



**THE EFFECT OF SALES PROMOTION ON BRAND EQUITY:
ASSESSMENT OF WALIA BEER BRAND
MANAGEMENT PRACTICE**

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**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
PROGRAM OF MARKETING MANAGEMENT**

**MAY, 2016
ADDIS ABABA, ETHIOPIA**

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Advisor: MESFINE WORKNEH

A Research Project Submitted to School of Commerce
in Partial fulfillment of the requirement for the degree
of Master of Arts in Marketing Management

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Declaration page

I, Fikirte Belachew, hereby declare that this Master thesis titled **The Effects of Sales Promotion on Brand Equity: Assessment of Walia Beer Brand Management Practice**. I have carried out the present study independently with the guidance and support of the research advisor, Mesfine Workneh. Any other research or academic sources used here in this study have been acknowledged. Also this work has not been used by others for any other requirements in any other university.

Fikirte Belachew

Signature

Date

Statement of Certification

This is to certify that Fikirte Belachew has carried out her research work on the topic entitled **"The Effect of Sales Promotion on Brand Equity: Assessment of Walia Beer Brand Management Practice"** and it is her original work and is suitable for submission of the award of Masters Degree in Marketing Management

Advisor: Mesfine Workneh

May 2016

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ACKNOWLEDGMENTS

First and foremost my inner gratitude and acknowledgement goes to the almighty GOD for being always by my side, the greatness of GOD made all the things possible.

Second of all, I would like to thank Addis Ababa University School of Commerce for giving me this golden chance to excel in my academic career. I would also like to express my appreciation to Mesfine Workneh, my advisor, for his invaluable comments, encouragement and for being concerned in managing my time.

I am grateful to my friends, Martha, Betelhem, Hermela, Selam for their moral and material supports, without whom it would have been difficult to complete my study and thesis work.

Last but not least, my heartfelt gratitude goes to my family, my parents, Belachew and Abebech ,my brothers and sisters, Henok, Tinsae ,Sirgut, Sirak and Eden for their support, encouragement and motivation to work hard throughout my study.

Finally, I want to thank all people in one way or another who have provided me help and moral support, in the accomplishment of this study. My sincere thanks also go to all respondent who were very friendly and cooperative.

ACRONYMS

AMOS: Analysis of Moment Structures

AVE: Average variance extracted

BE: Brand equity

CBBE: Customer based brand equity

CFI: Comparative Fit Index

CR: Composite reliability

GFI: Goodness of Fit Index

IFI: Incremental Fit

SEM: Structural equation model

RMR: Root Mean-Square Residual

RMSEA: Root Mean Square Error of Approximation

SEM: Structural equation model

SPSS: Statistical package for the Social Science

TLI: Tucker Lewis Index

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Abstract

Powerful sales promotion activities are among the key equipment of tools in building brand equity in organization. However, the main challenge is knowing different effect of sales promotion activities on one's brand equity. The purpose of this research was to study the relationship between sales promotion with brand equity using Walia beer. The structure model of the effect of sales promotion on brand equity is defined in line with the existing theoretical findings. The research has employed explanatory research design to identify any causal links between sales promotions with brand equity dimension and overall brand equity. Primary data was collected from selected consumers of Walia beer through self-administered questionnaire with 28 items concerned with sales promotion and brand equity, on a five-point Liker-type scale ranging from "strongly disagree" (1) to "strongly agree" (5). By employing Corbetta(2003) sampling techniques a sample of 427, out of this 389 questionnaires were filled and returned. Respondents were selected from different bars and restaurants in Addis Ababa using convenience sampling. Data collected using structured questioners and then data analysis performed using structural equation model in Amos 20.0 and SPSS 20. The finding showed that sales promotion is currently contributing positively to most of brand equity dimensions. The effect of sales promotion was found to have a strong positive effect on brand loyalty than the other dimensions in case of Walia beer. Therefore Walia brand management should concentrate their efforts primarily on brand awareness, brand loyalty and brand equity, which if increased will contribute positively to Walia beer as we found out in the study.

Key words: *brand equity, dimensions of brand equity, Sales promotional activates.*

CHAPTER ONE: INTRODUCTION

The focus of this section is to address the background of the study, statement of the problem, objectives of the study, research questions, significance of the study, scope and limitations of the study.

1.1 Background of the study

Beer brewing and drinking are activities that have been part of the human experience seemingly since the dawn of civilization. The oldest known brewery still in operation today is Benedictine Weihenstephan Brewery in Bavaria, Germany. It's thought that it first opened up around 769 and by 1040 is known to have been officially licensed by the city of Freising for making beer (Padden, 2014).

After water and tea, beer is the world most widely consumed alcoholic beverage. Alcoholic beverage is a drink containing ethanol, commonly known as alcohol. Alcoholic beverages, such as wine, beer, and liquor have been part of human culture and development for 8000 years (Arnold, 2005)

In many African countries the majority of the type of alcohol consumed is very traditional and locally made, but recently they are now turning to commercially produced brews. This is due to a number of factors, including aggressive advertising campaigns by major brews, rising urbanization and growing prevalence of drinking as a social activity. With this remarkable increase, the competition in beer industry is higher than ever (Nwankw, 2015). In Ethiopia, beer consumption has been experiencing impressive growth in recent years. But still according to ethiosport Ethiopia's average annual beer consumption of five liters per capital figure is well below the consumption of other sub-Saharan countries (Berhanu, 2015).

In addition to that, aiming to generate better revenue and return that will be created within the firms: government of Ethiopia has established different strategies to smoothen the transfer. One of the government strategies in this regard is beer industry owned by government. Currently, all beer factories are owned by private firms (Sisay, 2015).

Because of the above reason many of the world's major brewers have been increasing their operation activities in this fast emerging market in Ethiopia.

The market share began to shift in 2011, when global giants Heineken and Diageo joined the market, turning it into a show of force between global beer markers who have been taking chunks of the market. And now Walia is bolting away, with a good share of the market, at least for a while. The country's beer production is also expected to grow significant in the near future, with the entry of new companies, such as Raya Brewery S.C and Habesha brewery s.c (Yohannes and Getaneh,2014)

In the present competitive market, to be number one in the industry which the company in their need to be a well organized tool to carry out their goal. One of the most important competition tools in the business world for attracting, preserving and increasing the consumers is having powerful brand equity (Keller, 1993).

Kevin Keller (1993) noted that building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets. Now days there are numerous products and services challenging each other for the attention of customers who have less and less time to make a choice. So to have a well-know brand in the market have a major advantage in today's market place.

In recent years the beer industry has seen a very stiff competition among firms, in order to capture special place in the mind of the potential customer and to achieve strong brand equity. keller (2008) implies that firms endeavor to guide their customer on the road to buy their brands by means of marketing communication. Currently to build high customer based brand equity marketing communications are playing an extremely important part. Among the main activities companies make use of different promotional mix of advertising, sales promotion, personal selling, direct marketing and public relation to promote the company's products to its existing and new potential customers.

From the integrated marketing communication mix, sales promotion is one of the element. Sales promotion, perhaps more than any area of marketing communication has witnessed both dramatic growth and change over recent years (Huff, Alden and Tietje, 1999). In addition companies are now giving more attention to sales promotion and they are including them in their communication programs.

Shimp's (1990) and Quelch's (1989) grouped sales promotion into two. Which are instant sales promotion and postponed sales promotion. Instant Sales promotion tools include discounts, premiums, and bonus packs while postponed sales promotion tools include coupons in packs, sweepstakes, and rebates (Shimp, 1990).

Aaker (1991; 1996) noted that the elements which composed brand equity were brand awareness, perceived quality, brand association, brand loyalty and other proprietary brand assets. The role of sales promotion is to increase or to build brand awareness among consumers. Duncan (2007) said that sales promotion is a short-term, added value offer designed to motivate an immediate response. Despite the fact that sales promotion is used to motivate a buying decision, it is also used to move people through the buying process toward a particular brand. But the growing use of sales promotion has resulted in promotion clutter.

Many studies found that sales promotion had a positive impact on short-term increase in sale, but it still played a controversial role to build, maintain, or raise brand equity that was cumulated in consumer's minds for a long run. Hence, it is interesting to investigate the relationship between brand equity and sales promotion to ground the basis of future exploration direction about the issue.

The organization in question, Walia brewery factory was established by global giants Heineken in 2014. Heineken, one of the largest international breweries in the world, with brands in 178 countries, and an annual production capacity of 178.3 million hectoliters, acquired Bedele and Harar breweries in 2011 for 163.4 million dollars it has since constructed a new factory, near Kilinto in Akaki Kaliti district, Addis Ababa, where it has been producing its new Walia brand since September 2014. (Yohannes and Getaneh, 2014)

Heineken is the market leader in Europe, responsible for half of group revenue and about a third of its operating profit the first half of 2014. But the company has significant exposure to Africa, Latin America and Asia. Heineken is betting on Ethiopia's rising incomes to fuel rapid expansion of the beer market in Africa second most populous country. (Berhanu, 2015).

1.2 Statement of the problem

Researchers like Blattberg and Neslin (1990), John F. Luck and William L. Zigler, (2001) and Florence, (2011) suggest that, product gain more attention and information that may lead to consumers to the producer can be accomplished using sales promotion. Nevertheless a great deal of research work also concludes that sales promotion does have restrictions. Boring and week programs may increase the acceptance of competitor's product and building negative customer attitudes toward the product (Abdulrahim, 2002).

People are now directing their activity toward purchasing and sale of specially promoted items (Kotler & Armstrong, 2010). At the same time as too frequent sales promotional activities may be used as a negative signal that the product being pushed are low-grade, poorly designed, overpriced etc. Customer can even be tired of sale promotion programs, especially, if such programs come too often (Abdulrahim, 2002).

There are people who disagree and concerned about the effect of sales promotion has on brand equity. It is argued that sales promotion contributes to the destruction of brand equity as it encourages consumers to purchase primarily on the basis of price (Belch & Belch, 2007). As a result Sales promotion might be seen as, that only focus on the price and not in other attributes and this view could decrease the value of a brand in the consumer mind. It is interesting to look at whether sales promotion really does erode brand equity dimension.

Its look like there are more empirical studies that focus on only on one brand equity dimension and sales promotion than the overall brand equity. There is, therefore, a need for future research aiming at identifying and understanding all dimensions of brand equity to get the deep recognition about the impact of sales promotions on brand equity (Chou, Lee, and Chiang, 2003).

Therefore the motivation of this study came from problems that sales promotion face regarding brand equity, like there are many researches that argue that sales promotion erode brand equity dimensions because it focus only on price, not suitable for long time, when used too frequently the product being pushed will be perceived as low-grade and poorly designed and there are many empirical studies that focus their research on one dimension of brand equity rather than aiming at least on four dimension of brand equity. Finally, even though there is many literatures regarding this topic in other developed countries there are few studies that have been carry out in Ethiopia.

1.3 Research questions

This research tried to give answers to the research questions developed for this study which are:

- ✓ How does sales promotion affect brand equity?
- ✓ What role does sales promotion play in affecting brand awareness?
- ✓ What role does sales promotion play in affecting brand association?
- ✓ What role does sales promotion play in affecting perceived quality?
- ✓ What role does sales promotion play in affecting brand loyalty?

1.4 Objectives of the study

1.4.1 General Objective

The main objective of this study is to investigate the effect of sales promotion on brand equity empirically in the case of Walia beer.

1.4.2 Specific objectives

- ✓ To determine the effect of sales promotion on brand awareness.
- ✓ To determine the effect of sales promotion on brand loyalty.
- ✓ To determine the effect of sales promotion on perceived quality.
- ✓ To determine the effect of sales promotion on brand association.
- ✓ To determine the effect of sales promotion on over all brand equity.

1.5 Significant of the study

This paper result is important for number of reasons. It helps as a finding for Walia beer about its sales promotion effect on brand equity. In addition it is useful for students and academicians as an input to get on similar researches in the future and also the research finding will be a helpful literature reference for breweries who want to formulate a new marketing strategy.

Since this research was performed using the Ethiopia market which has distinctive culture from the rest of the world particularly from the west it can expand the literature. This research will also benefit research by being a reference for future related research since the topic is rarely studied in Ethiopia case.

1.6 Scope and Limitations of the study

1.6.1 Scope of the study

This study mainly concentrates on assessing the relationship of sales promotion on brand equity in the case of Walia beer. In the research conceptual framework of brand equity, which is inspired by Aaker's model was employed. Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Barwise,1993; Yoo and Donthu, 2001), it has been widely adopted to measure customer based brand equity in previous studies. Brand equity research omits the fifth of Aaker's dimensions, other proprietary brand assets, since this component is not pertinent to consumers. For this reason, the fifth variable, other proprietary was not included in the study.

The geographic scope of the study was limited to Addis Ababa city. Conceptually despite there are other marketing activities which influence brand equity the focus of this study was on sales promotion activities. The studies also use only Walia beer to investigate the relationship between brand equity and sales promotion activities.

1.6.2 Limitations of the study

Although it's believed that this study will make several significant and important contributions, its limitations should be noted. Due to the problem statement the thesis worked with brand equity as a consumer based brand equity and therefore only focus on consumer-oriented sales promotion. Aaker's model consists of other proprietary brand assets which the thesis was not elaborated on, because they are about patents, trademarks, and channel relationships .The study only focus on sales promotion, hence, other promotional actives like event sponsorship, public relation and publicity, words of mouth which may have a great contribution have not been considered. The questionnaires prepared are targeted only to consumers, which in the future a further research can be done to incorporate both .The sample size could also be expanded to some other parts of the country.

1.8 Operational definition of terms

Brand equity: a set of brand assets and liabilities linked to brand that adds or detracts the product or service value based on the perspective (Aaker and Mcloughlin , 2010, p.176)

Brand awareness: The ability for a buyer to recognize or recall that a brand is a member of a certain product category (Aaker, 1991, p.61).

