



ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

Effect of Alcoholic Drink Promotion Ban on Performance: The Case of St. George Brewery

A Thesis Submitted to Addis Ababa University College of Business and Economics School of Commerce in partial fulfillment of the requirements for the Degree of Master of Marketing Management

By: Marta Tilahun Abebe

Advisor: Hailemariam Kebede (PhD)

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Declaration

Here, I declare that this thesis is my original work and to the best of my knowledge and belief this thesis contains no material previously published by any other person except where proper citation and due acknowledgement has been made. I do further affirm that this thesis has not been presented or being submitted as part of the requirements of any other academic degree or publication, in English or in any other language. And I compile the study with the regulations of the University and meet the accepted standards with respect to originality and quality.

This is a true copy of the thesis.

Approval

**ADDIS ABABA UNIVERSITY, COLLEGE OF BUSINESS AND ECONOMICS,
SCHOOL OF COMMERCE, Graduate Program.**

**This is to certify that the thesis prepared by Marta Tilahun, entitled: conducting a
Research Proposal on the Title “Effect of Alcoholic Drinks Advertising and Promotion Ban
on Performance: The Case of St. George Brewery” of Masters of Marketing Management.**

Signed by Examining Committee:

Advisor: - Hailemariam Kebede (PhD) Signature_____ Date_____

Internal Examiner: - Mulugta Gebremedhin (PhD) Signature_____ Date_____

External Examiner: - Workineh Kebede (PhD) Signature_____ Date_____

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Abstract

Beer companies in around the world employed diversified broadcast media, such as television, radio, social media platforms and other graphic media in order to advertise and sponsor their goods. In most cases there have been tendencies to ban alcoholic drinks advertisement and promotions which directly or indirectly affects the performance of these brewery companies. The government of Ethiopia also enacted a proclamation which ban alcoholic drinks advertisement and promotion ban. The researcher assessed the relationship between alcoholic drinks advertisement and promotion ban and performance of the company. This study investigated effects of alcoholic drinks advertisement and promotion ban on the performance of St. George Brewery. The researcher used a mixed data collection methods study queries were administered to 120 respondents (interview for 6 and questionnaires to 114 respondents). Descriptive analysis and inferential statistical technique as well as qualitative method of research is employed to answer queries about the feature of occurrence with the tenacity of describing them from the respondents' point of view was employed for data analysis and interpretation. The study end result presented that there was a substantial association between independent variables (alcoholic drinks advertising and promotion ban, restriction on alcoholic drinks distribution and alcoholic drinks sponsorship restriction) and a dependent variable (performance of St. George Brewery). Thus, the study recommended the brewery company should employ a new advertisement and promotional strategies in order to reach its customers more.

Key terms: *advertisement, ban, marketing performance, promotion, proclamation*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Armstrong, 2011). There are various forms of advertising like informative advertising, persuasive advertising, comparison advertising, and reminder advertising. Informative advertising is used to inform consumers about a new product, service or future or build primary demand. According to them, advertisement describes available products and services, corrects false impressions and builds the image of the company, Advertising can be done through print media which includes newspapers, magazines, brochures, audio media for example Radio, and visual media which includes billboards, and television. Over the past few years, the number of local and foreign alcohol companies has increased in Ethiopia. In order to improve their sales, such companies employ marketing strategies – from branding to advertising. Alcohol companies in Ethiopia use broadcast media, such as television and radio, to promote their products. Despite the costly effects of pervasive alcohol consumption, alcohol advertisements are commonly seen in the media worldwide, including in Ethiopia particularly prior to the new proclamation to ban alcohol advertisements.

It is known that advertising is an integral part of our economic and social life. As a powerful technique of promoting sales, it has been doing wonders in the area of distribution.as stated by Saffer H.,(2000) , the role of advertising can be analyzed from five different angles namely, manufacturers; middleman; sales force; customer and society. For an organization, advertising is important both as a promotional and as a marketing activity. As a business activity it holds its importance for an economy. Some of the importance of advertising for the producers are: - 1. Successful Introduction of New Product 2. Creation of Regular Demand 3. Impressing New Uses of a Product 4. Enjoy Economics of Scale 5. Confidence in Facing of Competition 6. Creation of Corporate Image.

