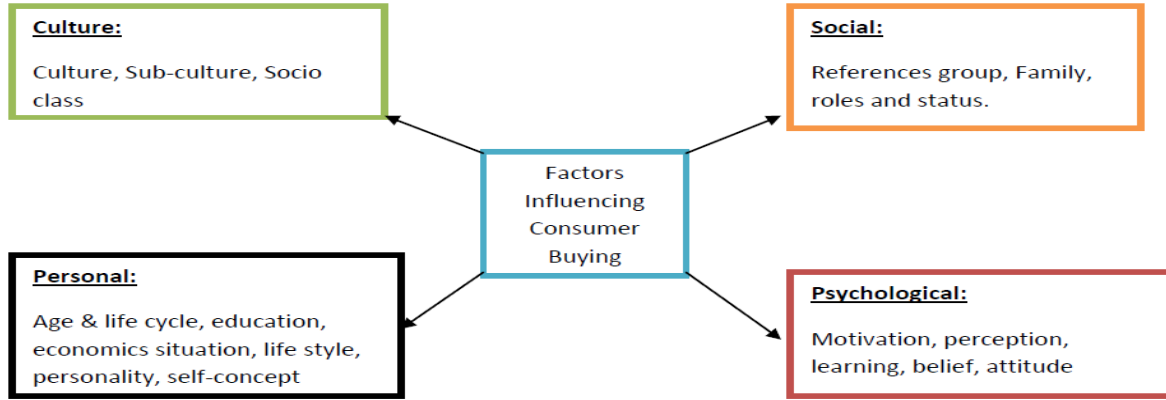
1. The first step in this process is consumer identification of needs for a specific service or product.
2. In the second step, Consumers look for related information to make a perfect decision on how to make satisfy them. Such as what product or what kind services they want.
3. After assessment of this product or service related information, the consumers will buy the product or service on which they are determined
4. At last, consumer will try to evaluate the quality and performances of product and service to know whether it was able to satisfy their needs or not. In this stage, consumer may select that product or service as a permanent option or they can avoid the product or service if they are not satisfied.

Consumer Buying Process

Understanding consumer buyer behavior needs more than just investigating buying process. Consumption is a very important part in this case. It continues after buying process. The value of product and service can be justified only after consumption of the products and services. In some case, this process takes long as utility of some product and services can be realize at once and decision of customer to buy this kind of products and services come through a long calculation for future satisfaction. The managers, who really understand the consumer needs, can make a good products value to the customers. This quality help organization to improve relationship with customer and ultimately it makes a business organization profitable (Pride & Ferrell, 2012).

2.2.3.3: Factors Influencing Consumer Behavior:

Consumer buying behavior can be affected by numerous factors. Kumar (2010, P219) indicates some factors which are influencing consumer buying behaviors:



Factors that influence consumer buying behaviour. (Kumar, 2010, p.129)

2.2.3.4: Models of Consumer buying behaviors:

On consumer buying behaviors, many prospective authors of marketing studies made some models, which are very useful to understand this concept. These model normally discuss many stimuli, influence factors, the decision making and result. In this section- Kotar's, Engel's, Hawkin's models of consumer buying behavior should be mentioned.

Kotler's Model of Buyer Behavior:

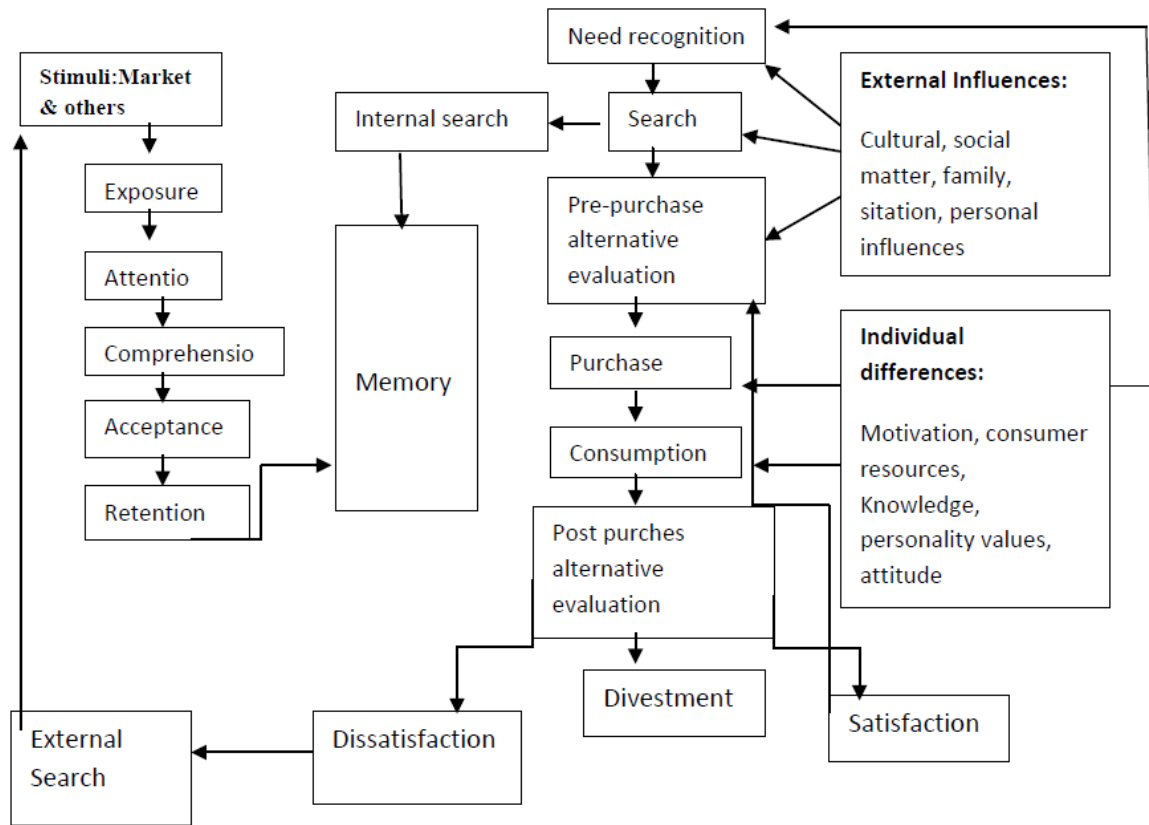
Kotler (2000, p.161) shows a model of buyer behavior:

Marketing Stimuli	Other stimuli		Buyers Decision		Buyers Characteristic	Buyers decision process
Marketing mix *Product *Place *promotion *Place	*Political *Cultural *Technological *Economic		*Choosing of brand *Choosing of products *dealer choice *timing of purchase *amount		*Psychological *personal matter * cultural matter *Social matter	*Problem finding *information *evaluation *decision taking *post purchase behaviour

Model of Buyer Behaviour (Kotler, 2000. P161).

This model of Kotler shows that, how consumer think about marketing and other factors. Afterward, consumer makes purchasing decision certainly with the influence of their characteristic. At the end customers do post purchase behavior which is the total out comes from the process, it can be negative or positive.