Brand loyalty: linked to consumer behavior in the market place that can be indicated by number of repeated purchases (Keller 1998, p.98) or commitment to rebuy the brand as a primary choice (Oliver 1997, p.131).

Brand association: is anything that is directly or indirectly linked in the consumer's memory to a brand (Aaker and Mcloughlin , 2010, p.179).

Perceive quality:“customer's judgment about a product's overall excellence or superiority..... (That) is different from objective or actual quality and a judgment usually made with a consumer's evoked set (Zeithaml, 1988, p.143).

Sales promotion: a process consisting of diverse collection of incentive tools, mostly short term designed to stimulate a quicker and or greater purchase of particular products or services by consumer or the trends (Kotler 2009, p. 465).

1.9 Organization of the study

This research paper consists five chapters. The first one is the introductory part of the paper which contains background of the study, statement of the problem, research questions, objective of the study, definition of terms, significance of the study, scope and limitation of the study, organization of the study, and time schedule. The second part discussed the review of related literatures about the subject matter. The third chapter is research design and methodology. The fourth part contains the data analysis. The last chapter, the fifth is about the conclusion and recommendation of the analysis.

CHAPTER TWO: LITERATURE REVIEW

2.1 Branding concepts

2.1.1 Definition of Branding

One of the most valuable intangible assets of a firm is its brands, and it is incumbent on marketing to properly manage their value. Building a strong brand is both an art and a science. It requires careful planning, a deep long-term commitment, and creativity designed and executed marketing. A strong brand commands intense consumer loyalty-at its heart is a great product or service. (Kotler & Keller, 2013)

Different marketing literatures give different brand definition from different perspectives.

A brand is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller from among a group of sellers and to differentiate them from those of the competitors. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands. (Kotler, 1994)

Similarly, in 1991 Aaker defines brand in a perspective of identification and differentiation product/service by the customer from the competitor. For a brand is a portion of an intangible asset that offer a sustainable competitive advantage over the competitor. In addition, brands are build now for the purpose of earning a long-term benefit.

Brand is consider being a legal instrument, a logo, a company, an identity, a consumer perception, a personality, or a relationship, and, therefore, has many perspectives (Kermally,2003). According to Ellwood (2002) Brands acts as kind of flag waving to consumers, crating awareness of the product and differentiating it from other competitors.

2.1.2 Brand Equity

Brand equity is a power that a brand may have achieved it in a market because of its name, sign and logo (Farquhar, 1989). Brand equity increases the chance of choosing a brand and leads to the customer's loyalty to one particular brand (Buil, Chernatony, & Martínez, 2013).

Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers (Aaker, 1991).

Brand equity provides value to consumers by helping the consumers in the information stage of a purchase. Brand equity can store large quantities of information about the brand. Brand equity can affect customers' confidence in the purchase situation. As part of its role adding value for the consumers, brand equity has the potential to add value to the firm by generating cash flow.

It enhances the effectiveness of marketing programs, can create brand loyalty, and high brand equity allows higher margins by permitting both premium pricing and reduced reliance upon monetary promotions (Keller, 2008). Among the numerous benefits of brand equity, we can point to the reduction of unnecessary expenses, profit growth, increase of the probability of the customer's choice, decrease of the advertising and sales expenses, successful development of the brand, consumers' readiness to pay additional prices, decrease of the company vulnerability against its rivals and crises and so on (Sriram, Balachander, & Kalwani, 2007). Raggio and Leone (2007) concluded that brand equity is a desire of perception to attract customers' purchasing intention. It is worth mentioning that Lenoe, et al (2006) pointed out that brand equity produced brand loyalty, brand awareness and brand association, and these elements directly increase customers' brand knowledge, drive customers' purchasing behavior. Thus, brand equity can become a moderator to guide a brand in marketing activities to contact their customers.

Brand equity can be divided into financial brand equity and consumer based brand equity.

Simon C., Sullivan M. (1993) defines financial brand equity as a top-down approach for measuring brand equity. It uses the information that encompasses the total performance of a company, such as the firm's historical income statement, balance sheets and statements of cash flows. A top-down approach of this nature assumes a direct relationship between the firm's profitability and brand equity, where strong financial results means a strong brand, and conversely, negative earnings may signal poor brand equity.

The second perspective of brand equity is a consumer-based, the basic premise with customer-based brand equity is that the power of a brand lies in the minds of consumers and what they have experienced and learned about the brand over time. Customer-based brand equity occurs when

the consumer is familiar with the brand and holds some positive brand associations in memory. Favorable consumer response, in turn, can lead to enhanced revenues, lower costs, and greater profits for the firm. (Keller 1993, Keller 1998)

2.1.3 Customer Based Brand Equity

Brand equity can be approached from the perspective of the individual consumer. The premise of customer-based equity is that the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time. In other words, the power of a brand lies in the minds of existing or potential customers and what they have experienced directly and indirectly about the brand (Keller, 1993). Keller (2008) states that brand equity should be viewed from a customer based perspective in which brand knowledge is essential in generating differential effects on consumers' responses to marketing actions related to the brand.

Customer-based brand equity occurs when the consumer is familiar with the brand and holds some positive brand associations in memory. Favorable consumer response, in turn, can lead to enhanced revenues, lower costs, and greater profits for the firm. (Keller 1993, 8; Keller 1998, 45)

Brands with positive customer-based brand equity may provide also other benefits to the firm not directly related to the products or services themselves, such as helping the firm to attract better employees, generating greater interest from investors, and garnering more support from shareholders.

2.1.4 Dimensions of brand equity

Aaker has provided the most elaborate concept of brand equity and define brand equity. He further provide five dimensions of brand equity i.e brand awareness, brand associations, perceived quality, brand loyalty and other brand related assets. The former four dimensions of brand equity represent consumer perceptions and reactions to the brand, while proprietary brand assets are not consumer based brand equity.

2.1.4.1 Brand Awareness

The first step to build brand equity is to create brand awareness (Aaker, 1991). Brand awareness means the ability of a consumer can recognize and recall a brand in different situation (Aaker, 1996). Aaker, (1991) mentioned in his model that brand awareness can be influential on brand equity through the following factors: 1. Being a support for other associations that can be

considered 2. Making a familiar relation 3. Being a sign of commitment constancy. Moreover, brand awareness is linked as strength of the brand in the minds of consumers, which provide firm's with a value that can be used in future to attract and promote products or services (Kim & Kim, 2005). Yoo et al. (2000), Pappu and Quester (2006), Tongand Hawley (2009) empirically validated brand awareness as one of the dimensions of brand equity. Besides Brand awareness was found to have positive effect on brand equity (Yoo et al, 2000: Juntunen et al, 2011: Mishara and Datts, 2011). It may be extremely difficult to dislodge a brand that had achieved a dominant awareness level (Aaker, 1996).

2.1.4.2 Brand Association

Brand association can be define as anything that connects the consumer to the brand including user imagery, product attribute, use situation, organizational associations, brand personality, and symbols (Aaker, 2000). Brand associations are consumers' evaluation of the company's whole communication of the brand's identity (Aaker, 1991). Aaker, (1991), mentioned brand association may influence on brand equity in five ways: 1) helping information processing, 2) placement distinction, 3) a reason for purchasing a brand, 4) creating motivation and positive feeling and 5) development. In addition, Yoo et al. (2000) and Atilgan et al. (2005) have stated that strong brand association leads to higher brand loyalty. High brand equity implies that consumers have strong positive associations with respect to the brand.

2.1.4.3 Perceived quality

Aaker, (1991) define perceived quality reflects upon "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternative. Customers rarely have all the information about a product's quality, so they judge a product based on their perceived quality. If perceived quality improves, other elements of consumer's perception of a brand generally do too. Aaker states that perceived quality is one of the most important aspects in brand equity (Aaker, 1991). In his model, he stated that the perceived quality may influences on brand equity through five different ways: 1) a reason to buy a brand 2) distinction of placement 3) additional price payment 4) attracting the interest of the distribution channel members to use a product with higher quality and finally 5) developing the brand (Aaker, 1991; Liao & Cheng, 2014). Perceived quality is viewed as a dimension of brand equity and is

positively related to the brand equity (Aaker, 1991; Kamakura & Russell, 1993; Feldwick, 1996; Motameni & Shahrokhi, 1998; Yoo et al., 2000).

2.1.4.4 Brand Loyalty

Brand loyalty is different from the other major dimensions of brand equity as it is tied more closely to the user experience. Brand loyalty cannot exist prior to purchase and user experience. In contrast, awareness, association, and perceived quality are characteristics of many brands that a person has never used (Aaker,1991). Aaker (1996) assume that a loyal consumer base represent a barrier to enter because a satisfied customers base sends a message to other that the brand is accept and successful. Brand loyalty has been considered as the core dimension of brand equity by Aaker (1991) mainly because of the value of a brand to an organization depends on the loyalty of the customers which in turn can generate profit. According to Aaker's model of brand equity, loyalty has been recalled as a financial lever for increasing marketing expenses, attracting new customers by giving them information, awareness and reassurance beside a time to answer competitive threats. Brand loyalty was found to have a dominant effect on brand equity it leads to a high level of brand equity (Gil, Andre, and Salinas ,2007).

2.1.5 Sales promotions

Marketing promotional tools such as sales promotion has a variety of definitions. Most authors and practitioners often define sales promotion differently but the Contents of these definitions are essentially the same. Sales promotions is media & non media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial & impulse purchases, increase consumer demand or improve product quality.(AMA, 2015).

According to Kotler & Keller (2009: 527) sales promotion can be defined as a promotional tool used to get stronger and quicker consumer response, including short run effect. Cummins & Mullin (2002) define sales promotion as incentives and offers that encourage people to behave in a particular way at a particular time and place, usually delivered by one of the other promotional tools, advertisings, publicity and direct marketers.

In short, sales promotion adds value to the product or service which is sold; it appeals to the pocketbook and provides an incentive for purchasing the brand. Sales promotion is essentially an acceleration tool, designed to speed up the selling process and maximize sales volume. By providing an extra incentive, sales promotion techniques can motivate consumers to purchase a larger quantity of a brand or shorten the purchase cycle of the trade or consumers by encouraging them to take immediate action (Belch & Belch,2007).

2.1.6 Types of sales promotion

Most authors categorized sales promotion activities based on the benefit they give for the customer. Based on this, the dominant classifications are price versus non-price sales promotions. (Banerjee, 2009).

Price promotion

Fill (1995) mentioned that the typical technique is direct cut in the purchase price with the offer clearly labeled on the product or point of purchase display. Price promotion activity include: Promotion packs, Loyalty discounts, Coupons, Rebates, Others (Gedenk ,2003)

Non-Price promotion

There is extra product offer with regular product, which is also known as premiums, an item which is offered for free (Kotler and Keller, 2009). Non-Price promotion activity: sampling, sweepstakes/ contests, events and others (Gedenk,2003).

Table 2.1 Major Consumer Promotion Tools

Sample	Offer of a free amount of a product or service delivered door-to-door, sent in the mail, picked up in a store, attached to another product, or feature in an advertising offer.
Coupons	Certificates entitling the bearer to a stated saving on the purchase of a specific product. Mailed, enclosed in other products or attached to them, or inserted in magazine and newspaper ads.
Cash Refund Offers (rebates)	Provide a price reduction after purchase rather than at the retail shop: consumer sends a specified “proof of purchase” to the manufacturer who “refunds” part of the purchase price by mail.
Price packs (cents-off deals):	Offers to consumers of saving off the regular price of a product, flagged on the label or package. A reduced-price pack is a single package sold at a reduced price (such as two for the price of one). A banded pack is two related products banded together (such as a toothbrush and toothpaste).
Premiums (gifts):	Merchandise offered at a relatively low cost or free as an incentive to purchase a particular product. A with-pack premium accompanies the product inside or on the package. A free in-the-mail premium is mailed to consumers who send in a proof of purchase, such as a box top or UPC code. A self-liquidating premium is sold below its normal retail price to consumers who request it.
Frequency program:	Programs providing rewards related to the consumer’s frequency and intensity in purchasing the company’s products or services.
Prizes (contests, sweepstakes, and games):	Prizes are offers of the chance to win cash, trips or merchandise as a result of purchasing something. A contest calls for consumers to submit an entry to be examined by a panel of judged who will select the best entries. A sweepstake asks consumers to submit their names in a drawing. A game present consumers with something every time they buy-bingo numbers, missing letters-which might help them win prize.
Free Trials	Inviting prospective purchasers to try the product without cost in the hope that they will buy.
Product Warranties	Inviting prospective purchasers to try the product without cost in the hope that they will buy.
Tie-in promotions	Two or more brands or companies team up on coupons, refunds, and contests to increase pulling power.