Before the ban in Ethiopia, almost all brewery companies were attempted to reach their customers mainly through electronic media advertisement, attractive billboards which were

posted here and there and through sponsorship. It's known that before the ban almost all of the time allotted by electronic, print and social medias were dominantly used by such companies. Different events including sporting activities were also sponsored as a means of advertisement and promotion. All these allowed them to compete in the competitive market and expand the number of their customers. As traditional forms of marketing have been closed to the tobacco industry, companies have sought out novel ways of promoting their products. An advertising ban does not mean that brewery companies will no longer seek to market their products; it means they will continue to market their products through avenues that have not been closed by the ban. According to Van der Westhuizen. (2012), the ban mainly affects among others;

- event promotions, including dance parties, fashion shows and music festivals
- internet-based marketing and the development of corporate websites
- mainstream and broadcasting media advertisement (time bounded)
- advertising in magazines and news papers
- text-message promotions and mobile phone applications
- product placement in movies.

For some such advertisement, promotion and sponsorship ban may have hindered brewery factories from enjoying with the benefits of advertisements. This research study, therefore, intended to examine and assess the effect of alcoholic drink advertising and promotion ban on performance: a case of St. George Brewery in Addis Ababa, Ethiopia. Furthermore, the study attempts to understand how the new proclamation affects the distribution and productivity of the company.

1.2 Statement of the Problem

It's obvious that banning alcoholic drinks advertising and promotion won't stop people from drinking but it's also abundantly clear that the social cost of alcohol abuse is much more than society can afford. Saffer H, (2000).

Wilcox (2015) suggested that researchers believe alternatives to banning alcohol advertisements might be to inform the public about the problems of alcohol abuse and misuse. Although criticisms of alcohol advertising and promotional methods abound, remedies that would restrict or overly regulate such communication activities usually do not have the desired effect of reducing consumption. Instead, a more logical alternative would be to communicate as much information as possible to the public about the subject and encourage all viewpoints so our society makes an autonomous, rational choice regarding alcohol consumption.

The researcher thought that, the proclamation on alcohol advertisement, promotion and sponsorship ban is enacted without detailed consultation with the companies and the proclamation left almost no rooms by which the companies can reach their customers through advertisement. This complains is explained by the companies through different media outlets.

Even the regulation contravenes with the international standards of fair competition. As it is known, such kinds of proclamations are enacted in some countries only. so still there are mainstream Medias which are not prohibited to do such advertisements. These allowed some companies like Henkien to advertise on such international media which provided them some advantages. This posed fierce competition on the local companies.

For the past many years, the company is among the major organizations which pay huge tax for the government. The regulation might seriously affect the performance of the company. It may also affect the innovations in digital advertisement area. So, it is not only paralyzing the income of the company, the more it will strongly reduce the government tax to be collected from the public.

It is perceived that a ban on alcoholic drinks advertising and promotion would have a direct influence on the consumption of alcohol and can affect the performance of the company. The ban highly affects the marketing strategy of the company and its productivity. as listed out on the ***Proclamation No. 1112/2019*** on *Article 60* the ban prohibited alcohol industries from the following marketing strategies;

1/ Any advertisement of an alcoholic product shall contain a warning, as appropriate in writing or sound, that it is illegal to sell it to a person under the age of 18.

2/ It shall be prohibited to directly or indirectly advertise alcoholic drinks in places of public gathering and sporting; street, condominium and other places by unreasonably decreasing the size of the warning.

3/ Any manufacturer, importer or distributor of alcoholic drinks whose volume is more than 10% shall not directly or indirectly sponsor public and government holiday, exhibition, sports event, school event and other related youth-centered events.

4/ Any television advertisement of an alcoholic product shall contain clear prohibition contained in this proclamation or other laws issued to implement this proclamation.

5/ Any alcoholic drink whose volume is less than 10% may only be advertised through broadcast from 9 PM in the evening to 6 AM in the morning.

6/ Additional restriction regarding the time, place, and manner of alcohol advertisement and promotion may be determined by a regulation issued to implement this proclamation.

From the above article we could understand that the ban prohibited advertisement, promotion and distribution of alcohol in different events and public gatherings.

The main problem of this research study, therefore, intended to examine and assess the effect of alcoholic drink advertising and promotion ban on performance: a case of St. George Brewery in Addis Ababa, Ethiopia. Furthermore, the study attempts to understand how this proclamation affects the product distribution, expenditure and productivity of the company. By doing so, the research was attempt to forward a way by which the companies can minimize the adversely impacts of the proclamation. This was contributing a lot for the success of the companies in particular and the country in general. For this end, this research was assessing the gap based on the following research questions.

1.3 Research Questions

- What are the effects of alcoholic drinks advertising and promotion ban on product distribution of the company?
- What are the effects of alcoholic drinks advertising ban on productivity of the company?
- What are the effects of alcoholic drinks advertising restriction on sponsorship and expenditure of the company?