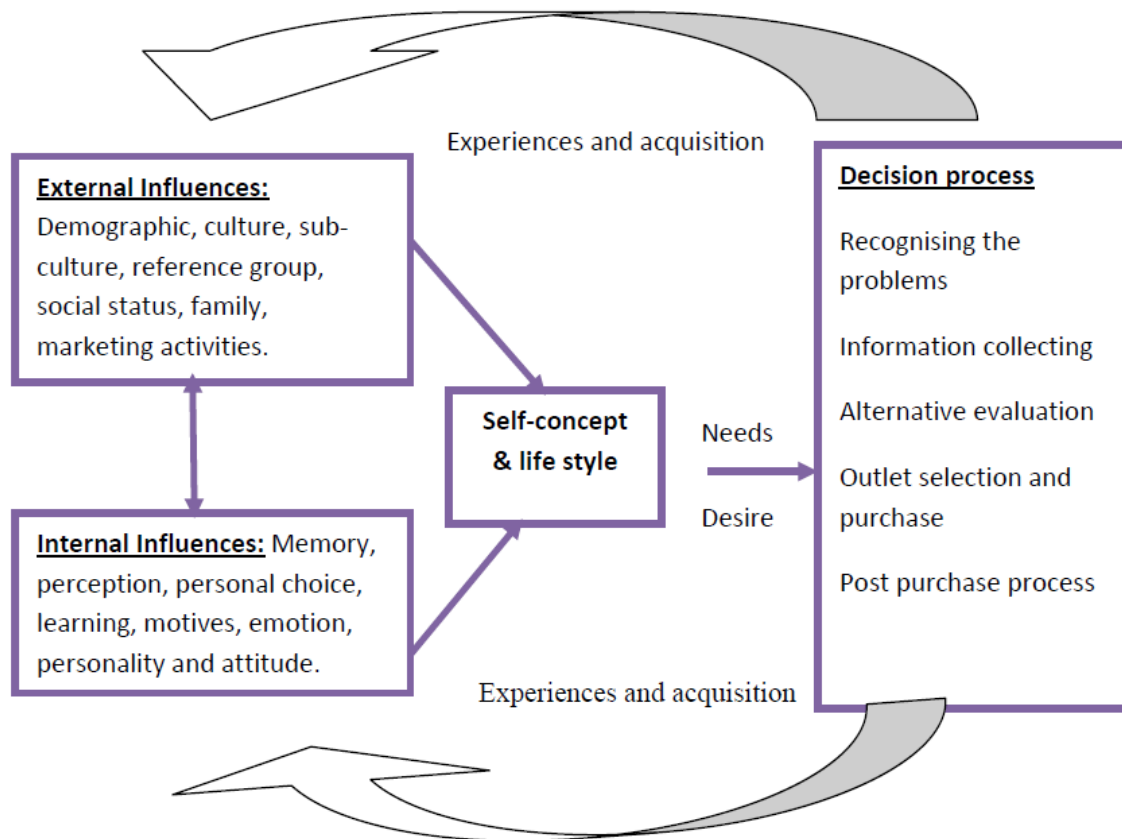
Engel, Blackwell & Miniard (1995, p155) showed buyers behavior model more descriptively:



Consumer decision process model. (Engel, Blackwell & Miniard, 1995, p.155)

Engle’s consumer decision process shows that, how different factors impact on environmental matters and individual customers. All of these factors have a vital role in customer purchasing decision making process. Memory recall also encouraged by this process, which is used to know whether products and services are satisfactory or not.

Hawkins, D., Best, R., and Coney, K. (2001, p.26) have given a model of consumer behavior, which is simple and easy to understand:



Model of consumer behavior (Hawkins et al, 2001, p.26)

Hawkins et al (2001) think that- self-concept & life style are the central part of the buying behavior process. In addition, consumer’s needs and desire can be affected by external and internal influences. Through this process a consumers gain experience of the products and services and come to know, are they satisfied or not.

2.3. Empirical Review

Cox and Cox (1990) concluded that promotion in advertising efficiently directed to consumer association that products from this store were low price. Dickson and Sawyar’s (1990) in their study found that as consumers perceived purchased products as promoted ones, the value of consumer brand image would be decreased. Corresponding to the findings of Cox and Cox (1990), Grewal, Baker, and Borin (1998), studied the significant effect of store name, brand name, and price discount on consumer brand value as well as consumer purchase intention. The results found that discount depth was negatively related to perceived quality. That means, the more discount depth, the less perceived quality. The finding inferred that information of price

promotion would not absolutely result in positive purchase intention and might damage brand value.

Neslin and Shoemaker's (1989) examined two thousand families; the study product was coffee. The finding of the study suggested that, after promotion, the personal repurchase ratio remained unchanged while the overall repurchase ratio was reduced by impact of sales promotion. This study concluded that the decrease of overall repurchase resulted from the fact that most of the subjects in this study were new brand buyers and brand switchers whose incentives for the purchase were sales promotion. Comparatively, the repurchase ratio would decrease after the promotion period, which also brought about the decrease of overall repurchase. However, this reason did not absolutely contribute to creating a reduction of individual repurchases.

Raghubir and Corfman (1999), in their study taking service products (dental services, health club, and mutual funds) as products of their empirical study and investigated the relationship between price promotions on brand value before using products. They suggested that if consumers who never had purchase experience on a promoted brand or a new promoted brand, they would regard the promoted brand as one with lower quality. The study found that price promotion had a negative impact on consumer brand value before consumers began using a new product. Yoo (2000) also found that price promotion generated negative effects on perceived quality and brand association which were dimensions of brand equity. Owing to price variability which increases consumer uncertainty about brand quality, the decrease of quality perception and increase of considered perceived risk may happen (Yoo et al., 2000).

Low and Mohr (2000) showed in their study, senior marketing managers were interviewed to process the survey either in pre-tests or in real survey. They found that brands with higher budget provisions for advertising have more advantages than brands with those to sales promotion in terms of manipulating consumer attitude, brand equity, and market share. Even though many studies stated the negative impacts of sales promotion on brand equity, some researchers still resisted that brand equity was not negatively influenced by sales promotion.

Davis, Inman, and McAlister (1992) assumed that sales promotion has a negative impact on brand value. They directly measure the effect of price promotion on brand value on three brands and four product categories (microwavable popcorn, saline solution, cereal, mouthwash), with college students as study subjects and the grocery stores on campus as the experimental

environment. The measures of brand evaluations contained three elements which were affective, cognitive, and behavior intention and the results found that sales promotion leveraged the ratio of consumption, but it did not create a negative impact on brand value. Davis et al. (1992) concluded that consumption type in grocery stores was of low involvement consumption type; therefore sales promotion allowed creating immediate and positive effects. However, the promotion content with low involvement consumption would be forgotten by consumers, and accordingly, negative effects of sales promotion on brand equity would not be generated.

Chen, Monroe, and Lou (1998), investigated the influence of price promotion incentive on consumers' perceptions and purchase attitudes, they found that, in the coupon promotion, consumers with no coupons still had to pay money corresponding to the original price to buy the product; therefore, the original price was still an effective price and consumers did not down value the quality of the promoted product. The study also concluded that, in coupon promotion, customers would have perceptions of beneficial price inequity which resulted in influence of perceived value. Furthermore, some customers, in coupon promotion, believed that some people purchased the same products with the original price. Hence, most customers did not lower internal reference prices. These researchers incidental that coupon promotion endured overall a perceived value of promoted products much more than a direct price-off deal did.