Source: Major consumer promotion tools kotler and keller (2013)

2.2 Theoretical frame work

As there is no unity about how to create brand equity, the thesis will analyze the most used theories in the field of brand equity, and create the thesis' own building blocks for creating brand equity. So we will see three theorists who were selected because they are the most quoted and used theories in the field of brand equity (Franzen, 1999). Which are Kevin Lane Keller's, David Aaker's and Giep Franzen's

2.2.1 Kevin Keller brand equity model

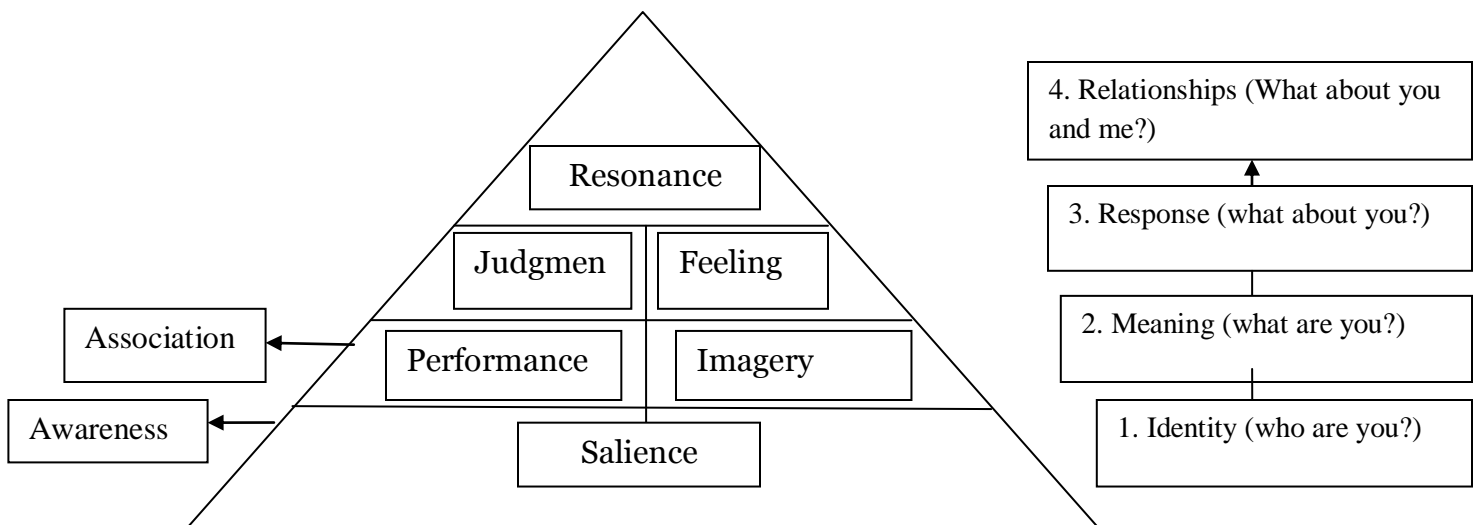


Figure1. Consumer based brand equity, Source: Keller (2001)

Keller's brand equity model is also known as the customer-based brand equity (CBBE) model. The concept behind the model is simple: in order to build a strong brand, you must shape how customers think and feel about your product. You have to build the right type of experiences around your brand, so that customers have specific, positive thoughts, feeling, beliefs, opinions, and perceptions about it.

Establishment of brand identity is based on the brand salience which refers to brand awareness. Consumer is aware of the brand existence if he/she is able to recall and to recognize the brand. The next step is the brand meaning which is divided into brand's performance and brand imagery. Brand performance as one of the building blocks refers to the basic purpose of the product itself, functionality, or the ability to satisfy customers' needs. The other building element, brand imagery, it is connected to the possibility that the product will satisfy customer's psychological

and social needs. Brand meaning needs favorable, strong and unique associations (Keller, 2001, p.15).

The third step, brand responses step is defined as the way customers respond to a brand. Responses are divided into brand feelings and brand judgments. Brand judgment is the combination of brand imagery and brand performance in the minds of the consumers. Brand feelings are customers' emotional reactions to the social currency brand evokes (Keller, 2001, p.16). Brand responses lead to the positive and accessible reactions of consumers.

Lastly, brand relationship is defined as the relationship between the customer and brand, and it is related to personal identification of the customer with the brand. Brand resonance as a building block of brand relationship is defined as the depth of the psychological bond between the customer and the brand which results in loyalty. The most powerful block is brand resonance.(Keller, 1993, p. 18).

2.2.2 David Aaker's brand equity model

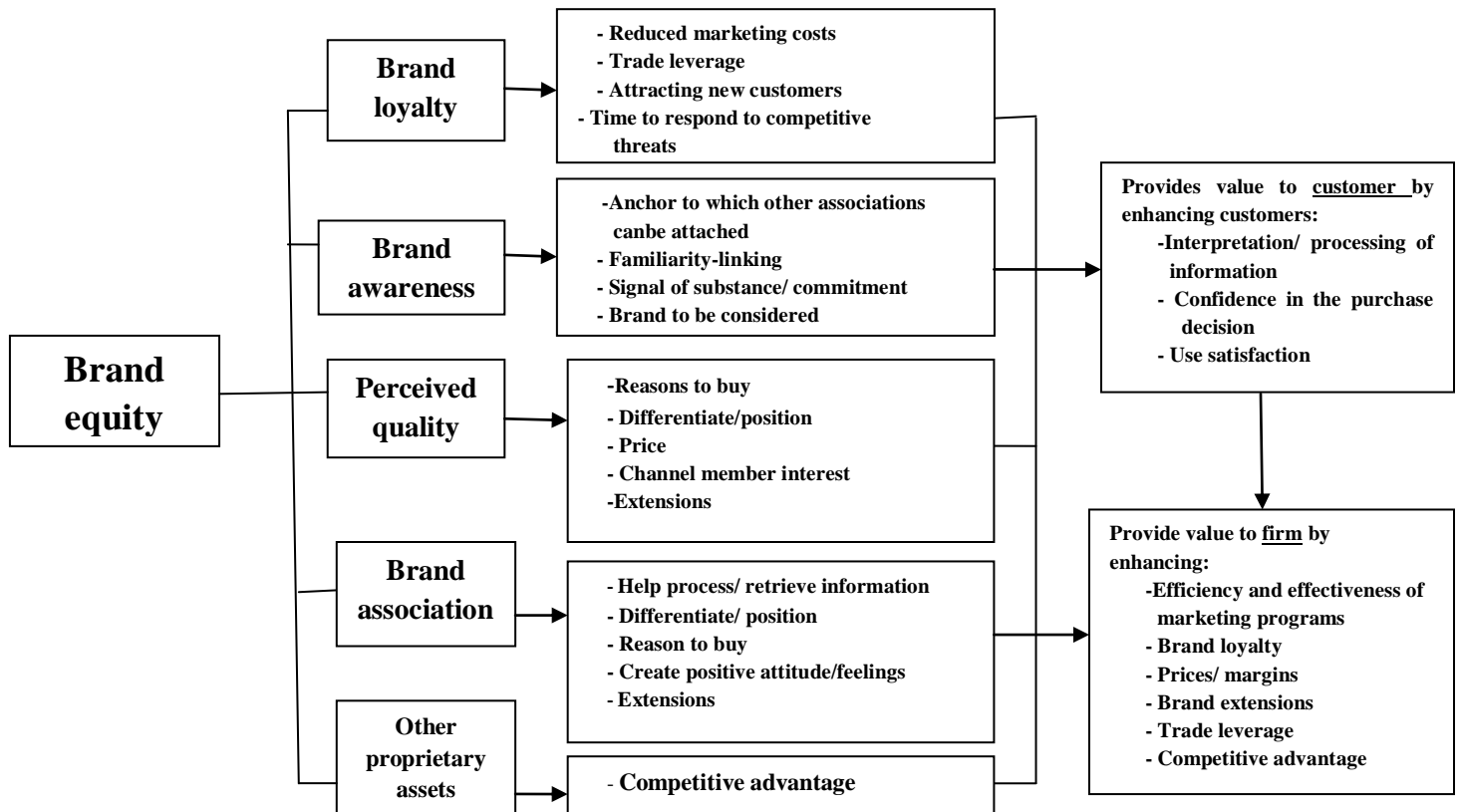


Figure 2: Aaker's Brand Equity model, Source: Aaker, D.A. (1991)

David Aaker's Brand Equity Model defines the five following brand equity components:

1. Brand loyalty: the extent to which people are loyal to a brand is expressed in the following factors:

- Reduced marketing costs (hanging on to loyal customers is cheaper than charming potential new customers)
- Trade leverage (loyal customers represent a stable source of revenue for the distributive trade)
- Attracting new customers (current customers can help boost name awareness and hence bring in new customers)
- Time to respond to competitive threats (loyal customers that are not quick to switch brands give a company more time to respond to competitive threats)

2. Brand awareness: the extent to which a brand is known among the public, which can be measured using the following parameters:

- Anchor to which associations can be attached (depending on the strength of the brand name, more or fewer associations can be attached to it, which will, in turn, eventually influence brand awareness)
- Familiarity and liking (consumers with a positive attitude towards a brand, will talk about it more and spread brand awareness)
- Signal of substance/ commitment to a brand.
- Brand to be considered during the purchasing process (to what extent does the brand form part of the evoked set of brands in a consumer's mind)

3. Perceived quality: the extent to which a brand is considered to provide good quality products can be measured on the basis of the following five criteria:

- The quality offered by the product/ brand is a reason to buy it
- Level of differentiation/ position in relation to competing brands
- Price (as the product becomes more complex to assess, and status is at play, consumers tend to take price as a quality indicator)
- Availability in different sales channels (consumers have a higher quality perception of brands that are widely available)
- The number of line/ brand extensions (this can tell the consumer the brand stands for a certain quality guarantee that is applicable on a wide scale)

4. Brand associations: associations triggered by a brand can be assessed on the basis of the five following indicators:

- The extent to which a brand name is able to ‘retrieve’ associations from the consumer’s brain (such information from TV advertising)
- The extent to which association contribute to brand differentiation in relation to the competition (these can be abstract associations, such as ‘vitality’, or associations with concrete product benefits, such ‘will leave your washing cleaner’)
- The extent to which brand associations play a role in the buying process (the greater this extent, the higher the total brand equity)
- The extent to which brand associations create positive attitude/ feelings (the greater this extent, the higher the total brand equity)
- The number of brand extensions in the market (the greater this number, the greater the opportunity to add brand associations)

5. Other proprietary assets: examples are patents and intellectual property rights, relations with trade partners, and airlines' landing slots (the more proprietary rights a brand has accumulated, the greater the brand’s competitive edge in those fields) (Aaker, D.A. 1991)

2.2.3 Franzen’s Brand Equity Model



Figure 3–Franzen’s Brand Equity Model,Source: Franzen, (1999)

Franzen (1999) suggests that brand equity consists of seven stages. Franzen uses a pyramid to illustrate the hierarchical progress a consumer runs through.

The first stage of the pyramid is brand awareness. Awareness is the base for brand equity, because it is necessary to be aware of the brand before it can be part of the consumer's buying considerations. Brand awareness is however said by Franzen not to be enough. A brand can have high awareness without being considered by the consumer.

Stage two refers to brand meaning or brand knowledge. Franzen (1999) suggests that the origin, company, category associations, functional attributes, consumer benefits, and symbolic attributes are all part of how to describe the brand. Consumer's associations are important for the brand. For this, Franzen (1999) refers to the famous blind test of Coca Cola, where Coca Cola tasted better once the consumer knew that it was Coca Cola.

The third stage is differentiation. This stage is about how differentiated consumers relate the brand from its product category. The fourth stage is price/quality assessment. Perceived quality is a relative concept: perception of the quality of individual brands occurs in a competitive context. Stage five is overall evaluation (attitude). This stage represents consumers' attitude towards the brand captured by the previous mental stages. It shows if the consumer likes or dislikes the brand, if it is the only brand the consumer buys etc.

Stage six is buying behavior tendency which is a probability of future buying behavior. Rossiter and Percy (2000) made a segmentation of the behavior for consumers: New category users, brand loyal, favorable brand switchers, other brand switchers, and other brand loyal. In this stage it is important to score high on brand loyal and favorable brand switchers.

The last stage is brand relationship. This stage shows the loyal consumers' relationship towards the brand. The benefit for a company, if consumers reach this step, is a stable sale, less price sensitive consumers, and a higher margin. The description of Franzen's brand categories provides a good overall overview of brand equity and therefore, the thesis will use Franzen's model as a framework for the thesis' own brand equity model.

2.3 Empirical review

Among the empirical studies about the relationship between sales promotion and brand equity, many focus on the effect of monetary promotion, non monetary promotion or did related analysis between sales promotion and a single dimension of brand equity.

The type of sales promotion used may have a different effect on brand knowledge. (Chandon & Laurent 1999; Chandon 2000) stresses the need to distinguish between two types, monetary (e.g. free product, coupons) which are related to utilitarian benefits. They help consumers to increase the acquisition utility of their purchase and enhance the efficiency of their shopping experience. On the other hand, non-monetary promotions (e.g. contests, sweepstakes, free gifts, loyalty programs) are related to hedonic benefits. And they are intrinsically rewarding and related to experiential emotions, pleasure and self-esteem.

Chandon, (2000), Montaner (2008), research has show that high quality brands which have high awareness and medium or low awareness brands has different result when there is an involvement of sales promotion. In addition (Low,2000) shown that consumers prefer monetary promotions like price discount with low brand awareness product, and prefer non monetary promotion like extra free product with high brand awareness. At last (Chandon, 2000) concluded that non monetary promotions are more effective than monetary promotions at high level of brand equity. This show that sales promotion tool is likely to depend on the brand used (e.g. whether high or low brand equity). Positive result from a price promotion may perhaps occur if a promotion attracted some new users who repeatedly buy later. However, in researches done by (Ehrenberget al., 1994; Pauwelset al., 2002; Peckham, 1981) the evidence suggests no long-term favorable effects for established brands. That's because price promotions attract mostly existing, albeit infrequent buyers, and that the small quantity of attracted new buyers have a low propensity to re-buy (Ehrenberget al., 1994). Furthermore other studies also pointed negative after-effect of sales promotion. Doob, Carlsmith, and Freedman, J. (1969) study reported on an experiment in which one group of stores sold brands in various categories at a low introductory price and another sold the same brands at a normal price. The low prices were retracted after a short period, and volumes were compared in both groups of stores. The study found lower sales result in the stores where the deals were retracted.