1.4 Research Objectives

1.4.1 General Objective

The general objective of this study will assess the effect of alcoholic drink advertising and promotion ban on marketing performance: the case of St. George Brewery.

1.4.2 Specific

- To examine the effects of alcoholic drinks advertising and promotion ban on product distribution of the company.
- To evaluate the effects of alcoholic drinks advertising ban on productivity of the company.
- To assess the effects of alcoholic drinks advertising restriction on the sponsorship and expenditure of the company.

1.5 Significance of the Study

This research may try to cover the effect of new proclamation to ban alcoholic drinks advertising and promotion. The study may serve as a spring board for researchers to conduct further study in this area. The study tries to assess Effect of Alcohol Advertisement Ban on performance of the company: the case of St. George Brewery. The study proposed important recommendations and strategies for brewery companies to search or find out new mechanisms to advertise their products and maintain companies' productivity and sustain their contributions for the overall economy of the country without violating public demand and ethical consideration for generation.

1.6 Scope of the Study

This research was geographically delimited to assess the effect of new proclamation to ban alcoholic drinks advertising and promotion at St. George Brewery only. Thematically, the study will focus on the effect of new alcoholic drinks advertising and promotion ban on the performance company. The research was more fruitful if it was conducted on a wider scale of other breweries. Due to time and financial constraints cannot be undertake exhaustive just involving all breweries and units of the other companies. Thus, the study is confined to assess the effect of alcoholic drinks advertisement and promotion ban on performance of St. George Brewery in Addis Ababa. This study results can be used as the representative of the entire country at large.

The study was delimited to the investigation of the effect of alcoholic drinks advertisement and promotion ban on performance: case of St. George Brewery at Addis Ababa. Since this research was focused on the impact of the ban on marketing performance, only employees of the company who have detailed information on the impact of the ban on the marketing performance were selected as target population.

1.7 Limitation of the Study

In the course of this research, the researcher encountered problems of strain in accessing documents from the company in timely bases and respondents may be unwilling to give sufficient information for the research. In addition to that, as this study is a cross sectional by its nature, it may be not easy for the researcher to find and generalize the effect of proclamation to ban alcoholic drinks advertisement and promotion in a single research which seeks a longitudinal research. Besides this the Covid-19 epidemics and related problems were, somewhat, posed an obstacle to discuss in detail with respondents.

1.8 Definition of Terms

- **A ban** - to say officially that people must not do, sell, or use something; it can be simply defined as a prohibition by legal means. The prohibition includes the use, performance or distribution of an item governed by a legal entity (McMillan Dictionary, 2019). For the purpose of this study the term ban is used as an umbrella term that includes the aspects of restrictions and limitations in terms of alcohol advertisement.
- **A proclamation** - an official announcement, especially about something important, or something that affects everyone. It is an official declaration issued by a state authority to make certain announcements known.
- **Advertising** - means a commercial advertisement which is disseminated through the means of advertisement dissemination to promote sales of goods or services or to publicize name, logo, trademark or objectives, and includes public and private advertisements (Proclamation No.759/2012).
- **Promotion** - refer to the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others.

- **Alcohol** - any drink with 2% or more alcohol volume. (Proclamation No. 1112/2019).
- **Productivity** – the effectiveness of productive effort, especially in industry, as measured in terms of the rate of output per unit of input.
- **Performance** - the action or process of performing a task or function of a company.

1.9 Organization of the Study

This research was organized in to five parts. First part introduces the entire thesis, and it covers the background of the study, statement of the research problem, the objectives of the study, the significance of the study, limitation of the study and organization of the study. Chapter two devoted to presenting a review of the literature related to conceptual issues. Chapter three covers the methodological approach, which employed and the method used to collect data for the research. Chapter four covered analysis of the data gathered and provided a solid interpretation to these data. The final chapter covers the findings and summary of this study, the conclusion and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Literature Review

Creswell (2009) hypothesizes that the use of theory serves as a lens for finding answers to the research question as well as providing broad explanations.

2.1.1. Definition of Advertisement

Advertising may be a promotional tool for non-personal communication about a corporation to a audience through a medium. It also conveys people about a product or service widely. It affects the choices of the customers because it influences and informs consumers' acceptability on the product offerings. It creates awareness surely product and it must be purchased. Advertising informs and persuade people to buy the advertised goods or services. Advertising plays a vital role in consumers' purchasing decision.