D'Astous and Jacob (2002) conducted a three-study research program to calculate what kinds of conditions can gain consumer appreciation of premium - based promotional offers. The development of the study's procedure was made up of a tested typology of premium-based promotions, a qualitative study, and a survey of adult consumers. The results showed that there were positive relationships between consumer gratitude of premium-based promotional techniques and some independent variables, including a high direct degree of premium, positive consumer brand attitude and great interest in the premium, high deal-prone consumer traits, and high obsessive consumption prepositions.

Parker and Pettijohn's (2003) studied the issue about the argument for /against promotional gifts or free samples was particularly to be investigated. The researchers selected physicians in a mid-western regional health center as the subjects who responded to the questionnaires which centered on the topics about whether promotional gifts or free samples from pharmaceutical representatives would influence their decisions to prescribe, and whether pharmaceutical direct-to-consumer advertising would increase the request possibilities of both drug brand choices and

drug category. The findings showed that direct-to-consumer advertising made the rates of both drug class and drug brand choices higher, and the rates of physicians' prescriptions on those drugs also increased. However, most respondents (physicians) reported that the acceptance of gifts or samples did not affect their prescription. When they believed that the generic products were effective for patients, they stuck to the usage of that brand product, without switching to another brand. Daly (1993) reported that promotional gifts (nonmonetary sales promotion) could facilitate in creating a positive perception, supporting a buying decision, strengthening relationships and stimulating interest, the study's finding showed sales promotion appeared not to achieve its goal to strengthening brand relationship with consumers.

2.4. Conceptual Framework

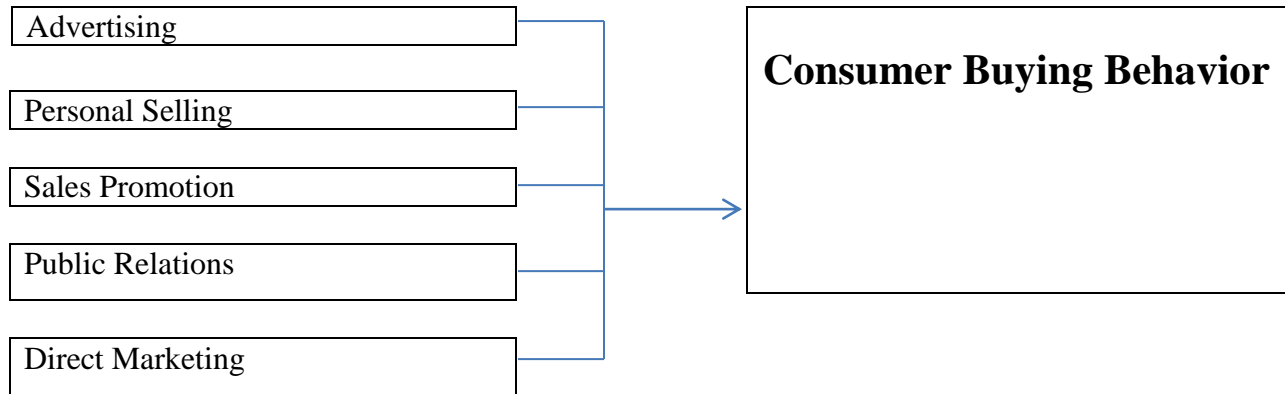
Relationship marketing theory is a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions (Alexander and Schouten, 2002). As a practice, relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages (Aaker and Joachimsthaler, 2000). With the growth of the internet and mobile platforms, relationship marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels (Berglof & Bolton, 2002).

Relationship marketing involves a short-term arrangement where both the buyer and seller have an interest in providing a more satisfying exchange (Adebsi, 2006). This theory tries to disambiguously transcend the simple post purchase-exchange process with a customer to make more truthful and richer contact by providing a more holistic, personalized purchase, and uses the experience to create stronger ties (Aaker and Joachimsthaler, 2000).

Relationship marketing relies upon the communication and acquisition of consumer requirements solely from existing customers in a mutually beneficial exchange usually involving permission for contact by the customer through an "opt-in" system (Adebsi, 2006). With particular relevance to customer satisfaction the relative price and quality of goods and services produced or sold through a company alongside customer service generally determine the amount of sales relative to that of competing companies (Berglof & Bolton, 2002).

A key principle of relationship marketing is the retention of customers through varying means and practices to ensure repeated trade from preexisting customers by satisfying requirements above those of competing companies through a mutually beneficial relationship (Albers & Straughan, 2000). Extensive classic marketing theories center on means of attracting customers and creating transactions rather than maintaining them, the majority usage of direct marketing used in the past is now gradually being used more alongside relationship marketing as its importance becomes more recognizable. Increased profitability associated with customer retention efforts occurs because of several factors that occur once a relationship has been established with a customer (Berglof & Bolton, 2002).

Components of Promotion Mix



Independent Variables

Dependent Variable

Figure 2.1: Conceptual Framework (Source: Author, 2013)

2.5. Research Hypothesis Development

H1. The advertising influenced the buying behavior of the customers of Walia Beer

Advertising sends a message. The company advertising campaign, regardless of its scope or size, portrays the company organization, the company products and services, and the company values. Each attribute was tested with each new customer the company acquires.

This is one area of business where the company does not want to take unnecessary risks. The company advertising should enhance the company credibility as an organization and present the company as the best solution to meet the company customers’ needs. The company can see from our abbreviated list in the section entitled (Kotler 2004).

H 2.The sales promotion influenced the buying behavior of the customers of Walia Beer

However, Meidan (1996) states that sales promotion appear to be most effectively used in combination with advertising. The primary objectives with sales promotion are attract new customers; to increase market share in selected market segments; and to lower the cost of acquiring new customers by seeking to avoid direct price competition organizations.

H3.The public relations influenced the buying behavior of the customers of Walia Beer

A public relations (PR) strategy may play a key role in an organization's promotional strategy. A planned approach to leveraging public relations opportunities can be just as important as advertising and sales promotions. Public relation is one of the most effective methods to communicate and relate to the market. It is powerful and, once things are in motion, it can be the most cost effective of all promotional activities. In some cases, it is free. The success of well executed PR plans can be seen through several organizations that have made it a central focus of their promotional strategy (Bowie & Buttle 2004).

H4. The personal selling influenced the buying behavior of the customers of Walia Beer

According to Julian and Ramaseshan (1994) the relationship between the salesperson and customer is perceived as being of great importance for the marketing of the organizations. Hence, the sales force within the healthcare services industry needs not only to be trained in the art of selling but also to be aware of all the services available and be able to clearly explain what each services offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force engages and co-operates toward the customer, trying to find a solution to the customer's problem, rather than only persuading him to purchase the products or services (Meidan, 1996).

H5. The direct marketing influenced the buying behavior of the customers of Walia Beer

According to Brassington & Pettit (2000) direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship.