Focusing on the direct effects on brand equity dimensions, monetary promotions are likely to have a negative influence on perceived quality and brand associations. To support this (Martínez, 2007) and Montaner and Pina (2008) reported that monetary promotions have a negative impact on brand image. In short, the frequent use of price promotions has a negative impact on perceived quality and brand association dimensions because this tool leads consumers to think primarily about price, and not about the brand (Yoo, 2000). However on the other hand, (Palazón-Vidal and Delgado Ballester, 2005; Montaner and Pina, 2008) argue non-monetary promotions may help reinforce brand equity. Unlike monetary promotions, non-monetary promotions do not influence consumers' internal reference prices (Campbell and Diamond, 1990), and consequently are less likely to create a negative influence on perceived quality. Likewise, non-monetary promotions can help differentiate brands, communicating distinctive brand attributes and contribute to the improved brand equity (Papatla and Krishnamurthi, 1996; Mela et al., 1998; Chu and Keh, 2006). To add on that Lowe and Barnes (2012) found that when examining the role of sales promotions for new products, non-monetary were more favorably received due to the view that they give more gains and reduce the loss for a new product buy. The level of innovativeness, however, moderated the effect of non-monetary promotions with the preference for monetary promotions for more innovative types of new products, thus reducing the risk. Yi and Yoo (2011) found that non-monetary promotions did not significantly affect brand attitude.

Low and Mohr (2000) conducted a study, the study's researchers suggested that marketers should invest budgets in advertising instead of sales promotion if they attempt to deliver positive brand image to consumers to get the promise of a powerful brand franchise. Low and Mohr (2000) implied that sales promotions, a lazy approach to marketing, did not create a more consistent result as some of the marketing mix techniques. The other negative side of sales promotion was mentioned by Lattin and Bucklin (1989), by suggesting that frequent promotions will lower consumer's reference prices for the brand. With The result that sales volume at regular prices will decline due to consumer resistance to pay higher than deal-prices.

Even though many studies stated the negative impacts of sales promotion on brand equity, some researchers still contended that brand equity was not negatively influenced by sales promotion.

Davis, Inman, and McAlister (1992) study suggested that the sales promotion content with low-involvement consumption would be forgotten by consumers, and accordingly, negative effects of sale promotion on brand equity would not be generated. In other study Jedidi, Mela, & Gupta (1999) found that infrequent promotion kept consumer brand loyalty. This study also found that there was a negative perception of long-term promotion. It is possible that consumers believe that deeper discounts in the long run stand for lower quality (Jedidi et al., 1999). Lau, Chang, Moon and Liu (2006) study showed that sales promotion is an important factor to differentiate hardcore loyal consumers from brand switchers and that sales promotion was the most important factor to attract brand switchers. In the same direction, the PMA/Northwestern University 2002 study, Promotion, Brand Building and Corporate Performance Research, showed promotions could enhance a consumer's brand experience and lead to a stronger consumer relationship.

Bawa and Shoemaker (1987) discovered that coupons in some cases may serve as a reminder or an advertisement for the brand and the consumer may make an incremental purchase without redeeming the coupon. Sales promotion can also lead consumers to generate inference in terms of developing meanings to the brand quality etc. that they might not otherwise have drawn in the absence of the promotion (Raghubir , 2004). Based on the findings it is suggested that the effect of sales promotion on awareness will both count for high and low involvement brands. And also Chen, Monroe, and Lou (1998), in their study investigating the influence of price promotion incentive on consumers' perceptions and purchase attitudes, found that, some consumers, in coupon promotion, believed that some people purchased the same products with the original price. Hence, most consumers did not lower internal reference prices. These researchers inferred that coupon promotion remained overall a perceived value of promoted products much more than a direct price-off deal did. Seetharaman, (2004);Villarejo , (2005), finding support that free samples can play an important role in creating brand loyalty. They found that free samples could be highly effective increasing sales over a long period due to greater retention of customers after trial, a larger potential for acceleration of purchases, and higher purchase probability among those who would not have tried the brand without a free sample.

Sales promotions are still widely utilized in marketing practice, even though a large amount of studies demonstrate that sales promotion do not facilitate acquirement and maintenance of brand

equity. Currently, various tools for sales promotions constantly are increased, centering on psychological dimension and preventing from damaging brand equity, are utilized more often. Martin and Monroe (1994) in their study inferred that consumer favorability on different sales promotion was differentiated by consumer perception of price fairability. Fairability imply that the comparative difference of prices paid by him/her and others.

2.4 Hypothesis

The research will test the following hypotheses.

Brand awareness is the first dimension of brand equity in Aaker model. As Aaker (1991) states, a brand will be stronger if it is connected with many experiences and/or exposures. It is argued that sales promotion can enhance the product's exposure effect. The exposure effect occurs when stimuli are repeatedly presented and as a result, the product will be increasingly better liked and accepted. Study done by Lidwell (2003) suggests that the exposure effect will be appropriate to stimuli that are perceived as natural or positive. Furthermore sales promotion can attract the consumer's attention, and that the sales promotion can be better memorized. Based on the above statement the following hypothesis is formulated.

H1: Sales promotion has significant positive effect on brand awareness in Walia beer.

Brand association is anything "linked" in memory to a brand (Aaker, 1991). Brand associations may include, e.g., Product attributes customer benefits, uses, life-styles, product classes, competitors and countries of origins. But when it comes to sales promotion and brand association the relationship is seen as negatively related by many researchers. For instants (Winer, 1986), reported that monetary promotion campaigns are too short to establish long-term brand associations and can create uncertainty about brand quality. In addition, (Yoo,2000) suggested that the frequent use of price promotions has a negative impact on perceived quality and brand association dimensions because this tool leads consumers to think primarily about price, and not about the brand. Thus, the following hypothesis is formulated.

H2: sales promotion has significant negative effect on brand association in Walia beer.

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml 1988, pp. 3 and 4). It is commonly heard that "you get what you pay for", (Darke & Chung, 2005) suggested that by lowering the price of a product using monetary Sales promotion not only lowers the cost for the consumers, but also threatens to lower perceptions of product quality through negative price-quality inferences related to the lower selling price. And also Makienko (2006) states that one plausible explanation that sales promotion could lead to consumers questioning the quality of the product is based on consumers' belief that a marketer's goal is to make profit. Finally in their study, Gupta and Cooper (1992) find out that consumers may view very large discounts (>50%) with suspicion in terms of the quality of the product. Based on the above definition and the suggested relationship of sales promotion and perceived quality in the literature, the following hypothesis is formulated:

H3: sales promotion has significant negative effect on perceived quality in Wafia beer.

Brand loyalty provides predictability and security of demand for the firm, and it creates barriers to entry that make it difficult for other firms to enter the market. Loyalty also can translate into customer willingness to pay a higher price—often 20 percent more than competing brand (Kotler and Keller, 2012). Oliver (1999) brand loyalty definition recognizes that brand loyalty does not exclusively focus on repeated purchases but on the internal dispositions or attitudes towards the brand. And also Palazón-Vidal and Delgado-Ballester (2005) confirmed that there is a positive relationship between sales promotions and brand loyalty. Hence, the following hypothesis of the relationship between sales promotion and brand loyalty is proposed:

H4: Sales promotion has significant positive effect on brand loyalty in Wafia beer.

Many empirical studies showed the negative influence of sales promotion on brand equity. Even though many studies stated the negative impacts of sales promotion on brand equity, some researchers still contended that brand equity was not negatively influenced by sales promotion. So this means, there is a debate how effective sales promotion on brand equity. For example, Villarejo-Ramos and Sanchez-Franco (2005) result indicate sales promotion has positive effect on brand equity and present strong protection from the criterion of perceived quality, brand loyalty,

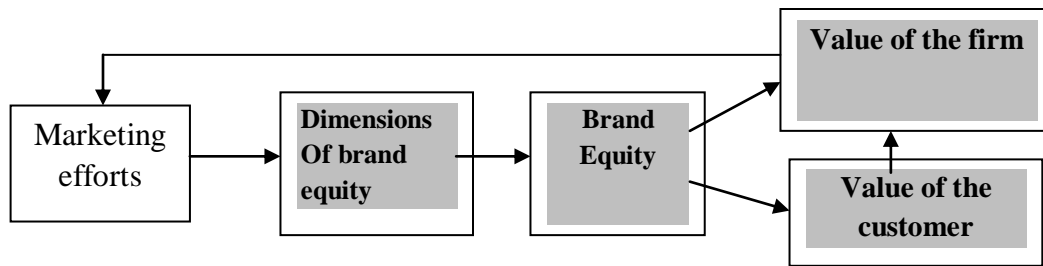
brand awareness and brand image as a preface of brand equity. On the other hand some sales promotion elements like price discounts and coupons are on a hot sit. For instance (Palazón-Vidal and Delgado-Ballester, 2005; Joseph and Sivakumaran, 2008), empirical evidence suggests that monetary promotions have a negative impact on brand equity.

These contradictory findings suggest a need for more research on the effect of sales promotion on brand equity. It is however proposed that from the above statement the following hypothesis is formulated.

H₅: sales promotion has significant positive effect on brand equity in Walia beer.

2.5 Conceptual frame work

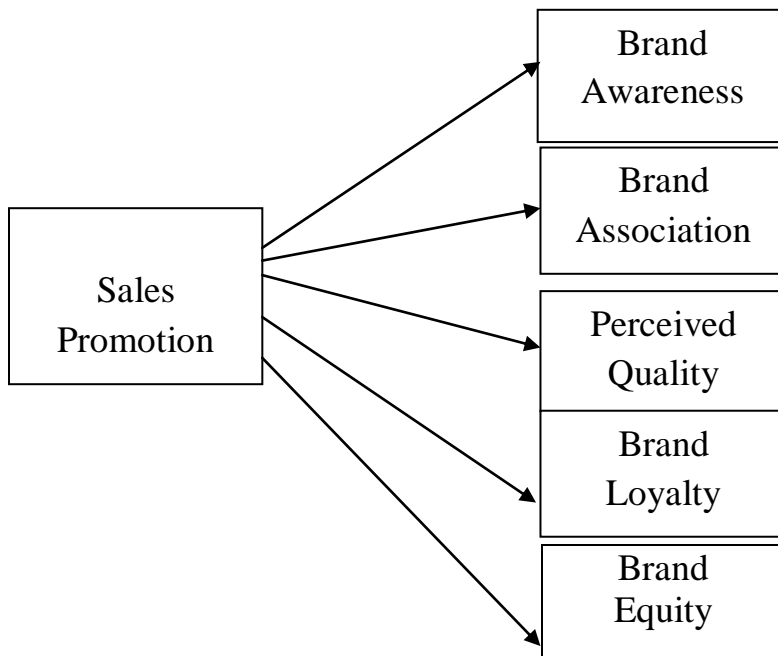
Conceptual frame work of Yoo and Donthu (2000)



Source: Aaker (1991): Yoo et al (2000)

Yoo and Donthu (2000) framework provides a good starting point for further research on the linkage between marketing activity and brand equity. Brand equity creation process Model (2000) was modified and instead of generalized marketing mix activity more focus was given to sales promotion.

Figure 4: Conceptual framework of this research



CHAPTER THREE: RESEARCH METHODOLOGY

This chapter presents a detailed discussion of the research methodology employed in the study. It covers the research design, the population and sampling technique, instruments for data collection, and data analysis among others.

3.1 Research design

Research design is the general plan of how the research questions would be answered. It is the conceptual structure within which research is conducted. It constitutes a blue print for the collection, measurement, and analysis of data Saunders, (2007).

Research methodology can be quantitative, qualitative or combination of both. In qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. We find qualitative research data not in numbers but in the form of descriptions. In quantitative research, data is quantified and statistical methods are used in the data analysis. The process of measurement is central to quantitative research because it provide the fundamental connection between empirical observation and mathematical expression of an attribute (Abiy, 2009). The last one is mixed which consisted of both qualitative and quantitative approach. Instead of being exclusive, qualitative and quantitative method should be seen as complementary to one and another (Hirsjarvi, 2005).

The choice between the quantitative and qualitative research methods depends on the nature of the research problem and research phenomenon. In this study the available numeric data call for quantitative research method. So regarding this particular research quantitative research approach was employed.

3.1.1 Research Approaches

This research employs explanatory research design. Explanatory sometimes referred to as analytical study. The main aim of explanatory research is to identify any causal links between the factors or variables that pertain to the research problem. It also explain Why a phenomenon is going on, can be used for hypothesis testing and allow for inferences to be drawn about associations and causality. Some of the examples could be Case-control study, Cohort study

(follow-up), Intervention trial (Mohammed, Denu and Ensermu, 2014).The research design for this study is cross-sectional survey method to assess the effect of sales promotion on brand equity. In cross-sectional field surveys, independent and dependent variables are measured at the same point in time using a Single questionnaire (Bhattacharjee, 2012).

To target very specific population survey are very useful. Survey data are easily quantifiable and are responsive to different regression analysis. With the survey method, it is hoped that the findings from the sample customers could be generalized into a large target population (Babbie,1990)

3.2 Sampling

Sampling is the processes were a researcher chooses a sample. Sampling is the selections of a fraction of the total number of units of interest for the ultimate propose of being able to draw general conclusions about the entire body of unit (Parasuruman, 2004). The sample of a study can have a profound impact on the outcome of a study. There is a set of process to help researchers choose a good sample. This process includes identifying target population, selecting sampling technique and determining the sample size.

3.2.1 Target population

All the items under consideration in any field of inquiry constitute a population. Davis, (2000) define population as ‘the complete set of unit of analysis that are under investigation’; Sekeran (2002) defines a population as “the entire group of people, event, or thing of interest that the researcher wishes to investigate”. Population characteristics can be studies by conducting a sample or a census. A census study engages in the entire population, while a sample represents a sub group of the population. The population of the study is consists of all men and women in Addis Ababa which consume Walia beer. Thus, the sample frame designed was made out of Hotels, bars and restaurants.

3.2.2 Sampling techniques

Often, it is not possible or necessary to study the whole population and a sample is conducted. To make the samples drawn representative of the population, the sample frame from which samples were drawn should include appropriate locations for Walia beer consumers in the city.

In this research multistage sampling was used. In this study it impossible to access all the name of beer drinkers in Addis Ababa from hotels, Bars and Restaurants, which offers beer to its consumers. Cluster sampling therefore was helpful for our large sample surveys. The researcher used 10 sub-cities of Addis Ababa as a cluster unit with heterogeneous population within but homogenous population with other sub-city. The ten sub-cities are: Addis Ketema, Akaki-Kality, Arada, Bole, Gulele, Kirkos, Kolfe keranio, Lideta, , Nefas Silk Lafto and Yeka. Using a simple random sample three clusters were selected from the above ten sub-city. Which are Bole, Addis Ketema and Kirkos.