Advertising increases the sales volume of any product. It has contributed immensely to increasing growth of varied industries. One of the most goals of advertising and marketing is to craft and deliver convincing messages to targeted markets. Advertising is the action of calling public attention to an idea, good, or service through paid broadcasts by a recognized sponsor (Merriam-Webster, 2019). Kotler & Armstrong (2011) also defines advertisement as any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor. UK Advertising Association also defines 'advertising as any communication, usually paid-for, specifically intended to tell and/or influence one or more people.in general advertising is often understood as a paid communication message intended to inform people about something or to influence them to buy or try something (UKAA, 2019).

2.1.2. Types of Advertising

According to Belch & Belch (2003), advertising activities are often categorized into three; these are above the line advertising, below the line advertising, and through the line advertising consistent with their level of broadcasting.

- **Above the line advertising:** refers to a type of advertising include activities that are largely non-targeted and have a good reach. This kind of advertising utilizes TV, radio, and newspaper advertisements.
- **Below the line advertising:** this kind of advertising includes adaptation focused activities which are directed towards a selected customer target group. Such examples are hoardings, sponsorship, in-store advertising, etc.
- **Through the line advertising:** which include activities which involve the utilization of both above the line & below the line strategies simultaneously. These are concentrating towards brand constructing and conversions and make use of targeted or adapted advertisement approaches. Modes of advertisements of through the line advertising are digital marketing; cookie-based advertising strategies, and so on.

Advertising activities also can be classified into five kinds supported the advertisement based on the way of communicating they used.

These are:

- **Print Advertising:** comprises advertisements by newspaper, magazines, and brochure commercials, etc.
- **Broadcast Advertising:** advertisements showed by Television and radio advertisements.
- **Outdoor Advertising:** advertisements displayed on billboards, banners, flags, wraps, etc.
- **Digital Advertising:** advertisements exhibited over the digital devices and web pages.
- **Product or Brand Integration:** Product placements in showbiz media like TV program, YouTube video, and the likes.

In the first category of advertisement, Federal Democratic Republic of Ethiopia, the new *Food and Medicine Administration* announced the new proclamation which bans alcohol advertisement targeted on above the line and below the line advertisements. But in the second category of advertisement the proclamation banned almost all of alcohol advertisement.

2.1.3. Theoretical Approaches to the Effects of Advertisement

Market response theory: this theory is based on the assumption of a direct relationship between advertising and buying behavior, measured by sales, market share and brand choice. This

excludes the existence of intermediate effects that may happen at the consumer level, for instance communicating brand loyalty by number of repetitive purchases and not through a psychological predisposition of the individual. The theory has two dimensions: aggregate and individual. Aggregate dimension of the idea is predicated on the connection between market data regarding advertising spending or the audience, on the one hand, and the other is brand sales or market share. Individual dimension points toward the selection of individually brand or number of exposures necessary to get individual or household purchasing behavior (Smith & Xiaojing, 2004).

Cognitive response theory; cognitive response theory adopts that advertising has the capability to impact the relative reputation that individuals attach to various attributes of the items for consumption, purchase decision being purely coherent (Thorson and Moore, 1996). The primary role of advertising is to supply utilities associated with information or search costs. The model considers that on the market there are two major types of goods: those involving customer experience and those related to the search process. The goods in the first type are considered by the fact that they involve the need for frequent use so that the customer can evaluate their quality. The second category can be easily evaluated on the basis of objective criteria such as price, prior use not being necessary. This grouping, however, is problematic since numerous goods involve both customer knowledge and search.

Cognitive response theory is the source of the relationship between advertising and price elasticity of demand. On the one hand, high quality and product differentiation entail, in accordance with the theory of strength of the market, a decrease in price elasticity of demand, specifically observable in the case of products involving the experience and, on the other hand, according to the information theory, actively seeking information by consumers generates an increase in sensitivity to price (Bagwell, 2005). Studies in this trend have led to consequences that seem to approve both theories (Reed and Ewing, 2004). An obvious consequence of the theory of cognitive response is that by which the sponsors attempts to create an effective advertising, using initially unique selling proposition, and then the product positioning in the market.

Affective response theory; affective response theory may be a different approach from that previously shown by the very fact that it focuses on the emotional response that commercial

advertisement can create in the minds of consumers (Holbrook and O`Shaughnessy, 1984). Consistent with this theory, consumers form their preferences supported pleasure, feelings or emotions arising from exposure to the message, the target characteristics of the merchandise playing a smaller role during this direction (Gardner, 1985). It's also required repeated exposure to the advertisement to work out the specified effects, but this repeated exposure can lose effectiveness when the frequency exceeds a particular level (wear in - wear out effect).