CHAPTER THREE

RESEARCH METHODOLOGY

This part describes the methodologies that were used in this study: the choice of particular research designs, data type and source of data, research approach, data gathering technique and instruments, sampling and sampling techniques and data analysis techniques along with an appropriate justification associated with each approach.

3.1 Research Design

In this study, to attain the objectives the researcher used descriptive research design. Descriptive research is characterized by the prior formulation of specific research questions and hypotheses. Thus, the information needed is clearly defined. As a result, descriptive research is pre-planned and structured. It is typically based on large representative samples. A descriptive research design specifies the methods for selecting the sources of information and for collecting data from those sources. This study also employed both quantitative and qualitative research methods.

3.2 Data Types and Source of Data

The researcher used both primary and secondary data for the entire analysis of this study. The information was gathered through questionnaire from the selected sample of respondents of customers of Walia Beer. The data collected from the respondents through questionnaires was used as primary data. According to Biggam (2008), primary data is the information that the researcher finds out by him/herself regarding a specific topic. The main advantage with this type of data is that it was collected with the research's purpose in mind. It implies that the information resulting from it is more consistent with the research questions and objectives. The secondary data was obtained from the company records, relevant books, internet and from personal observation of the researcher.

3.3 Data Gathering Technique and Instruments

The primary data was gathered particularly using survey questionnaire and structured interview.

3.3.1. Questionnaire

A questionnaire is a formalized set of questions for obtaining information from respondents. Typically, a questionnaire is only one element of a data collection package that might also include (1) fieldwork procedures, such as instructions for selecting, approaching and questioning respondents; (2) some reward, gift or payment offered to respondents; and (3) communication

aids, such as maps, pictures, advertisements and products (as in personal interviews) and return envelopes.

The researcher, distributed the questionnaire to sample respondents. For the purpose of this study a quantitative methodology involving a close-ended questionnaire was used as the measuring instrument. The close-ended questionnaires were administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring instruments. The Likert-type scale method was used with a range of responses: ‘Strongly Disagree’, ‘Disagree’, ‘Neutral’, ‘Agree’, and ‘Strongly Agree’. The usage of this particular scaling method ensures that the research study illustrated the ability to assess the responses and measure the responses quantifiable so that a pattern or trend was produced in order to assess research objective.

3.4 Sampling and Sampling Techniques

3.4.1 Target Population

According to Hair (2010), sampling design begins by specifying the target population. This is the collection of elements or objects that possess the information sought by the researcher and about which inferences are to be made. The target population must be defined precisely. Imprecise definition of the target population will result in research that is ineffective at best and misleading at worst. Defining the target population involves translating the problem definition into a precise statement of who should and should not be included in the sample. The target population should be defined in terms of elements, sampling units, extent and time. An element is the object about which or from which the information is desired. In survey research, the element is usually the respondent. A sampling unit is an element, or a unit containing the element, that is available for selection at some stage of the sampling process. Target population is said to be a specified group of people or object for which questions can be asked or observed made to develop required data structures and information. Therefore, for this study, the target population were customers of Walia Beer in Addis Ababa.

3.4.2 Sampling Techniques and Sample Size

In order to determine the sample size of the study the student researcher used non-probability sampling approach for the customer population under study, particularly convenient sampling technique. Non-probability sampling relies on the personal judgment of the researcher

rather than on chance to select sample elements. The researcher can arbitrarily or consciously decide what elements to include in the sample. Non-probability samples may yield good estimates of the population characteristics, but they do not allow for objective evaluation of the precision of the sample results. Because there is no way of determining the probability of selecting any particular element for inclusion in the sample, the estimates obtained are not statistically projectable to the population. Commonly used non-probability sampling techniques includes convenience sampling, judgmental sampling, quota sampling and snowball sampling.

Convenience sampling attempts to obtain a sample of convenient elements. The selection of sampling units is left primarily to the interviewer. Often, respondents are selected because they happen to be in the right place at the right time. Convenience sampling is the least expensive and least time-consuming of all sampling techniques. The sampling units are accessible, easy to measure and cooperative. Despite these advantages, this form of sampling has serious limitations. Many potential sources of selection bias are present, including respondent self-selection Convenience samples are not representative of any defined population. Hence, it is not theoretically meaningful to generalize to any population from a convenience sample, and convenience samples are not appropriate for marketing research projects involving population inferences. Convenience samples are not recommended for descriptive or causal research, but they can be used in exploratory research for generating ideas, insights or hypotheses. Due to the difficulty nature of determining sample size of the customers of Walia Beer the researcher used the recommendation of Malhotra's, (2006, 329) suggestion of 200 respondents' customers as a representative sample in order to have sufficient and reliable data.

3.5 Data Analysis

The data collected in the research were edited, coded and entries made into statistical software (Statistical Package for Social Sciences, SPSS version 20). This involved converting quantitative (nominal and ordinal data) into numerical codes. Descriptive statistics were then run which consisted of frequencies, percentages, means and standard deviation to summarize the data. The study also adopted multiple linear regression and Pearson correlation analysis to establish the relationship between the variables of interest. Specifically, multiple linear regression analysis was used to determine the joint relationship between independent and dependent variables. This helped in establishing the inferential significance of the relationship, direction and magnitude between sales

promotion, public relations, personal selling and direct marketing, and growth of customers. The regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Y = The buying behavior of the customers of Walia Beer

β_0 = Y intercept

β_1 to β_5 = regression coefficients

X_1 = Advertising

X_2 = Personal Selling

X_3 = sales promotion

X_4 = public relations

X_5 = Direct marketing

ε = error term

Pearson correlation analysis determined if there is a relationship between the promotion mix strategies and growth. This includes the nature, magnitude and significance of such relationship. Pearson Correlation analysis was conducted at 95% confidence level ($\alpha = 0.05$).

3.6. Validity and Reliability

3.6.1. Validity

The clarity of the instrument items to the respondents were established so as to enhance the instrument's validity and reliability. According to Sekaran (2003), validity is the degree by which the sample of test items represents the content the test is designed to measure. To establish the validity of the research instrument the research sought opinions of experts in the field of study especially the researcher's supervisor. Malhotra (2010) mentioned about three types of validity in his study: content validity, predictive validity, and the construct validity. This study addressed content validity through the review of literature and adapting instruments used in previous research.

3.6.2. Reliability

There is a good linear association between the dependent and independent variables used in the study. This is shown by a correlation (R) coefficient of 0.887. The determination coefficient as measured by the adjusted R-square presents a moderately strong relationship between dependent and independent variables given a value of 0.764. Reliability refers to the consistency of

measurement and is frequently assessed using the test–retest reliability method (Saunders, Lewis & Thornhill, 2009). Reliability was tested using Cronbach Alpha test with a threshold of 0.7. This facilitated the necessary revision and modification of the research instrument.

3.7 Ethical Consideration

Never mention about their ethnicity, political and religious view points and their private concerns. Because these whole things are their personal backgrounds that they don't want to explode. Confidentiality was the researcher's concern and duty to keep the respondents safe under psychological discipline.

CHAPTER FOUR

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The results of the research project exploring the influence of promotion mix strategies on the growth of customer of pathologist's Walia beer. The results of the analyses are presented per study objective and described in tables where stated. The sample size for the analysis were 200 customers of Walia beer. Once the respondents' answered the questionnaire, data were coded and analyzed using SPSS.