Table 2.2: List of sample frame

S.no	Name of the sun-city	Number of Hotels, Bar and Restaurant
1	Bole	1037
2	Addis Ketema	430
3	Kirkos	729

Source (Addis Ababa trade and industry office, 2015)

An average of 10 respondents was selected from each stratum. Thus 1037/10 (104 hotels, bar and restaurant in Bole, 430/10 (43 hotels, bar and restaurant) in Addis Ketema and 729/10 (73 hotels, bar and restaurant) in Kirkos was identified to be center of contacting respondents. We find 2196 total number of hotel, bar and restaurant in the three sub city. The sample allotted to Hotel, bar and restaurant in Bole sub-city was $(1037/2196*427) = 202$ respondents. In the second sub-city, the sample allotted to Hotel, bar and restaurant in Addis Ketema sub city was $(430/2196*427) = 84$ respondents. The last sub-city which the sample allotted to Hotel, bar and restaurant in Kirkos sub city was $(729/2196*427) = 142$ respondents. All in all a total of 427 samples respondent was collected from the three sub cities.

3.2.3 Sample size

Determining an adequate sample size is critical in generating usable survey result. It is more useful to identify the population of interest and make efforts to achieve a high response rather than administer vast number of surveys. In research done by Saif , (2014) on the impact of demographic variables on consumer response toward sales promotion techniques in an online apparel store, 384 people was choose as a sample size. Given that, there is no published statistic available that entails the number of people who are online as per city-wise division in Pakistan. The role of marketing mix on brand value was studied by Abad, Mazidi and Rohani (2015), in this study due to infinity of the population, here simple stratified sampling method and Kerjst-Morgan table were used and there they selected a sample size with 384 persons. To add one last example, in Hosseini and Mehrara,(2013) study, Cochran formula with sampling error 0.05 and 95% reliability samples estimated at least 384 people to study the impact of advertising, sales promotion and sponsorship programs on brand equity .

The population size of this research is unknown population. In such case, for populations that is large, as per (Corbetta, 2003) to yield a representative sample for proportions.

The formula is:

Necessary sample size = $(Z\text{-score})^2 \times \text{std Dev}^2 / (\text{margin of error})^2$

Then by inserting the values of each variable the sample size is identified

$$((1.96)^2 \times .5(.5)) / (.15)^2$$

$$(3.8416 \times .25) / .00225$$

.9604 / .00225 = 427, the sample size for this study happened to be 427.

Using a 95% confidence level, 0.5 standard deviation and a margin of error (confidence interval) of +/- 15% and level correspondent to a Z-score which is a constant value needed for the equation sample size were determined. Hence, z-score for 95% confidence level is 1.96.

There is much greater benefit in obtaining a representative sample than in obtaining an exceedingly large sample. Based on the above related information the sample size used in this research is appropriate or representative to make the response large we change the margin of error to +/- 15% and make the sample size from 384 to 427.

3.3 Data Collection

There are two main data type to collect relevant data, Primary and secondary data. Primary data, which the writers of the thesis collect directly to investigate the specific problem (Ghauri and Kjell, 2005). Secondary, which are collected by others were the purpose of the data might be, distinguish from the research work. This research use both primary and secondary source of information. Primary data collected by the administered questionnaires that was distributed to the respondents. For secondary data website, magazines and various materials that have relevant to this study was used. This data help us; to get large representative sample well beyond the resource of the researcher are available, Supporting documentation and explanation of methodology, sampling strategy, data codes are given and the researcher can concentrate on data analysis and interpretation.

This study uses survey questionnaire to gather data. survey was chosen because: (1) survey are useful in indentifying characteristics of a population from a small group of individuals; (2) standardize questions make measurement more precise by enforcing definitions on the

participants, thereby obtaining high reliability more easily; (3) survey data are easily quantifiable and are responsive to data analysis techniques; and (4) Survey does not consume long time to find answers to all questions, therefore the respondent be more straightforward when answering the questions.

3.4 Instrument and Measurement

The reason for the instrument development for this study is to test the research hypotheses. It is important that the instrument accurately measure the underlying constructs used in formulating these hypotheses. A review of previous studies that are adopted provided the basis for the selection of the measures for the sales promotion and brand equity dimensions.

Given that consumers have little knowledge of actual marketing efforts; measures of marketing communications rely on perceived marketing efforts (Yoo and Donthu, 2000). That because, it's hard to control actual marketing efforts. But also perceived marketing measures link more directly with consumer psychology (Yoo et al.,2000; Valette-Florence,Guizani,& Merunka,2011).The measurement of brand equity is consistent with the multi-dimensional conceptualization proposed within the consumer-based Perspective. Drawing from the literature (Aaker, 1996; keller, 1993; Yooetal., 2000; Pappuetal, Quester, Cooksey 2005; 2006). The scale of sales promotion was adopted from Yoo at el, (2000)'s measurement. This research uses four items to measure brand awareness, four items to assess perceived quality, four items measure brand associations, four items to measure brand loyalty and lastly four items to measure over all brand equity and sales promotion.

For this study, structured questionnaire was used as data collection method. Because; it is easy to standardize, compare, and generalized. In addition, it's easy to use large sample. Finally, since every respondent was asked the same question in the same way, it has reliability and adds consistency. The structure questionnaire consist Liker-type statement, the questions have five level choices staring from strongly disagree to strongly agree. The survey instrument is self-administered. A screening question was asked by researcher orally i.e. "Do you drink Walia beer? Then only those respondents who replied "Yes" was administered the questionnaire. The questionnaires that were given to respondent were collected right away as much as possible.

The structured questionnaire was consist of two parts, the first part is regarding demographical background of the respondent and the second part is related to independent variables which focus on sales promotion and dependent variables on brand Equity dimensions. A pilot survey was conducted on 20 respondents before questionnaire distributed to selected sample size. The pilot survey conduct to check if: the questionnaire was clear, easy to understand, straightforward to ensure that the respondent answer the question without any difficult. Then based on the response, some changes were made before administering to questionnaire on the selected sample size. The questionnaire designed for this study is first drafted in English, and then converted into Amharic, lastly back- translated in to English. The questionnaire for this study was checked by three native Amharic-speaking MA graduates from Addis Ababa University, which they review the transcribe copies in English and Amharic. Their idea was included into the final version of the questionnaire. The questionnaire consisted of items on five-point Likert-type scales ranging from 1 (strongly disagree) to 5(strongly agree). Respondents were selected from customers who are willing to complete questionnaires while spending time in Bars and Restaurants in those three sub cities. Then the respondent that was selected using convenience sampling method fills questionnaires in a self-administered manner. In collocating the questionnaires the researcher tries to contact respondent in the afternoon's and night were the consumer would be easily accessible and greater in number. This was a good time to meet most of the consumers and also insure that the respondents were diverse. Besides to the researcher three university graduate students who received orientations about the data collection were administered the survey.

3.5 Reliability and validity

Research results have to be valid and reliable. Assessments of reliability and internal and external validity are an important part in the evaluations of research results. (Malhotra & Birks, 2000)

3.5.1 Validity

Validity is concerned with whether the findings are really about what they appear to be about (Saunders, Lewis & Thornhill, 2004). It can also be highly related to the outcome of the research or right answers to the research questions and to what extent these results or outcomes are valid (Khan and Rahaman ,2007). In addition Seif (2006) argues that validity is “an assessment of the

sufficiency and appropriacy of interpretations and usage of assessment results”. It is considered as the similarity between the test performance and the criterion performance.

In order to ensure the quality of the research design content and construct validity of the research will be checked. Content validity addresses the extent to which a measuring instrument provides adequate coverage of the topic under study (Kothari (2004)). So this thesis has been reviewed by advisors and peer students. This help to improve the research and make some change before writing the study that is not relevant for the analysis. Then construct validity refers to how well the study’s results support the theory behind the research and if the theory supported by the findings provides the utmost existing explanation of the results, (Graziano & Raulin 2010)”. Construct validity is evaluated by the questioners and the underlying theories (Bryman & Bell, Business Research Method, 2011). The questions selected are related to the theory presented.

3.5.2 Reliability

Reliability is another important test of sound measurement. Reliability refers to the degree to which measure of stability and consistency of a concept. Reliability is particularly at the issue connection with quantitative research (Bryman & Bell, Business Research Method, 2011). Daymon & Holloway (2003) agree and state that high reliability means that the same test produces the same results. According to Mohammed, Denu and Ensermu, (2014), Reliability can be improved in the following two ways. The first one is by standardizing the condition under which the measurement takes place. This will improve stability aspect. So in this paper the researcher make sure that the respondents are willing to answer the questions and they did not show a boredom sign to fill the questionnaires. The second one is by carefully designed directions for measurement with no variation from group to group. This will improve equivalence aspect. So in this paper we use the same questions for the 427 respondents. So in this study the stability and equivalence aspect was checked.

Whether or not the indicators that make up the scale or index are consistent, internal reliability was tested. Cronbach’s alpha is the most commonly used test of internal reliability (Bryman and Bell, 2007). Therefore, Cronbach’s alpha was used to assess the internal consistency of variables with the acceptable value of 0.70.

3.6 Data analysis

The researcher use descriptive analysis in order to describe the demographic and general information of the respondents. Structural equation model (SEM), on the other hand examines inferential statistics which look at the relationships of the variables.

According to Robert Ho (2006) structural equation model “used to describe a large number of Statistical Models used to evaluate the validity of substantive theories with empirical data. Numerous aspects of SEM set it apart from the older generation of multivariate procedures. First, it takes a confirmatory rather than an exploratory approach to the data analysis. In addition, SEM lends itself well to the analysis of data for inferential purposes. By contrast, in multivariate have hard time testing hypothesis. Because most of it measures are descriptive in nature. Second, whereas traditional multivariate procedures are incapable of either assessing or correcting for measurement error. Such mistakes are avoided when corresponding SEM analyses. SEM provides explicit estimates of these error variance parameters. Third, although data analyses using the multivariate methods are based on observed measurements only, those using SEM procedures can incorporate both unobserved (i.e., latent) and observed variables. On top of that its very helpful for marketing, because vast majority of marketing constructs are latent variables by their nature, which are not amenable to direct measurements; examples include brand attitude, customer satisfaction, perceived value, repurchase intention and perceived quality (Bollen,1989). Finally, there are no widely and easily applied alternative methods for modeling multivariate relations, or for estimating point and/or interval indirect effects; these important features are available using SEM methodology.

Confirmatory factor analysis was carried out in order to validate the reliability and statistical validity of the measurement model (Wu, pvi-wa and Quing , 2007). Therefore SEM uses confirmatory factor analysis (CFA) to reduce measurement error by having multiple indicators per latent variables; it has attractive graphic modeling interface; and it has the ability to test models with multiple dependents, to model mediating variables, to model error terms, to test coefficients across multiple variables between subject groups, and to handle difficult data (time series with auto correlated error, non-normal data, incomplete data).

Structural equation modeling (SEM) was used in many researches. Ahmad and Hashim (2011) use this model to assess relationships among both manifest (i.e., observed) and latent variables for the purpose of testing a theoretical model or confirming the factor structure of a research instrument using a Confirmatory factor Analysis (CFA) approach and Assessment of normality was carried out to determine data distribution. In other study by Porral, Bourgult, Dopico (2013) Structural equation modeling (SEM) was used to weight each brand equity , as well as its consequence in consumer behavior. Structure equation modeling was employed for confirmatory factor analysis and path analyses. To analyze sufficient reliability and validity of the constructs then the hypotheses of the relationships between construct were tested, in the research done by Hoseini and alavije (2013). In addition Buil, Chernatony, Martínez (2013) use Structural equation modeling to examine reliability of the questionnaire using the Cronbach's alpha

In this study, first, reliability analysis, validity analysis, and confirmatory factor analysis was used to select and assess constructs for the final items to be used for hypothesis testing. Then the structure model was employed to get the path estimates, and to test the hypothesis.

3.7 Ethical Considerations

According to Bryman and Bell (2007) there are three ethical principles that need to be considered while conducting business research; these are; (1) Harm to participants, (2) Lack of informed consent, (3) Invasion of privacy. So in this research (1) except from general information confidential data was not asked from respondent. (2) To a avoided lack of information consent, before distributing the questionnaire, the researcher inform the respondents about the research objective and ask volunteer participation for filling up the questionnaire.(3) To clear away invasion of privacy, the researcher clearly state to the respondents that they are anonymous as there was no identification mark in the questionnaire.

CHAPTER 4: RESULTS AND DISCUSSION

In this chapter all collected data is analyzed as well as summarized in order to achieve the aim or objective of this thesis. Mainly SPSS 20.0 and AMOS 20.0 Graphics (SEM package) are used first to prepare the data for analysis; secondly, to check reliability /validity of measurement and to assess the measurement model; and third to analyze the structural model. Finally, using SEM the 5 proposed research hypotheses were tested according to the results from the structure equation model. Findings are described for each hypothesis.

4.1 Demographic profile of respondents

In the study the total number of respondents that were selected is 427, hence questionnaires were distributed after reaching them based on convenience. Out of the total 427 questionnaires that were distributed 389 valid responses were filled and returned. The valid response rate is 91% and 38 respondent (which are 8%) were canceled from the study because they were not completed and/or shows certain unrealistic systematic response patterns. To observe what demographic trend our sample population has, the questionnaire begins with demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in the table.