This affective response takes under consideration, on the one hand, the promoted brand and, on the opposite hand, the advertisement itself. The creative concept could also be largely supported melody, whose emotional effects are recognized. The matter with this theory is that the impossibility of separating the affective effect from the cognitive ones. Although it's undeniable that advertising induces affective effects, they can't however be detached by the cognitive ones.

Persuasive hierarchy theory; persuasive hierarchy theory assumed that so as to influence sales advertising should generate variety of effects on the buyer. Such effects are generated during a particular order, the primary being considered as preconditions and at an equivalent time, being the foremost important. It's believed that these effects are: cognitive effects, emotional effects and behavioral effects. Also occur, variety of things with mediating role: the degree of involvement and attitude toward message. Involvement has been an object of intense study addressed within the literature. It is often defined because the personal degree of importance given to a product or situation, including the perceived risk within the purchase (Reed and Ewing, 2004). The degree of involvement usually varies from high to low, without considering, however, that it is often addressed just by this dichotomy. In fact, the degree of variation is constant from one end to the opposite.

Minimal involvement theory; minimal involvement theory is an alternate response to the model promoted by hierarchy theory persuasive. Consistent with this theory, the buyer response to advertising involves the subsequent stages: cognitive response, behavioral response and affective response. The experience is one that has the best importance within the formation of preferences and therefore the role of advertising is to strengthen consumer habits and knowledge. Andrew SC Ehrenberg is that the one who proposed in 1974 awareness test-reinforce model supported the idea of minimal involvement (Barry, 1987).

This model implies that the buyer buying behavior features a high degree of regularity and predictability, the habits having a big impact on the selection of the brand quite advertising and other sorts of communication.

Integrative theory; integrative theory supports the presence of the cognitive, affective and behavioral effects, but the order during which these effects occur depends on variety of things such as: the merchandise, the extent of involvement and therefore the context of the acquisition. Supported this theory are developed variety of models.

THINKING	FEELING
1 Informative (Learn, Feel, Do)	2 Affective (Feel, Learn, Do)
3 Habitual (Do, Learn, Feel)	4 Satisfaction (Do, Feel, Learn)

Figure: The Foote, Cone and Belding Grid (Vaughn, 1986)

The Foote, Cone and Belding (FCB) grid proposed by Richard Vaughn considers two dimensions required within the categorization of products: level of involvement, which may be high and low, and sort of motivation of the customer, either cognitive or affective (Vaughn, 1986). Level of involvement associated with this model refers therefore to product category, to not a brand or a specific situation. The implications of this operating pattern are associated with the sort of used advertising.

All these theories claim the presence of various effects of the advertising effort. However, they're different therein the stresses to a greater or lesser extent a given sort of effect, whether cognitive or emotional. The similarity, on the opposite hand, is said to stress given to the concept of experience. Latest opinions on the difficulty suggests that the three effects are unbreakable and was addressed not as a hierarchy, but rather as dimensions of a posh reality that characterizes the buyer and his reaction to the phenomenon of advertising.

2.1.4. Impacts of Advertisement

There is an outsized literature on the mechanism through which advertising affects consumer choice; Bagwell (2007) provides a comprehensive survey.

Much of this article differentiates between the persuasive, characteristic and informative advertising traditions.

The initial literature on advertising focused on its persuasive nature (Dixit and Norman, 1978), where the aim of advertising is to vary consumer tastes. Literatures have also explored the mechanisms by which advertising affects consumer deciding (Dixit and Norman, 1978).

Promotion of Products and Services - The primary objective of advertising is to urge the word out that you simply have something exciting to supply, stated by George Felton (2013).

Creating Customer Awareness - it is additionally one among the core-importance of advertisement. Advertisement helps to boost target demographics' awareness of issues with which they'll be unfamiliar also as educate them on the related benefits of a product or service. If, as an example, a consumer watches a television commercial during which someone describes aches and pains that are almost like those experienced by the viewer, the ad not only identifies an evidence but suggests a possible remedy or treatment choice to ask her doctor.

Comparisons with Competitors - Advertising invites audience to rate how your product or service measures up against competitors. Samples of household cleaning goods are an authentic specimen of this because they supply persuasive graphical sign of which product does a quicker and simpler job of tackling persistent rinses (Tellis, 2003).