4.2 Participation Rate

Convenient sampling technique was applied within individual clusters. Two hundred questionnaires were distributed to the customers of Walia beer that were found in Addis Ababa around Piassa and Bole.

4.3 Demographic Information

This section presents the data findings on the respondents' demographics. It specifically looks at their age, level of education and length of time the respondent has been Walia beer's customer. The respondents were required to indicate their age. The study findings indicated that the majority (42.1%) indicated that their age bracket was between 31 and 40 years. Analysis of findings also indicated that 34.2% of the respondents were between 41 and 50 years of age. The findings further indicated that 15.8% were between 18-30 years while 7.9% were above 51 years of age. The distribution of the respondents implies that Walia beer preferred by all age groups. The findings of the study are illustrated in Table 4.1.

Table 4.1: Age Distribution

Age Category	Frequency	Percentage
18-30 years	32	15.8
31-40 years	84	42.1
41-50 years	68	34.2
51 years and above	16	7.9
Total	200	100

Source: Survey result (2016)

The study sought to find out the respondents level of education. The findings of the study are displayed in Table 4.2. From the findings, majority (47.4%) had college diplomas, followed by 23.7% university degrees, 15.8% certificate, 10.5% high school. The findings further revealed that 2.6% of the respondents had post graduates. This infers the respondents can easily understand the points that raised in the questionnaire.

Table 4.2: Level of Education Academic level

	Frequency	Percentage
High school	21	10.5
Certificate	32	15.8
Diploma	95	47.4
Degree	47	23.7
Postgraduate	5	2.6
Total	200	100

Source: Survey result (2016)

The study further determined duration customers have used Walia beer per week. Data collected from the field was coded and analyzed as per the study objective. From the analysis of the findings, 42.1% indicated 2 times per week who were the majority of the respondents, 23.7% said 3 times, 18.4% indicated 4 times, 16% more than 4 times. The findings of the study further revealed that the remaining percentage said one time per week. The results are as shown in Table 4.3.

Table 4.3: Duration customers have used Walia beer per week

Duration	Frequency	Percentage
1 times	11	5.3
2 times	83	42.1
3 times	47	23.7
4 times	37	18.4
More than 4 times	32	16
Total	200	100

Source: Survey result (2016)

4.4 Advertising

This section presents the findings on the various advertising techniques used by Walia beer to avail information to and attract customers.

The respondents were asked to indicate their degree of agreement for the Walia beer advertising enhances the Walia beer credibility, Table 4.4 shows that 44.7% of the respondents disagree 39.5% of the respondents strongly disagree and, 15.8% them neutral. This depicts that the Walia beer advertising didn't enhances the customers' trustworthiness on the Walia beer.

Table 4.4: The Walia beer advertising enhances the Walia beer credibility

	Frequency	Percentage
Strongly agree	0	0
Agree	0	0
Neutral	32	16
Strongly disagree	79	39.5
Disagree	89	44.5
Total	200	100

Source: Survey result (2016)

On the message transferred by the Walia beer's advertisement easily understandable by the customers, Table 4.5 shows that 71.1% of the respondent strongly disagree, 21.1% of them disagree and 7.9% of them neutral. This shows that among the print media, newspapers were used more effectively by Walia Beer. This implies that the message transferred by the Walia beer's advertisement is not easily understandable by the customers.

Table 4.5: The message transferred by the Walia beer’s advertisement easily understandable by the customers

	Frequency	Percentage
Strongly agree	0	0
Agree	0	0
Neutral	16	7.9
Disagree	42	21.1
Strongly disagree	142	71.1
Total	200	100

Source: Survey result (2016)

On the Table 4.6 for the Walia beer’s advertisement transferred ideas on the customer’s memory by using short, simple messages 65.8% of the respondent gives their degree of agreement as disagrees and the rest 34.2% of them as agreed. This implies that the message transferred by Walia beer’s advertisement didn’t perceive by the customers easily.

Table 4.6: The Walia beer’s advertisement transferred ideas on the customer’s memory by using short, simple messages

	Frequency	Percentage
Strongly agree	0	0
Agree	68	34.2
Neutral	0	0
Disagree	132	65.8
Strongly disagree	0	0
Total	200	100

Source: Survey result (2016)

For the Walia beer advertisement considers audience media segmentation. From Table 4.7, 36.8% of the respondents strongly disagree, 26.3% of them disagree, 18.4% of them as neutral, 13.2% of them as agree, and 5.3% and the rest 5.3% of them strongly agree. This shows that the Walia beer advertisement didn’t consider the audience preferable media type.

Table 4.7: The Walia beer advertisement considers audience media segmentation.

Reason	Frequency	Percentage
Strongly disagree	74	36.8
Disagree	26	13.2
Neutral	37	18.4
Agree	53	26.3
Strongly agree	11	5.3
Total	200	100

Source: Survey result (2016)

Regarding the Walia beer advertisement is successful by exposing to reach the consumer. Table 4.8 shows that 52.6% of the respondent gives their degree of agreement as neutral, 34.2% of the respondents as disagree. This implies advertising of the company didn't designed consider to address all the society.

Table 4.8: The Walia beer advertisement is successful by exposing to reach the consumer

Competitiveness	Frequency	Percentage
Strongly disagree	5	2.6
Disagree	68	34.2
Neutral	105	52.6
Agree	21	10.5
Strongly agree	0	0
Total	200	100

Source: Survey result (2016)

The respondents were further asked to indicate the measures used by Walia beer to attract and retain customers. From Table 4.9, 34% of the respondents indicated that Walia is well made, 32% stated that Walia it has poor craftsmanship to customers, and 23.5% attracted by the quality of Walia.

Table 4.9: Measures Used to Attract and Retain Customers

Measures	Frequency	Percentage
It has consistent quality	47	23.5
It is well made.	68	34
It has an acceptable standard of quality.	21	10.5
It has poor craftsmanship.	64	32
Total	200	100

Source: Survey result (2016)

4.5 Sales Promotion

This section presents the findings on the sales promotion techniques used by Walia beer in customer growth. On sales promotion activities carried out by Walia beer that satisfies the respondents as a customer, Table 4.10 shows that 23.5% to price cuts, 29% to free samples, 47.5% to discounts, and 10% to personal selling. This implies that among the promotion techniques that Walia beer used advertising and price cut effective than discount, free sample and personal selling.

Table 4.10: Sales Promotion Activities Carried Out by Walia beer

Promotion Activities	Frequency	Percentage
Discounts	95	47.5
Price cuts	47	23.5
Free samples	58	29
Personal selling	20	10
Total	200	100

Source: Survey result (2016)

4.5.1 Promotion Strategies

The respondents were asked to disclose the extent to which Walia beer uses the several promotional strategies. A 5-point Likert scale was used in data collection and analysis where 1 point was accorded to no extent, 2 points to a small extent, 3 points to a moderate extent, 4 points to a great extent while 5 points to a very great extent. The findings were presented in Table 4.11.