Table 4.1: Demographic characteristics of Respondents

Characteristics		Frequency	Percent
Gender	Male	284	73.0
	Female	105	27.0
Age	18 - 25	102	26.2
	26 – 35	117	30.1
	36 – 50	122	31.4
	Above 50	48	12.3
Education	< 12 th Grade	46	11.8
	12 Complete	105	27.0
	Diploma	67	17.2
	Bachelor’s degree	152	39.1
	Masters Degree	19	4.9
Beer consumption	Every day	22	5.7
	Once in a while	194	49.9
	Most of the days in a week	59	15.2
	Only on Weekends	114	29.3

Source: SPSS Data Output

Gender

According to Table 4.1 out of the 389 valid respondents, there are 73.0% male and the remaining 27.0% were female. This implies that the number of male respondents were greater than the female counterparts. This is not out of the ordinary. In many parts of the country the number of male beer drinkers outweighs the females.

Age

All participants in the study were older than 18 years of age. When it comes to age distribution of respondents the age group 36-50 took the highest percent with 31.4% and the age group 26-35 of respondents followed the previous group with a percent share of 30.1%. The age group 18-25 contributed 26.2% and the final group which is above the age of 50 took a percentage share of 17.1%. From the above distribution it can be observed that the age group between 36-50 and 26-35 makes the highest consumption.

Education

From the 389 valid respondents, a total of 39.1% respondent had bachelor degree; 27.0% of respondent had completed 12 grade; 17.2 respondent had diploma; 11.8 respondent are educated <12th grade and only 4.9% respondent had Masters Degree. In the above table significant numbers of respondents have been found to have a bachelors' degree.

Consumption pattern

Among 389 respondents; 49.9% were respondent that consumed beer once in a while; 29.3% respondent said they consume beer only on weekends; 15.2% of them are consuming beer most of the days in a week and lastly the rest of the percent goes to respondent which consume beer every day with 5.7 %.

Table 4.2: cross tabulation of beer consumption with age and education levels.

Characteristics		Beer Consumption				Total
		Every day	Once in a while	Most of the days in a week	Only on weekends	
Age	18-25	3.92%	71.5%	3.92 %	21 %	102 %
	26-35	3.4%	47.86%	13.67 %	35 %	117 %
	36-50	8.19%	38.52%	21.31 %	31.96 %	122 %
	Above 50	8.33%	37.5 %	27 %	27 %	48 %
Education	< 12 complete	8.69%	47.8 %	13%	30.4 %	46 %
	12 Complete	10.47%	37.14 %	24.76 %	27.6 %	105 %
	Diploma	5.97%	32.83 %	25.3 %	35.8 %	67 %
	Bachelor's degree	1.97%	69 %	6.57 %	22.36 %	152 %
	Masters degree	0%	31.5%	0 %	68.4 %	19 %

Source: SPSS Data Output

In general, as it can be seen from table 4.2 the majority of beer consumers were found to be in a range of the age of 36-50 followed by 26-35. Respondent that had Bachelor's degree are the leaders in consuming beer followed by 12 grade graduate.

4.2 Normality, Reliability and Validity Tests

4.2.1 Normality Test

According to Bagozzi and Yi (1998), one of the first things that should be done in the evaluation of structural model is assessment of the adequacy of input data and statistical assumption underlying any estimation methods used in analysis. The estimation of SEM parameters requires continuous data with normal distribution. A common rule-of-thumb test for normality is to run descriptive statistics to get skewness and kurtosis. Skewness should be within the +2 to -2 range when the data are normally distributed. Kurtosis also should be within the +2 to -2 range when the data are normally distributed (Hair, et al., 1998).

Normality analysis for variables was conducted with SPSS 20.0. As a result, all 6 variables in this study are within +2 to -2 range. That means they are normally distributed.

Table 4.3: Skewness and Kurtosis

Constructs	Skewness	Kurtosis
Brand awareness	-.61	-.31
Brand association	-.53	1.29
Perceived quality	-.49	-1.81
Brand loyalty	.37	-.69
sales promotion	-.13	2
Overall brand equity	-.08	-.66

Source: SPSS Data Output

4.2.2 Reliability

Reliability refers to the internal consistency exhibited by the manifest indicators of each construct in Structural Equation Modeling. Barclay and his colleagues (1994) recommend that a measurement of the internal consistency of the construct Cronbach's Alpha was calculated for all factors. Calculating the Cronbach's Alpha coefficients helping to know the internal consistency of items is done through IBM SPSS version 20. Almost all of the constructs were produced between 0.70 and 0.96. Even though perceived quality 0.70 that had value lower than the rest of the other construct, it is in the range of the recommended value of (0.70).

Table 4.4: cronbach's Alpha of constructs

Constructs	Number of Items	Cronbach's Alpha
Brand Awareness	4	0.81
Brand Association	4	0.86
Perceived Quality	4	0.70
Brand Loyalty	4	0.90
Sales promotion	4	0.74
Overall brand equity	4	0.96

Source: SPSS Data Output

4.2.3 Validity Test

Validity almost all latent variables in this study demonstrated accepted reliability with Cronbach's alpha, Cronbach's alpha does not guarantee validity, therefore construct validity should be considered. Construct validity is used to ensure that the measure is actually measure is actually measure what it is intended to measure (i.e the construct), and no other variables.

Convergent validity, according to Campbell and Fiske (1959), is when, in the presence of other scale items for other constructs, the scale items in a given construct move in the same direction (for reflective measures) and thus highly correlated. This differs from reliability in that tests of reliability include only the scale items for a single construct and are not compared to other construct.

The thresholds given by Hair et al. (2010) states as follows: For reliability. Composite Reliability (CR) > 0.7. For convergent validity, CR > AVE (Average variance extracted), AVE > 0.5, As it showed in table 4.5 constructs in this study show a good level of convergent validity and composite reliability.

Table 4.5 Validity of construct (CR, AVE)

Constructs	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Awareness	0.82	0.54
Brand Association	0.76	0.50
Perceived quality	0.87	0.63
Brand Loyalty	0.85	0.60
Overall Brand equity	0.93	0.82
Sales promotion	0.88	0.66

Source: SPSS Data Output

4.3 Structural Equation Model (SEM)

Structural equation model or SEM is a very general statistical modeling technique that has been used to describe a large number of statistical models used to evaluate the validity of substantive theories with empirical data. Statistically, it represents an extension of general linear modeling (GLM) procedure, such as the ANOVA and multiple regression analysis. It is widely used in behavioral science.

The study used structure equation modeling (SEM) to validate the measurement model and to analyze the data. It has consists of two models: “a measurement model (sometimes known as confirmatory factor analysis)”, which specifies how latent variables or theoretical construct are measured in terms of observed variables, and “a structure model, which determine the direct and indirect associations among latent variables” (Hughes, Price, & Marrs, 1986; Schumaker & Lomaz, 1996; Hair, Anderson, Tatham & Black, (2010). Furthermore, the proposed model analysis in the present study was conducted by using the most widely used estimation method, that is, “Maximum Likelihood Estimation Method” (Anderson & Gerbing, 1988).

4.3.1 Confirmatory factor analysis (measurement model testing)

CFA is particularly useful for testing a measurement model as it allows for correlated error of measurement (Hair, et al., 1998). A measurement model was set to have 24 items comprising 6 constructs (latent variables) in this study. AMOS 20.0 maximum likelihood method was used to examine each construct and its standardized loadings.

Bollen (1989) suggested that standard loading and squared multiple correlations between items and constructs should be used for measurement model testing. The analysis result for this study indicated that all items, except awareness 1 and brand equity 1 were loading highly on their corresponding construct showing factor loading greater than 0.5, ($p > 0.05$ in all cases) and the t -value of those items were greater than 2.0 (Segars and Grover, 1993). The analysis of the squared multiple correlations demonstrated that most of the items met the recommended criteria of 0.40 (Taylor and Todd, 1995) except two items which belong to awareness and brand equity construct with low individual standard loading was eliminated to improve the loadings of the rest of items. This means, overall, that the items shared substantial variance with their hypothesized constructs.

Table 4.6. Selected Fit Measures and Established Criteria

Type	Name of GOF statistics	Abbrev.	Acceptable level	Reference
Chi-square	Chi-square (with df, p)	χ^2 (df, p^*)	p -value can be less than .05	(Hair et al. 2010, 666; Holmes-Smith 2010, 5, 7)
Absolute fit indices	Normed chi-square	χ^2 / df	Value between 1 and 5	(Bagozzi et al. 1991, as cited in Lewis et al. 2005; Hair et al. 2010, 668)
	Root mean-square error of approximation	RMSEA	Values < .08/.10	(Lewis et al. 2005; Hair et al. 2006, 748; Hair et al. 2010, 672)
	Root mean-square residual	RMR	Values < .09	(Hair et al. 2010, 672)
Incremental fit indices	CFI, Tucker Lewis index, Incremental fit index	CFI, TLI, IFI	Values \geq .90	(Hair et al. 2010, 672)

The Fit the Measurement Model

Absolute fit indices determine how well a prior model fits the sample data (McDonald and Ho, 2002) and demonstrate which proposed model has the most superior fit. These measures provide the most fundamental indication of how well the proposed theory fits the data. Included in this category are the Chi-Squared test, RMSEA and the TLI.

Hu and Bently (1999) suggest that GFI, NFI, CFI and TLI value above 0.90 are generally interpreted as representing a good fit, whereas a value of RMSEA below 0.10 indicates a good fit and value of RMR below 0.09. Due to large samples, a significant Chi-square (X^2) does not indicate poor fit because the Chi-square is easily influenced by the size of the sample (unlike other criteria). In addition to the disadvantage of the Chi-square statistics, the ratio of Chi-square to its degree of freedom, X^2/df , is further used to indicate a good fit. It is suggested that a ratio of 3:1 or less indicates an adequate fit.

4.3.2 Measurement model of sales promotion construct

Sales promotion Construct was proposed to be measured by 4 items. Figure 5 present the CFA result.

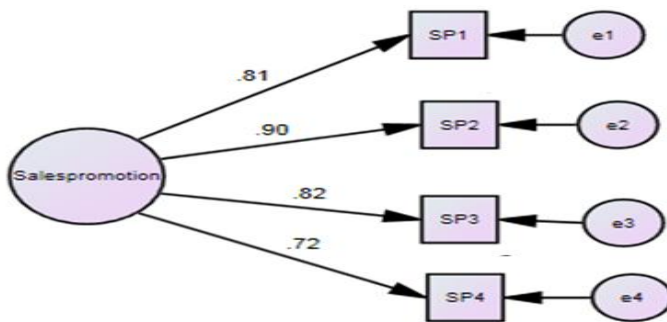


Figure 5.Measurenet model of sales promotion construct

Table 4.7 Reported value of model fit for the measurement model for Sales promotion

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X ² (p-value)	4 (***)	RMSEA	.024	CFI	.99	
				NFI	.998	
DF	2		.01	IFI	.99	
X ² /DF	2	RMR		TLI	.992	

Source: SPSS AMOS 20.0 Output

Examination of the GOF statistics in Table 4.7 reveal that the items, show accepted value in each selected fit measurement, that is the result of chi-square is greater than 0.05 which is (4) , Degree of freedom found in the range of ≤ 5 which is (2) and X²/df is also meet the criteria. Absolute fit indices which hold RMSEA and RMR also meet the accepted value, RMSEA in this model is 0.05 which less than 0.10 and RMR is 0.01 that show it is exactly in the accepted range. Incremental fit indices which contain CFI (.99, NFI (.99), TLC (99), IFI (99) meet the recommended value which is greater than 0.90.

4.3.3 Measurement model of awareness construct

Awareness Construct was proposed to be measured by 4 items. Figure 6 present the CFA result.

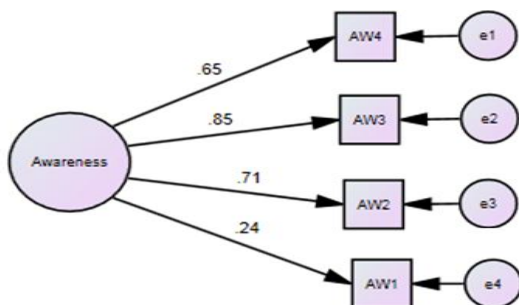


Figure 6: Measurement model of awareness construct

Table 4.8 Reported value of model fit for the measurement model for awareness

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X2 (p-value)	21(***)	RMSEA	.10	CFI	.94	
DF	2			NFI	.94	
X2/DF	10	RMR	.029	IFI	.94	
				TLI	.84	

Source: SPSS AMOS 20.0 Output

In table 4.8 we can see that, except for Chi-square and TLC all other criteria met the recommended values suggested. However, it was accepted that x2 is not an appropriate criterion for a study that has a large sample size (Browne and Cudeck, Marsh, 1994). In addition, AW1 shows a lower than accepted value (that is, below .5) relative to all others. In such circumstance, the literature (Brown 2006, Hair, JF, Black, WC, Babin, BJ 2010) suggested identifying such a variable as confounding and considering it for removal from the measurement model. Therefore, considering AW1 poor standard loading, it was removed from the proposed model and re-specified model is provided in figure 7



Figure 7: Measurement model of awareness construct final

Consequently, the CFA model was re-run after AW1 were removed. The result show acceptable numbers in terms of all selected fit indices.

4.3.4 Measurement model of association construct

Association Construct was proposed to be measured by 4 items. Figure 8 present the CFA result.



Figure 8: Measurement model of association construct

Table 4.9 Reported value of model fit for the measurement model for association

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X2 (p-value)	8(***)	RMSEA	.08	CFI	.99	
DF	2	RMR	.029	NFI	.98	
X2/DF	4			IFI	.99	
				TLI	.97	

Source: SPSS AMOS 20.0 Output

In the above model all the GOF statistics in Table 4.9 provide support the model fits the sample data very well. All the Incremental fit induces are above 0.9. In addition the absolute fit indices that contain RMSEA which have a value of 0.08 and RMR which is 0.29 do not pose any problem.

4.3.5 Measurement model of perceived quality construct

Perceived quality Construct was proposed to be measured by 4 items. Figure 9 present the CFA result.