Retention of Existing Customers - an ongoing ad campaign is important in reminding existing customers that you are still around, say Kenneth Roman and Jane Maas, authors of "How to Advertise." during a troubled economy where numerous shops, restaurants and corporations are going out of business, maintaining a robust presence through regular advertisements, brochures, cards, occasions and an active website platform is exceptional for long-term relationships. This also serves to draw in new customers who might not are in need of your products or services once you first opened but are now pleased to possess their memories jogged.

Boosting Employee Morale - when people ask your employees where they're working, the latter will likely feel better about their jobs if the reaction to their reply is, "Wow! I've heard tons of great things that store" rather than "Nope, never heard of it" or "Oh, are they still

around? “Investing in an advertising plan keeps your business an active a neighborhood of the conversational vocabulary and community buzz.

This, in return, gives your employees how of self-importance and responsive ownership in a company that's generating optimistic feelings and name recognition. Since advertisement has an impression on performance, consumers and other groups of the community, it contributes tons for business development because it helps to increasing sells, helps to understand competitors and plan accordingly to satisfy up the extent of competition, helps to introduce new products and simply penetrate in to the market and helps to realize good will to the corporate and customer loyalty. From the point of view alcoholic drinks advertisement ban may have an adversely effect on alcohol product companies and distributors.

2.1.5 Marketing Mix

The role of advertising within the marketing mix is to specialize in communicating to a audience the worth a brand has got to offer. Advertising and marketing are crucial features of a company's success. Even some one can easily understands that advertising is technically lies within the "Promotion" a part of the Marketing Mix, but it applies to all or any the opposite "P's" also. The marketing mix may be a business concept that's comprised of 4 key elements: product, price, place and promotion (Borden, 1964).

Borden (1964) stated that these marketing mixes are referred to as “four P’s” are explained as follows:

- Product - In terms of the marketing mix, a product is quite just the object purchasable. Product is that the perceived value the customer receives from the thing. It is therefore important to consider the merchandise from the customer’s point of view and understand the worth they derive from interacting with it.
- Place - Also referred to as marketing channels, place describes how a corporation goes to plug. Place addresses how convenient it's for patrons to access goods. Decisions like retail vs. online distribution can affect the customer’s access and thus perceived value placed on the merchandise. Quick access to products isn't the sole think about choosing a marketing channel. Restrictive access to merchandises can create shortage and possibly add value.

- Promote - Marketing and promotion, described as advertising above, are often seen together and therefore the same. While it's wrong to consider them because the same, promotion is a crucial a part of marketing's value creation process. Promotion, in terms of the 4 Ps, is selecting the right ways to speak with customers. The goal of promotion is to make sure customers are conscious of your product, what it can do for them, and the way they will catch on. The advertising that we see a day is an example of promotion but by no means the sole one. Promoting our book using paid advertising mediums like pay-per-click marketing or traditional media is a method to drive awareness for your product.
- Price - has the unique position within the marketing mixture of capturing instead of creating value. Setting a price for a product or service may be a reflection of the utmost value a marketer believes he or she created by the alternatives made concerning the opposite 3Ps.

2.1.5.1 Promotion

Promotion is that the need of each business-oriented companies to make a positive and simply reached medium through which their goods and services are known and utilized by the target market (customer).

Kotler (2002) states that promotion extents all the tools within the marketing mix whose main part is means of convincing communications. He continues that promotion is one of among the market mix elements, and a term used frequently in marketing. The promotional mixes or promotional tools are personal selling, advertising, advertisement, marketing, and publicity. A promotional mix postulates what amount of devotion to pay to every of the five subcategories, and the way how much money to allow each.

A promotional plan can have an authentic range of objectives, including: sales increases, new product acceptance, and creation of brand name, equity, positioning, competitive acceptances, or making of an organization image.

Necessarily, there are three straightforward purposes of promotion.

These are: to present information to consumers, to extend demand, and to differentiate a product (Kotler, 2002). Kotler and Armstrong (2011) were of the opinion that promotional strategies include all means through which a corporation communicates the advantages and values of its products and persuade targeted customers to shop for. Belch and Belch (2003),

ask the weather of the promotional mix as tools that are utilized in so as to speak with the relevant audiences. The definition provided is that the process utilized to develop strategic “brand communication programs” which will satisfy important internal and external stakeholders. The goal of promotion is to influence the target consumer to shop for or consume the merchandise offering. Promotions aimed toward consumers include an honest kind of incentives, like samples, coupons, premiums and bonus packs. Other consumer promotions incorporate contests, refunds or rebates, price-offs and loyalty programs (Belch & Belch, 2003).