The descriptive results from findings show that: promotion through flyers and brochures had a mean of 4.03; promotion through website had a mean of 3.63; promotion through newspapers had a mean of 3.61; promotion through television had a mean of 3.53; promotion through radio had a mean of 3.47. This shows that the promotion activities carried out by Walia beer are done through flyers and brochures, websites, newspapers, television and radio.

Table 4.11: Extent of Use of Promotion Strategies

	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Promotion through demonstration	0	63	111	26	0	2.82	0.643
Promotion through Telephone handling	0	47	105	47	0	3	0.688
Promotion through flyers and brochures	0	0	53	89	58	4.03	0.743
Promotion through Office setting	0	74	68	58	0	2.92	0.807
Promotion through radio	0	5	111	68	16	3.47	0.678
Promotion through television	0	16	84	79	21	3.53	0.786
Promotion through newspapers	0	11	84	79	26	3.61	0.779
Promotion through Billboards	16	37	47	63	37	3.34	1.198
Promotion through sponsorships	0	32	95	74	0	3.21	0.694
Promotion through website	0	0	89	95	16	3.63	0.625

Source: Survey result (2016)

4.5.2 Public Relations

To the question on the extent of use of public relations by Walia beer, the findings were presented in Table 4.12. The study used a 5-point Likert Scale in collecting the data so that the factors could be ranked based on their weighted mean as previously indicated. From the results: clear vision and goals had a mean of 4.45, coping with competition had a mean of 4.03, negotiating power on prices and relatively cheap had a mean of 4.0, collecting market information on customer needs had a mean of 3.95, adequate marketing campaigns had a mean of 3.89, enter into new markets and strategic location/store layout had a mean of 3.66,

investment in new products/services had a mean of 3.61, good/attractive premises had a mean of 3.53, opening more branches had a mean of 3.43. From the findings it can be deduced that Walia beer, as public relations activities, has a clear vision and goals, has a higher bargaining power on prices and offer relatively cheap services, collects market information on customer needs, didn't have an adequate marketing campaign makes entry into new markets and has a strategic location/store layout.

Table 4.12: Extent of Use of Public Relations

Public Relations	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Collecting market information on customer needs	0	0	63	84	53	3.95	0.759
Adequate marketing campaigns	0	0	68	84	47	3.89	0.754
Enter into new markets	0	0	95	79	26	3.66	0.699
Opening more branches	0	0	121	68	11	3.45	0.594
Good/attractive premises	0	16	89	68	26	3.53	0.819
Strategic location/store layout	0	0	95	79	26	3.66	0.699
Bargaining power on prices	0	0	58	84	58	4	0.761
Relatively cheap services	0	0	63	74	63	4	0.795
Investment in new products/services	0	11	84	79	26	3.61	0.779
Coping with competition	0	0	58	79	63	4.03	0.778
Clear vision and goals	0	0	0	111	89	4.45	0.497

Source: Survey result (2016)

4.5.3 Personal Selling

The study sought to establish to what extent Walia beer uses personal selling to grow its customers or market share. A five point Likert scale was used as previously indicated. Table 4.13 shows that: positive word of mouth from loyal customers had a mean of 4.16, personal contact with customers had a mean of 3.97, close relationship had a mean of 3.79, and influence of sales people had a mean of 3.74. This depicts that Walia beer as personal selling technique uses, to a

great extent, positive word of mouth from loyal customers, personal contact with customers and close relationship, and influence of sales people.

Table 4.13: Extent of Use of Personal Selling

	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Personal contact with customers	0	0	53	100	47	3.97	0.707
The influence of sales people	0	16	58	89	37	3.74	0.849
Close relationship	0	0	79	84	37	3.79	0.731
Positive word of mouth from loyal customers	0	0	42	84	74	4.16	0.744

Source: Survey result (2016)

4.5.4 Direct Marketing

The study sought to establish to what extent Walia beer uses direct marketing to grow its customers or market share. A five point Likert scale was used as previously indicated. Table 4.14 shows that: direct marketing by email had a mean of 4.05, personal contact with customers had a mean of 3.95, and telemarketing had a mean of 3.68. This depicts that Walia beer conducts direct marketing using email, personal contact with customers and telemarketing.

Table 4.14: Extent of Use of Direct Marketing

	No Extent	Small Extent	Moderate Extent	Great Extent	Very Great Extent	Mean	STDEV
Personal contact with customers	0	0	58	95	47	3.95	0.724
By email	0	0	47	95	58	4.05	0.724
By telemarketing	0	21	63	74	42	3.68	0.921

Source: Survey result (2016)

4.6. Test of Relevant Assumptions

D'Astous and Jacob (2002) conducted a three-study research program to calculate what kinds of conditions can gain consumer appreciation of premium - based promotional offers. The development of the study's procedure was made up of a tested typology of premium-based promotions, a qualitative study, and a survey of adult consumers. The results showed that there were positive relationships between consumer gratitude of premium-based promotional techniques and some independent variables, including a high direct degree of premium, positive consumer brand attitude and great interest in the premium, high deal-prone consumer traits, and high obsessive consumption prepositions.

Parker and Pettijohn's (2003) studied the issue about the argument for /against promotional gifts or free samples was particularly to be investigated. The researchers selected physicians in a mid-western regional health center as the subjects who responded to the questionnaires which centered on the topics about whether promotional gifts or free samples from pharmaceutical representatives would influence their decisions to prescribe, and whether pharmaceutical direct-to-consumer advertising would increase the request possibilities of both drug brand choices and drug category. The findings showed that direct-to-consumer advertising made the rates of both drug class and drug brand choices higher, and the rates of physicians' prescriptions for those drugs also increased. However, most respondents (physicians) reported that the acceptance of gifts or samples did not affect their prescribing. When they believed that the generic products were effective for patients, they stuck to the usage of that brand product, without switching to another brand. Daly (1993) reported that promotional gifts (nonmonetary sales promotion) could facilitate in creating a positive perception, supporting a buying decision, strengthening relationships and stimulating interest, the study's finding showed sales promotion appeared not to achieve its goal to strengthening brand relationship with consumers.

4.7. Correlation Analysis

The study sought to establish the relationship between the promotion strategies and growth of customers of Walia beer. Pearson Correlation analysis was used to achieve this end at 95% confidence level ($\alpha = 0.05$).

Table 4.15 shows that there were significant correlation coefficients were established between promotion strategies and growth of customers. Very good and positive linear relationships were

established between growth of customers and: public relations ($R = 0.719$, $p = .005$); sales promotion ($R = 0.690$, $p = .023$); and, advertising ($R = 0.686$, $p = .002$). Good and positive relationship was established between growth of customers and personal selling ($R = 0.428$, $p = .001$). This depicts that promotion strategies positively influence growth of customers.

Table 4.15: Correlation

Promotion Strategies	Customer Growth	
	Advertising	Pearson Correlation
Sig. (2-tailed)		.002
Sales Promotion	Pearson Correlation	0.690*
	Sig. (2-tailed)	.023
Public Relations	Pearson Correlation	0.719**
	Sig. (2-tailed)	.005
Personal Selling	Pearson Correlation	0.428**
	Sig. (2-tailed)	.001
Direct Marketing	Pearson Correlation	0.691*
	Sig. (2-tailed)	.041

Source: Survey result (2016)

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

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

4.8. Assumptions

The Variables list contains the names of the variables that are to be correlated — where more than two variables were listed, a matrix of pairwise correlation coefficients would be generated.