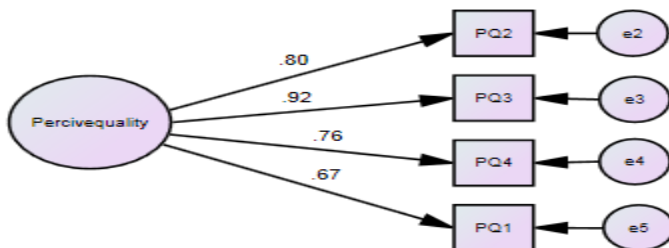


Figure 9: Measurement model of perceive quality construct

Table 4.10 Reported value of model fit for measurement model for perceive quality

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X2 (p-value)	28(***)	RMSEA	.186	CFI	.966	
DF	2	RMR	.036	NFI	.964	
X2/DF	14			IFI	.966	
				TLI	.90	

Source: SPSS AMOS 20.0 Output

As you can see from the above table we can understand that Chi-square and RMSEA didn't meet the standard. However the proposed model does fit the sample data in terms of RMA, CFI,NFI ,IFI,TLI and GFI.

4.3.6 Measurement model of loyalty construct

Loyalty Construct was proposed to be measured by 4 items. Figure 10 present the CFA result.

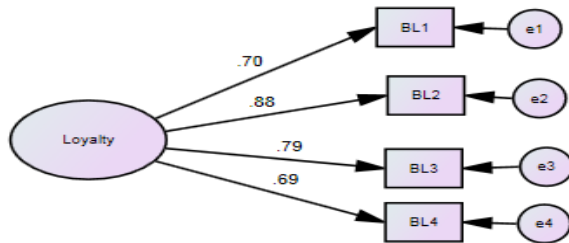


Figure 10: Measurement model of loyalty construct

Table 4.11 Reported value of model fit for measurement model for loyalty

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X2 (p-value)	36	RMSEA	.210	CFI	.951	
DF	2	RMR	.046	NFI	.948	
X2/DF	18			IFI	.951	
				TLI	.852	

Source: SPSS AMOS 20.0 Output

A review of the GOF statistics shows that the proposed model fits the data reasonably well in terms of several of the indices, except for Chi-square, RMSEA and TLC. But when it comes to chi-square as we said earlier, it was accepted that χ^2 is not an appropriate criteria for a study that has a large sample size. This study had large sample size (389 valid respondents).

4.3.7 Measurement model of brand equity

Brand equity Construct was proposed to be measured by 4 items. Figure 11 present the CFA result.

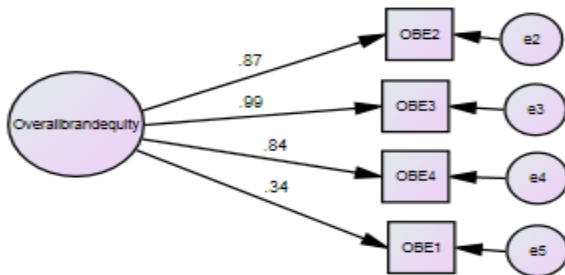


Figure 11: Measurement model of brand equity construct

Table 4.12 Reported value of model fit for measurement model for brand equity

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X2 (p-value)	5	RMSEA	.065	CFI	.997	
DF	2	RMR	.044	NFI	.995	
X2/DF	2.6			IFI	.997	
				TLI	.99	

Source: SPSS AMOS 20.0 Output

In table 4.12 we can see that, all other criteria met the recommended values suggested. However, we can see clearly that OBE1 shows a lower than accepted value (that is, below .5) relative to all others. In such circumstance, the literature (Brown 2006, Hair, JF, Black, WC, Babin, BJ 2010) suggested identifying such a variable as confounding and considering it for removal from the measurement model. For that reason, considering OBE1 poor standard loading, it was removed from the proposed model and re-specified model is provided in figure

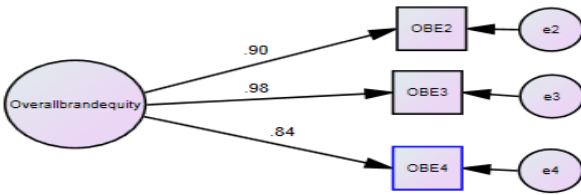


Figure 12: Measurement model of brand equity construct final

Consequently, the CFA model was re-run after OBE1 were removed. The result show acceptable numbers in terms of all selected fit indices and standard loading.

Table 4.13: Parameter Estimate for the Measurement Model

Construct	Items	Standard Loadings	Critical Ration	Square Multiple correlations
Brand awareness	Awareness 2	0.66		0.44
	Awareness 3	0.90	10.24	0.82
	Awareness 4	0.62	10.60	0.40
Brand Association	Association1	0.72	10.83	0.51
	Association2	0.76	-	0.58
	Association3	0.56	9.2	0.42
	Association4	0.58	9.5	0.44
Perceived Quality	Perceived Quality1	0.67	-	0.45
	Perceived Quality2	0.80	13.88	0.64
	Perceived Quality3	0.92	14.98	0.84
	Perceived Quality4	0.76	13.29	0.57
Brand Loyalty	Loyalty1	0.71	-	0.49
	Loyalty2	0.88	15.05	0.77
	Loyalty3	0.78	14.01	0.61
	Loyalty4	0.69	12.50	0.48
Sales promotion	Sales promotion 1	0.80	-	0.63

	Sales promotion2	0.90	19.58	0.81
	Sales promotion3	0.81	17.41	0.65
	Sales promotion4	0.73	15.39	0.54
Overall brand equity	Brand equity2	.88	-	0.76
	Brand equity3	.99	22.91	0.97
	Brand equity4	.84	29.37	0.70

Source: SPSS AMOS 20.0 Output

4.3.8 Structural Model Testing

Once the measurement model had been tested for suitability, the estimation of the structural model followed. A measurement model is used for defining the relations between observed and unobserved variables. Where as a structure model is employed to examine the relationship among latent variable in a proposed model (Byrne, 1998).

The structural model of this study included all variable from the measurement model, since all of them had significant factor loadings. It specified sales promotion as exogenous variables, and they were related to the endogenous variable – the four brand equity dimensions and brand equity. The construct and their hypothesized relations were tested simultaneously. The model fit criteria used in testing the measurement model were employed to test the structural model, and goodness of its statistics indicated that the structural model reveled a satisfactory fit.

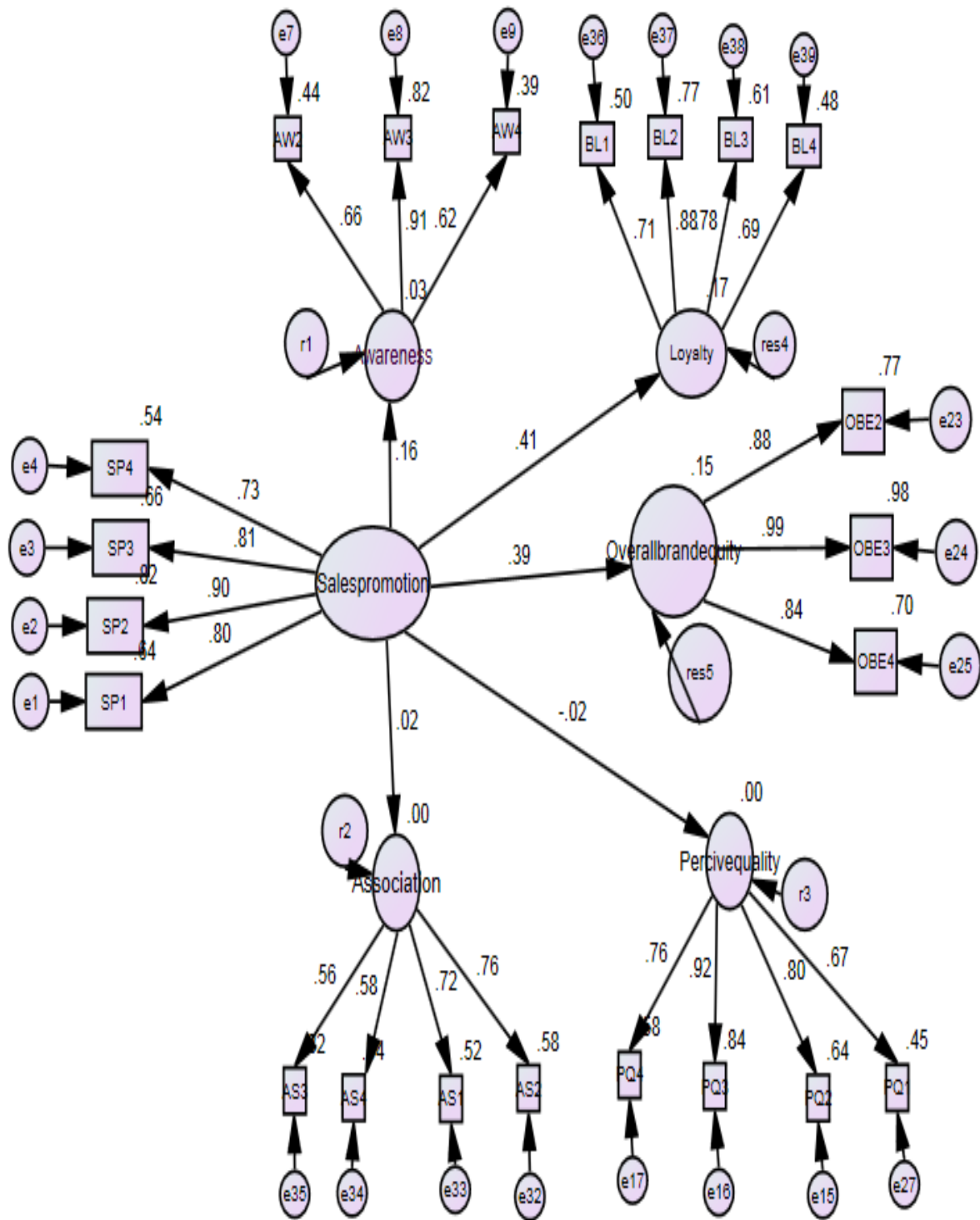


Figure 13 Proposed full CFA measurement model

Table 4.14: reported values of model fit for the structural model

Chi-square		Absolute Fit Indices		Incremental Fit Indices		Goodness of Fit (GFI)
X2 (p-value)	516	RMSEA	.05	CFI	.95	
				NFI	.92	
DF	227	RMR	.084	IFI	.95	
X2/DF	2			TLI	.94	

Source: SPSS AMOS 20.0 Output

A Chi-square(X2) 516 value with a degree of freedom of 227 for the structure model was found in this study. However, this is expected due to large sample size. All other fitness indices met recommend values: Chi-square(X2)/df of 2, NFA of 0.92, TLC of 0.94, CFA of 0.95, RMR of 0.08, and RMSEA OF 0.05. Therefore, the structural model of this study showed an accepted model fitness level. The next step was to test the relationship between construct included in the structural model.

4.4 Result of Hypothesis and Discussion

This study examined six latent variables, one exogenous variable and five endogenous variables were included in the proposed model of the research. The exogenous variable was sales promotion and among the five endogenous variables one is brand equity and the rest four were brand equity dimensions. The 5 hypotheses of the study were tested by structural equation model. Which address the relationship between sales promotion and brand equity dimensions and also between sales promotion and brand equity.

The rule of 1.96 t-values was used as the critical value (at the 0.05 significant levels). According to this cutoff value, of the 5 hypothesis in this study, only 3 were supported ($p < 0.05$), and 2 were not. The following section, then, interprets the results from the structural equation model and discusses the hypotheses.

Table 4.15 Relationship between sales promotion with brand equity dimensions and brand equity

Hypothesis	From	To	Standard coefficient	Critical Ratio	Results
H1	Sales promotion	Brand awareness	$\beta = .16$	C.R= 2.78	Accept the alternative hypothesis
H2	Sales promotion	Brand association	$\beta = .017$	C.R= .289	Reject the alternative hypothesis
H3	Sales promotion	Perceived quality	$\beta = -.021$	C.R= -.379	Reject the alternative hypothesis
H4	Sales promotion	Brand loyalty	$\beta = .41$	CR= 6.89	Accept the alternative hypothesis
H5	Sales promotion	Brand equity	$\beta = .38$	CR=7.16	Accept the alternative hypothesis

Source: SPSS AMOS 20.0 Output

Test of Hypothesis H1

Hypotheses H1 were formulated to determine whether sales promotion has significant effect on brand awareness in Walia beer. As a result in this study in testing H1 standard coefficient estimate of brand awareness (S.C=.16 and C.R = 2.78) were positive (see Table 4.15). Brand awareness is significant at $p= 0.05$. This finding is consistent with previous study done by Lidwell (2003). As a result Hypothesis 1 was supported.

Test of Hypothesis H2

Hypotheses H2 were formulated to determine whether sales promotion has significant effect on brand association in walia beer. But in this study in testing H2 standard coefficient estimate of brand awareness (S.C=0.17 and C.R =.289) sales promotion has a positive influence on brand awareness. Even if there were not significant at $p= 0.05$. So Hypothesis was not supported too.

Test of Hypothesis H3

Hypotheses H3 were formulated to determine whether sales promotion has significant effect on brand perceive quality in walia beer. But in this study in testing H3 standard coefficient estimate of perceive quality (S.C=-.21 and C.R = -.379) show that perceive quality indicate negative impact. Moreover it is not significant at $p= 0.05$. So Hypothesis 3 was not supported.

Test of Hypothesis H4

Hypotheses H4 were formulated to determine whether sales promotion has significant effect on brand loyalty in Walia beer. But in this study in testing H4 standard coefficient estimate of brand loyalty which is (S.C=.41 and C.R =6.89). The significant level is unacceptable range which is below 0.05. The result also showed that sales promotion was positively related to brand loyalty. Consistent with previous findings (e.g Palazón-Vidal and Delgado-Ballester 2005).Hence the proposed relationships were supported.

Test of Hypothesis H5

Hypotheses H5 hypothesized that sales promotion has significant effect on brand equity. A path from sales promotion to brand equity (S.C = .38 and CR=7.16) indicated that it is effective in generating positive relation in Walia beer. Hence H5 were supported at significant level of $P=0.05$. villarejo-ramos and sanchez-franco (2005) found similar result.