Achieving competitive advantage through internal resources and competences

Every company in the market has a competitive strategy that improves a rapidly changing business environment and globalization in order to increase profits and customer loyalty. The company is constantly looking for new opportunities and the ways to make their operations more efficient. For some company’s major important factors are competitive strategies and plans for strengthening the competitive advantage, while others focus on the company’s growth, the number of operations and investigations. Each company seeks to attract new customers, and also to retain them and to look for ways for how better adapt to consumer needs and satisfy them. The company does not need to offer the lowest prices on the market and a better-quality product than the competition, but it is important to react faster than the competition in a changing environment, adapt to market developments, as well as innovation in the company's activities. (Nikolaos G. et.al (2009)

It is stated that to assess the extent of the competitive advantage or disadvantage possessed by each of the identified strategic resources and capabilities. Alternative values are assigned according to the following definitions; Inadequate. The resource or capability is below the minimum required to be in the business.: Adequate. The resource or capability is the minimum required to be in this business or to minimally compete. Attractive. The resource or capability is better than the minimum required to compete but does not represent a particular advantage (or disadvantage in the case of a weakness). It will merely get the attention of appropriate individuals. The resource or capability is sufficient to attract attention and represents an important strategic consideration. Competitive. The resource or capability represents a clear

competitive advantage/disadvantage relative to members of the strategic group. Distinctive. The resource or capability cannot be duplicated by competitors.

The following section presents the theoretical background of the two perspectives with respect to sustainable competitive advantage as well as the rationale for the development of a composite model. Finally, section three describes and presents the model development and hypotheses and section four conclude the paper.

RBV perspective

The resource-based view comprises a rising and dominant area of the strategy literature which addresses the question of an organization's identity and it is principally concerned with the source and nature of strategic capabilities. The resource-based perspective has an intra-organizational focus and argues that performance is a result of firm-specific resources and capabilities (Barney, 1991; Wernerfelt, 1984). The basis of the resource-based view is that successful firms will find their future competitiveness on the development of distinctive and unique capabilities, which may often be implicit or intangible in nature. Thus, the essence of strategy is or should be defined by the firm's unique resources and capabilities (Rumelt, 1984). Furthermore, the value creating potential of strategy, that is the firm's ability to establish and sustain a profitable market position, critically depends on the rent generating capacity of its underlying resources and capabilities.

For Barney (1991) if all the firms were equal in terms of resources there would be no profitability differences among them because any strategy could be implemented by any firm in the same industry. The underlying logic holds that the sustainability of effects of a competitive position rests primarily on the cost of resources and capabilities utilized for implementing the strategy pursued. This cost can be analyzed with reference to strategic factor markets (Barney, 1986a), that is markets where necessary resources are acquired. It is argued that strategic factor markets are imperfectly competitive, because of different expectations, information asymmetries and even luck, regarding the future value of a strategic resource. However, a serious resource-based approach omission is that there is not a comprehensive framework that shows how various parts within the organization interact with each other over time to create something new and unique (Nonaka and Takeuchi, 1995).

The resource-based view (RBV) suggests that competitive advantage and performance results are a consequence of firm-specific resources and capabilities that are costly to copy by other competitors (Barney, 1986a, 1986b, 1991; Wernerfelt, 1984, Rumelt 1987). These resources and capabilities can be important factors of sustainable competitive advantage and superior firm performance if they possess certain special characteristics. They should be valuable, increasing efficiency and effectiveness, rare, imperfectly imitable and non-substitutable (VRIN) (Barney 1991).

Knowledge Based View perspective

This approach considers firms as bodies that generate, integrate and distribute knowledge (Miller 2002). The ability to create value is not based as much upon physical or financial resources as on a set of intangible knowledge-based capabilities. According to the KBV competitive success is governed by the capability of organizations to develop new knowledge-based assets that create core competencies (Pemberton and Stonehouse, 2000). Fundamental to the KBV of the firm is the assumption that the critical input in production and primary source of value is knowledge (In the knowledge-based view, analysis of capabilities has incorporated human, social and organizational resources next to economic and technical resources. Firms that possess stocks of organizational knowledge associated with value that could be described as uncommon or idiosyncratic, stand a good chance of generating sustaining high returns (Raft and Lord, 2002).