The resulting output, though rather lengthy, is fairly simple, essentially giving the values of the correlation coefficient — the *Pearson correlation* ($r = 0.764$) correlation coefficients is described and defined.

These estimates are accompanied by p-values from statistical significance tests that test the null hypothesis that the correlation in the underlying population is zero — i.e., that there is no directional relationship. Here we chose to consider the two-sided alternative hypothesis that there is a correlation, positive or negative. For the “parametric” Pearson correlation coefficient, this

test relies on the assumption of bivariate normality for the two variables. No distributional assumption is required to test Spearman's rho or Kendall's tau. But, as we would expect, the tests on each of the three coefficients indicate that the correlation between the ages of husbands and wives in marriage is highly significant (the p-values of all three tests are less than 0.001). The linear relationship between promotion mix and customer buying behavior is a reasonable assumption. It can find details of this fit by using the commands Analyze – Regression – Linear. This opens the Linear Regression dialogue box that is then completed as shown in the table 14 promotion mix is used as the dependent variable to assess whether it can be predicted from customer buying behavior.) SPSS generates a number of tables in the output. For now the researcher is concentrated on the table of the estimated regression coefficients shown in table 14. This output table presents estimates of regression coefficients and their standard errors in the columns labeled “Adjusted R square” and “Std. Error,” respectively.

The Table 4.16 also gives another *t*-test for testing the null hypothesis that the regression coefficient is not zero. In this result, as is the case in most applications, the researcher interested in the intercepts. In contrast, the slope parameter allows to assess whether the promotion mix is predictable from customers buying behavior. The very small p-value associated with the test gives clear evidence that the regression coefficient differs from zero. The size of the estimated regression coefficient suggests that for every additional practice of promotion mix elements, the customers buying behavior also increases.

4.9. Regression Analysis

The study sought to establish how various promotion mix strategies employed by Walia beer would influence customer growth using multiple linear regression analysis. The strategies were: advertising, sales promotion, public relations, personal selling and direct marketing. The regression model was:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon$$

Whereby Y is growth of customers, β_0 is regression constant, $\beta_1 - \beta_5$ regression coefficients, X1 is advertising, X2 is sales promotion, X3 is public relations, X4 is personal selling, X5 is direct marketing and ε model's error term.

Table 4.19 shows that there is a good linear association between the dependent and independent variables used in the study. This is shown by a correlation (R) coefficient of 0.887. The

determination coefficient as measured by the adjusted R-square presents a moderately strong relationship between dependent and independent variables given a value of 0.764. This depicts that the model accounts for 76.4% of the variations in customer growth while 33.6% remains unexplained by the regression model.

Durbin Watson test was used as one of the preliminary tests for regression which to test whether there is any autocorrelation within the model's residuals. Given that the Durbin Watson value was close to 2 (2.104), there was no autocorrelation in the model's residuals.

Table 4.15: Model's Goodness of Fit Statistics

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.887a	.787	.764	.757	2.104

Source: Survey result (2016)

a. Predictors: (Constant), Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing

b. Dependent Variable: Growth of Customers

The ANOVA statistics presented in Table 4.20 was used to present the regression model significance. An F-significance value of $p < 0.001$ was established showing that there is a probability of less than 0.1% of the regression model presenting a false information. Thus, the model is very significant.

Table 4.16: Analysis of Variance (ANOVA)

Sum of Squares	df		Mean Square	F	Sig.
Regression	120.450	5	20.075	35.037	.000 ^b
Residual	32.659	32		.573	
Total	153.109	37			

Source: Survey result (2016)

a. Predictors: (Constant), Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing

b. Dependent Variable: Growth of Customers

From the findings in Table 4.21, the multiple linear regression equation becomes:

$$Y = 2.653 + 0.316X_1 + 0.003X_2 + 1.403X_3 + 0.570X_4 + 0.462X_5 \quad p < .001$$

From the model, when other factors (advertising, sales promotion, public relations, personal selling, direct marketing) are at zero, the customer growth becomes 2.653. Holding other factors (sales promotion, public relations, personal selling, direct marketing) constant, a unit increase in advertising would lead to a 0.316 ($p = .002$) increase in customer growth. Holding advertising, public relations, personal selling and direct marketing constant, a unit increase in sales promotion would lead to a 0.003 ($p = .023$) increase in customer growth. Holding advertising, sales promotion, personal selling and direct marketing constant, a unit increase in public relations would lead to a 1.403 ($p < .001$) increase in customer growth.

Further, holding advertising, sales promotion, public relations and direct marketing constant, a unit increase in personal selling would lead to a 0.570 ($p < .001$) increase in customer growth. On the other hand, a unit increase in direct marketing, while holding advertising, sales promotion, public relations and personal selling constant, would lead to a 0.462 ($p = .028$) increase in customer growth. This shows that among the promotion mix strategies, public relations followed by personal selling and direct marketing would have the most positive influence on growth.

Table 4.17: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.653	.861		10.055	.983
Advertising	.316	.097	.270	3.268	.002
Sales Promotion	.003	.137	.002	.022	.023
Public Relations	1.403	.141	.998	9.925	.000
Personal Selling	.570	.122	.383	4.693	.000
Direct Marketing	.462	.204	.328	2.260	.028

Source: Survey result (2016)

a. Dependent Variable: Growth of Customers

CHAPTER FIVE:

SUMMARY, DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter summarizes the major findings of this study. This study sought to find out the influence of promotion mix strategies on the growth of customers of Walia beer. In addition, this chapter provides a direction for further studies and also gives some recommendations for policy making by the relevant authorities. Questionnaires were used to gather primary data. The questionnaires comprised of both closed and open-ended questions and were strictly administered by the researcher amongst the respondents in this area.

5.2 Summary of Findings

This study sought to establish the influence of promotion mix strategies on the growth of customers of Walia beer. Promotional strategies are crucial for every business for it to survive the current economic turbulence and environmental challenges. It is through these practices that the objectives of merchandising are achieved. Such objectives include profit maximization, offsetting costs of operations, business survival and gaining competitive advantage in the market through branding, segmentation and product/service positioning thus emphasizing on the marketing mix strategies which include; product strategy, pricing strategy, promotion strategy and distribution strategy.

The findings show that Walia beer is as a brand with quality, cheap price and customer satisfaction. Promotion activities carried out by Walia beer are done through flyers and brochures, newspapers, television and radio. Walia beer as public relations activities, has a clear vision and goals, has a higher bargaining power on prices and offer a relatively cheap product, collects market information on customer needs, has an adequate marketing campaigns, makes entry into new markets and has a strategic location/store layout.

Walia beer as personal selling technique uses, to a great extent, positive word of mouth from loyal customers, personal contact with customers and close relationship, and influence of sales people. It also conducts direct marketing using email, personal contact with customers and telemarketing. The finding further shows that customer growth and a linear relationship with:

public relations ($R = 0.719$, $p = .005$); sales promotion ($R = 0.690$, $p = .023$); and, advertising ($R = 0.686$, $p = .002$). Good and positive relationship was established between growth of customers and personal selling ($R = 0.428$, $p = .001$).