Overall the study showed that sales promotion has positively affected brand awareness (S.C=0.16, CR=2.78), brand loyalty (S.C=0.41, CR=6.89), and brand equity (S.C=0.38, CR=7.16). The study findings indicated that consumer's perceptions of a Walia beer sales promotion are effective in creating a good brand name (brand awareness); and among brand equity dimensions, there is significant positive relationship between sales promotion and brand loyalty in Walia beer .the study also show a significant positive relationship between sales promotion and brand equity . On the other hand, sales promotion has no significant influence over brand association (S.C=0.017, CR=.289) and perceive quality (S.C= -.021, CR=-.379) in Walia beer. After seeing the result we can say that the majority of the findings are consistent with the literature studies that we mentioned.

In general, this chapter has presented the analyses of measurement reliability and validity, an analysis of the measurement and structure models, the result of hypothesis testing, and a discussion on the researcher hypotheses outcomes. Overall, it has been shown that the data in this study achieved accepted level of measurement reliability and validity, while the measurement model showed a good fit. In addition, the structural model demonstrated that 3 out of 5 proposed hypotheses in this study were supported with a good fit level.

Chapter Five: Conclusion and Recommendation

5.1 Conclusion

The purpose of this study was to investigate the effect of sales promotion on brand equity dimensions and on overall brand equity. To achieve this objective a research model consisting of six variables with five hypothesized relationships were proposed, generally based on the analysis made the following conclusion were drawn.

The study found out that men consume beer more than women, which is apparent in most parts of the world. It can give an indication in how to use sales promotion in the market. It also gives some clue about how to design sales promotion by considering who consume Walia beer the most.

As the structural equation modeling techniques on the collected data states, sales promotion has significantly affect brand awareness, brand loyalty and brand equity. Brand awareness is the first dimension of brand equity and in this study Walia beer sales promotion shows a positive relation with brand awareness. This shows that Walia beer sales promotion attracts the consumer's attention and it also was helpful in better memorizing Walia beer in consumers mind. Besides sales promotion relationship with brand awareness, we also found out that brand loyalty also confirms a positive relation with sales promotion. On top, it's relation with sales promotion is more significant compared to the other brand dimensions in this study. Which indicate Walia beer customer support the sales promotion activates that Walia beer using. Brand loyalty has been considered as the core dimension of brand equity because of the value of a brand to an organization depends on the loyalty of customers, which then can turn generate profit. So, in creating brand loyalty we can say walia beer sales promotion is in a good pathway. Brand equity also show similar result with the hypotheses that was mentioned. That means sales promotion activity did not found to be cheapening brand equity. In another word sales promotion of Walia beer add value to the brand equity.

Nevertheless when it come to brand association and perceive quality the result show insignificant result. That means there is a negative relationship between sales promotion activates and brand association. Which indicate there is a gap in Walia beer sales promotion to create a positive brand association. This may be formed because Walia beer use short time sales promotion campaigns

which are too short to establish long term brand association and create uncertainty about brand. In addition, perceived quality also indicated insignificant in this study, that means the consumer's subjective judgment about Walia beer overall excellence or superiority is questionable.

In general, the use of structure equation modeling has helped the researcher in finding out the effect of sales promotion on brand equity dimensions and with over all brand equity. From the findings it concluded that Walia beer sales promotion had positive and significant impact on most of brand equity dimensions. Even though brand association and perceive quality show a weak relationship with sales promotion.

5.2 Recommendations

Based on the findings and the conclusion the following recommendations were forwarded.

- ❖ Walia brand management should concentrate their efforts primarily on brand awareness, brand loyalty and brand equity, which if increased will contribute positively to Walia beer as we found out in the study .As they have several important strategic benefits to the firms, such as gaining high market share and new customers, supporting brand extension, reducing marketing costs, and strengthening to the competitive threats.
- ❖ Walia beer brand managers also have to use different sales promotion tools to serve different objectives and trigger different consumer response. Especially when it comes to perceived quality and brand association, Walia beer sales promotion have to work on emphasizing to reverse the negative relationship that the two brand dimensions shows in this study.
- ❖ Walia beer brand managers have invested a lot in sales promotion effort. However, because their sales promotion activities lacks originality, boring and similar promotion activities without considering audience segment; lack variety and focused only in a few sales promotion tools and among other factors, more or less Walia beer failed to create strong, favorable and unique brand association and perceive quality. Therefore Walia brand managers should diversify sales promotion, crate unique and interesting sales promotion actives that consider audience to strengthen beer brand equity and to get the maximum benefit from the concept of brand association and perceive quality.
- ❖ To improve the negative relationship brand association have with sales promotion, Walia beer brand managers should develop and implement long-term integrated sales promotion

strategies as a means of avoiding short-term goals. Because short term campaigns are too short to establish long term brand association.

- ❖ Walia brand managers should promote their brands by using different sales promotion activates to increase their customers. However, this should be done with caution because frequent use of such kind of promotions might increase consumers to think primarily about deals and not about the utility provided by Walia beer, this in return can reduce brand equity in the long run.
- ❖ Walia beer could do better to change the role of sales promotion; they should apply sales promotion, such as extra product, premiums (t-shirts, capes, key holders, calendar, agenda and etc.) and different contest prizes, in unconventional way by centering on end consumers and marketing brands as active and engaging as possible like they are doing for their distributers. Thus will help to improve Walia's current and new customers attitude towards sales promotion and finally to contribute in creating strong brand equity.

5.3 Area for Future Research

- ❖ First given Ethiopia is country of many nation and nationalities with their own respective cultures, attitudes and behavior, study focus only on the biggest and the capital city of Ethiopia, Addis Ababa might not enough to made in-depth treatment of the research findings, Further studies may need to be conducted by incorporating different samples through traveling to the regional states.
- ❖ Finally, this study used only one specific market, beer market to examine the theory, however future research has to make efforts to test the hypothesis using different and many product categories which represent variety of markets.
- ❖ This study only focus on sales promotion, hence other promotional activates like event sponsorship, public relation and publicity, word of mouth which may have a great contribution have not been considered which in the future research can be done including the other also.

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APPENDICES

APPENDIX I

English version survey questioners

Dear respondent,

First would I would love to say thank you for your willingness to give your honest and accurate response. I am currently working on my master's degree in marketing management in Addis Ababa university school of commerce. These questioners are prepared for the purpose of my research which is used for partial fulfillment of the requirement of the degree of Master of Arts in marketing Management.

The aim of this research is to investigate the effect of sales promotion on brand equity using Walia beer. Finally I would love to assure you that this questioner will be used for academic purpose only and the information you provide will be kept in confidential. Please make sure that you provide your response accurately and if you got any problem regarding the questions you responses accurately and if you got any problem regarding the questions you can contact me on my cell phone +251910515140.

Thank you in advance for your time and cooperation!

Instruction: Please mark your answer with a thick (✓) in the space provided.

PART 1: General information of Respondents

1. Gender Male Female

2. Age 18-25 26-35 36-50 Above 50

3. Educational

<12th Grade 12 Complete Diploma

Bachelor's degree Masters Degree

4. How do you put your level of beer consumption?

Every day Once in a while

Most of the days in a week only on weekends

Part 2: To indicate how much you agree or disagree with each statement, please circle one answer. You may “strongly disagree”, “disagree”, “uncertain”, “agree”, or “strongly agree” with each statement.

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Brand awareness					
I am aware of Walia beer	1	2	3	4	5
I know what Walia beer looks like	1	2	3	4	5
I can recognize Walia beer among other competing brands of beer	1	2	3	4	5
Some characteristics of Walia beer come to my mind quickly	1	2	3	4	5
Brand association					
I like and trust the company, which makes Walia beer	1	2	3	4	5
I respect and admire people who drink Walia beer	1	2	3	4	5
Think of Walia beer bring back pleasant memories	1	2	3	4	5
Walia beer makes me feel good	1	2	3	4	5
Perceived quality					
Walia beer have high quality	1	2	3	4	5
The likely quality of Walia brand is extremely high.	1	2	3	4	5
The likelihood that Walia beer is reliable is very high	1	2	3	4	5
The likelihood that Walia would be functional is very high.	1	2	3	4	5

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Brand loyalty					
I consider myself to be loyal to Walia beer	1	2	3	4	5
Walia beer would be my first choice	1	2	3	4	5
I am still willing to buy walia beer even if its price is a little higher than its competitors.	1	2	3	4	5
I would love to recommend Walia beer to my friends.	1	2	3	4	5
sales promotion					
Walia beer frequently offers gifts	1	2	3	4	5
Walia beer uses gifts too many times for promotion	1	2	3	4	5
Walia beer uses gifts more frequently than competing brands of beer.	1	2	3	4	5
Walia beer uses gifts more than seems reasonable for promotion	1	2	3	4	5
Overall brand equity					
Even if another brand has the same feature as Walia beer, I would prefer to buy Walia beer	1	2	3	4	5
If there is another brand as good as Walia beer, I would prefer to buy Walia beer	1	2	3	4	5
If there is another brand has same price as Walia beer, I prefer to buy Walia beer	1	2	3	4	5
If I have to chose among brands of beer, Walia beer is definitely my choice	1	2	3	4	5

ክፍል ሁለት

እባክዎ ከዚህ በታች በተጠቀሱት ሀሳቦች ላይ ምን ያህል እንደሚስማው ወይም እንደማይስማሙ ለመግለፅ ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አቋም የሚገልፀው ቁጥር ላይ ያክብቡ።

		በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
AW1	ስለ ዋልያ ቢራ ግንዛቤው አለኝ	1	2	3	4	5
AW2	ዋልያ ቢራ ምን እንደሚመስል አውቃለሁ	1	2	3	4	5
AW3	ዋልያ ቢራ ከሌሎች ተወዳዳሪ ቢራዎች መካከል መለየት እችላለሁ	1	2	3	4	5
AW4	አንዳንድ የዋልያ ቢራ ባህርያቶች ፈጥነው በአእምሮዬ ይመጣሉ	1	2	3	4	5
AS1	ዋልያ ቢራ የሚያመርተውን ድርጅት እወደዋለሁ እተማመንባታለሁ	1	2	3	4	5
AS2	ዋልያ ቢራ ለሚጠጡ ሰዎች አክብሮት እና አድናቆት አለኝ	1	2	3	4	5
AS3	ስለ ዋልያ ቢራ ማሰብ ጥሩ ጥሩ ትዝታዎችን ያስታውሰኛል	1	2	3	4	5
AS4	ዋልያ ቢራ ጥሩ ስሜት እንዲሰማኝ ያደርገኛል	1	2	3	4	5
PQ1	ዋልያ ቢራ ከፍተኛ ጥራት አለው	1	2	3	4	5
PQ2	ዋልያ ቢራ እጅግ ከፍተኛ ጥራት ያለው ይመስላል	1	2	3	4	5
PQ3	ዋልያ ቢራ አስተማማኝ የመሆን አዝማሚያው በጣም ከፍተኛ ነው	1	2	3	4	5
PQ4	ዋልያ ቢራ ፍላጎትና የማርካት አዝማሚያው ከፍተኛ ነው	1	2	3	4	5
BL1	ራሴን እንደ የዋልያ ቢራ ታማኝ ደንበኛ ነው የምቆጥረው	1	2	3	4	5
BL2	ቢራ ስጠጣ የመጀመሪያው ምርጫዬ ዋልያ ቢራ ነው የሚሆነው	1	2	3	4	5
BL3	የዋልያ ቢራ ዋጋ ከሌሎች ተወዳዳሪ ቢራዎች ዋጋ ጋር በመጠኑ ከፍ ያለ ቢሆንም እንኳን እሱኑ ለመግዛት ፈቃደኛ ነኝ	1	2	3	4	5
BL4	ጓደኞቼ የዋልያ ቢራ እንዲጠጡ መንገር (መጠቆም) እወዳለሁ	1	2	3	4	5
SP5	ዋልያ ቢራ በተደጋጋሚ የተለያዩ ስጦታዎችን በመስጠት የሽያጭ ማስተዋወቅ ያደርጋል	1	2	3	4	5
SP6	በጣም ብዙ ጊዜ የተለያዩ ስጦታዎች ለሽያጭ ማስተዋወቅያነት በዋልያ ቢራ ይቀርባሉ	1	2	3	4	5
SP7	ዋልያ ቢራ የተለያዩ ስጦታዎችን በማቅረብ ሽያጭን ለማስተዋወቅ ከተገቢው በላይ ትኩረት ይሰጣል	1	2	3	4	5
SP8	ዋልያ ቢራ ከሌሎች ተፎካካሪ ቢራዎች የበለጠ በተደጋጋሚ የተለያዩ ስጦታዎችን በማቅረብ የማስተዋወቂያ ሽያጭ ያደርጋል	1	2	3	4	5
OBE1	ምንም እንኳን ከዋልያ ቢራ ጋር ተመሳሳይ የሆነ መግለጫዎች ያላቸው ሌሎች ቢራዎች ቢኖሩም እኔ ዋልያ ቢራን መግዛት እመርጣለሁ	1	2	3	4	5

OBE 2	እንደ ዋልዶ ጥሩ የሆነ ሌላ ቢራ ቢኖርም እኔ ዋልዶ ቢራ መግዛት እመርጣለሁ	1	2	3	4	5
OBE 3	ከዋልዶ ቢራ ጋር ተመሳሳይ ዋጋ ያለው ሌላ ቢራ ቢኖር እንኳን እኔ የዋልዶ ቢራን መግዛት እመርጣለሁ	1	2	3	4	5
OBE 4	ከተለያዩ ቢራ ብራንዶች መካከል መምረጥ ካለብኝ እንኳን በእርግጠኝነት ምርጫዬ የዋልዶ ቢራ ነው	1	2	3	4	5

በድጋሜ አመሰግናለሁ!!!