5.3 Conclusions

The findings indicate that Walia beer adopt at least promotional strategies their endeavor to achieve some competitive advantage over their competitors in such a stormy environment. It is concluded that the level of adoption of the promotional strategies amongst Walia beer still remains an uphill task despite the importance of strategic marketing practices in any business; these practices have not yet been embraced amongst the other firms in Ethiopia due to high costs associated with promotions.

In this paper, engaged in presentation of achieved results of examining the relationship between promotion mix with customer purchase in the Walia beer .With regard to achieved results of correlation and conformation can conclude that there is a relationship between promotion mix factors (advertising, sales promotion, personal selling, and public relation) and customer purchase in the Walia beer. It means that using of promotion mix factors for increasing customer purchase can play an important role, thus it is suggested to Walia beer management in establishment intensive competitive place that in a region focuses on each promotion mix factors and with teaching and suitable planning on these factors satisfy and acquire customers and thus reinforce Walia beer competitive advantage. Technological challenges serve as a drawback to beer firms in the effective adoption of promotion strategies. Due to fewer efforts of the Government policies to support E-business, beer firms have been performing poorly.

It is concluded that if a proper mechanism is put in place with regard to capital advancement and in reasonable terms, good business operating environment and good infrastructure will go a long way in enhancing the adoption promotion strategies among beer firms in Ethiopia. It is concluded that beer firms in Ethiopia to be competitive in terms of service quality, they should adopt modern technology in communication to promote their product cost effectively to the target market.

5.4 Study Implication on Theory and Practice

The study established that the respondents had been customers of Walia beer for a period less than 3 years due to the year the organization was established. Therefore, this study recommends that Walia beer to open and promote their product using common media channels. It was established that due to the good image of the organization, most customers were loyal to the Walia beer product even though they needed to put more effort in promoting their product. It is recommended that print media advertisements to be used by Walia beer to promote its beer product to the target customers.

It was evident that the majority of the customers did not know Walia beer through radio, newspapers, television, journals, magazines and billboards due to high costs associated with the media.

The study established that the beer industry was less competitive due to inadequate knowledge of beer product to the general market and less Government intervention initiatives. It was established that Walia beer did not Promotion their product through Office setting, radio, television, newspapers, Billboards and sponsorships due to high costs associated.

It was witnessed that customer relations was enhanced through collecting market information on consumer needs, low costs of operation, entering new markets, opening new branches, having good and attractive premises, strategic location, having bargaining power on prices, investment in new products and product, coping with competition and by having a clear vision and goals. It was witnessed that telemarketing was an uncommon practice among the respondents due to inadequate customer care product of Walia beer. It was recommended that customers care employees of Walia beer need to be trained on telemarketing skills in order to promote the organizational image.

This study recommends that Walia beer should embrace the importance of promoting their product in their businesses in order to survive in the dynamic business environment. It is recommended that the government recognizes the importance of this sub-sector and initiates legislation. It is important that the government also puts in place legislation that enables beer firms to promote their product.

In conclusion, Walia beer must have a proper and well monitor promotional activities and must be able to tailor it in such a way that it will increase its sales thereby increasing the profit of the company.

The management of the company should find out the actual choice of promotional mix that will be appropriate for the survival of their business.

The company should carry out periodic measurements of the impact of its promotional activities in order to correct it to earn more gain.

The company might need to increase its funding for adverts knowing fully well the importance of promotional mix on potential and existing customers.

The company should not depend on a particular strategy for promotional mix; this will give room for other strategies to be put to test to see if the impacts might be higher than the previously used strategies. Since the promotional mix constitute few % of variable that can push the company to the highest level, therefore other factors of the marketing mix should be appropriately considered.

5.5 Limitations and Suggestions of the Study

The respondents of the study (customers of Walia Beer) were usually very busy and therefore they required a lot of time in order to fill in the questionnaires. The challenge was overcome by giving the respondents the questionnaires by using drop and pick later method. Inadequate financial resources affected the results of the study. Accommodation and stationary costs delayed the exercise, but early preparation and support from well-wishers was sought by the researcher. Getting accurate information from the respondents was one of the major challenges since some of them were threatened that the information may be used against them by the firm. The challenge was minimized by assuring the respondents of confidentiality of the information they gave. Most of the respondents were unwilling to give the information due to a negative perception of the study. The challenge was minimized by giving incentives to respondents in order to get a positive response and accurate information.

Future studies should explore the reasons behind the promotion mix strategies in the beer industry. Researchers should go ahead and establish the reasons behind the failure of promotional mix strategies among beer firms in Ethiopia, hence establish long term solutions in the industry in terms of new product development and quality customer delivery. Future studies will minimize promotional mix challenges experienced by the beer organizations in Ethiopia, hence competitive edge in the beer industry.

The study recommends that future studies can be done for other companies. This would help in comparison purposes as the relationship between promotion strategies and customer growth cannot be a one-size fits all, and might differ from one company and one market to the next. Further investigation is required on the impact of promotion strategies on customer loyal or repeat purchase. Future studies can also be done on market segmentation strategies of Walia beer to determine what impact this could have on a company's marketing strategy.

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APPENDIX

Section. II. Questions Directly Related with the Study

4. Please put your degree of agreement for the advertising practice of Walia beer.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The Walia beer advertising enhances the Walia beer credibility.					
The message transferred by the Walia beer's advertisement easily understandable by the customers.					
The Walia beer's advertisement transferred ideas on the customer's memory by using short, simple messages.					
The Walia beer advertisement considers audience media segmentation.					
The Walia beer advertisement is successful by exposing to reach the consumer.					

5. As a customer, how do you see the quality/performance benefits of Walia Beer?

	Strongly Agree	Agree	Neutral	Disagree	Strongly agree
It has consistent quality.					
It is well made.					
It has an acceptable standard of quality.					
It has poor workmanship					

6. Which activities carried out by Walia Beer satisfy you as a customer?

- a. Discounts b. Price cuts
- c. Free samples d. Personal selling

7. To what extent does Walia Beer use the following promotional strategies?

Very Great Extent 5 points, Great Extent 4 points, Moderate Extent 3 points, Small Extent 2 points and No extent 1 point

PROMOTION STRATEGIES	5	4	3	2	1
Promotion through demonstration					
Promotion through Telephone handling					
Promotion through flyer and brochure					
Promotion through Office setting					
Promotion through radio					
Promotion through television					
Promotion through newspapers					
Promotion through Billboards					
Promotion through sponsorships					
Promotion through website					
PUBLIC RELATIONS					
Collecting market information on customer needs					
Adequate marketing campaigns					
Enter into new markets					
Opening more branches					
Good/attractive premises					
Strategic location/store layout					
Bargaining power on prices					
Relatively cheap services					
Investment in new products/services					
Coping with competition					
Clear vision and goals					
PERSONAL SELLING					
Personal contact with customers					
The influence of sales people					
Close relationship					
Positive word of mouth from loyal customers					
DIRECT MARKETING					
Personal contact with customers					
By email					
By telemarketing					