However, Spanos YE, and Lioukas S. (2001) does warn that there is a dual nature within these knowledge-based stocks-capabilities, which can have as a result the alteration of the prior beneficial resources to potent core rigidities or performance inhibitors, in other words, what is a capability today may become a liability tomorrow. This concern that capabilities may become rigidities emphasizes the importance of understanding the processes of knowledge creation and development. Within KBV, two large subgroups can be identified.

One subgroup, which could be considered as closer to the RBV, asserts that knowledge is the most important strategic resource for organizations. Although the RBV recognizes the importance and role of knowledge in firms achieving a competitive advantage knowledge-based theorist argue that RBV does not go far enough. Specifically, the RBV treats knowledge as a

generic resource, rather than having special properties, and subsequently, does not make any distinction between different types of knowledge-based capabilities (Kaplan et al. 2001).

The other subgroup shares Spender's (1996) position on the importance of collective knowledge- a knowledge that is tacit and social. This stream offers insight into different types of behaviour, inherent limitations of individuals, and the development of firms' knowledge-based activities and routines, assuming that individuals are limited by their bounded rationality. As a consequence of this limitation, not all of the firm's knowledge can be found in any one person's head and, therefore, it is distributed across its members. (Spanos YE, and Lioukas S. (2001).

2.2. Empirical Literature Review

From an imperative person viewpoint, the Ethiopian alcohol industry presents a grand problem for policy makers, because it does in many other countries of the planet. On the one hand, the industry makes an outsized contribution to employment, domestic output, taxation and export earnings, and was considered a crucial component of the domestic economy. The upstream and downstream activities within the alcohol value chain generate additional income and tax income, inducing further economy-wide benefits. The beer industry makes an important input to the economy. The assembly and sale of alcoholic beverages generates profits for farmers, manufacturers, advertisers and investors. Alcohol provides employment for people in bars and restaurants brings in foreign currency for exported beverages and generates tax revenues for the government. The industry spans across the first, secondary and tertiary sectors of the planet economy - from agriculture (grapes, malt, hops and sugar cane) to manufacturing (wine making, distilling and brewing) to marketing, distribution and retail. Including all multiplier effects (i.e. economy wide impact), the alcohol industry:

- Sustained production to the worth of throughout the economy.
- Supported jobs throughout the economy.
- Generated billion in government tax income direct impact.
- Added billion to the country's GDP.
- The alcohol industry has particularly high spin-off effects on employment (formal and informal).
- The majority of positions are for unskilled workers

- Majority of employees within the industry and its direct suppliers are from previously disadvantaged backgrounds (Eshetu, 2019).

However, on the opposite hand, the abuse of alcohol causes a huge economic, social and emotional cost to the economy. Restrictions and total bans on alcoholic drinks promotion and commercial advertising are employed as a part of public health policy. Economic models of advertising have contradictory expectations for the consequences of advertising embargos. Advertising may increase competition and end in lower prices, which successively lead to increased consumption. But advertising also may increase product differentiation, reduce price elasticity of demand, and shift consumer purchases toward higher-priced brands and beverages (Ambler, 1996). A general theoretical model of an advertising ban under monopoly and oligopoly conditions, where advertising is often either informative or persuasive (Motta, 1996). His basic point is that an advertising ban could either increase or decrease total consumption because advertising affects both the extent of demand for given prices, and therefore the level of costs that sellers find optimal, which successively affects quantity demanded. Substantial empirical evidence demonstrates that advertising of costs increases competition and lowers the typical market value and variance of costs. On the other hand, prohibition of advertising can have the other effect, but customers might derive information from other sources — like direct observation and word-of-mouth — or firms can compete more on quality (Kwoka 1984). Consistent with Kwoka (1984), bans of advertising also affect product quality indirectly by making it difficult to tell consumers of price-quality exchanges. Products that observed evidence exhibits that advertising reduces the typical price include alcoholic drinks products. The impacts of a ban of persuasive advertising are also uncertain. It's likely that advertising expenses are so large that an advertising ban diminishes costs and product prices, thereby counterbalancing or overcoming the intention of the ban. For products that are documented to consumers (“mature” products), the presumption is that advertising primarily affects brand shares and has little impact on primary demand (Dekimpe and Hanssens 2003; Scherer and Ross 1990). Advertising bans be likely to strengthen market shares. Moreover, most advertising prohibitions are but complete, like the ban of transmission of advertising of cigarettes. Producers can substitute other media or use other sorts of promotion, like discount coupons, articles of apparel, and event sponsorship. Thus, government limitations on commercial

speech for one product or media often cause additional efforts to limit other promotions. As stated above two divergent views are held regarding the consequences of advertising on alcohol consumption and abuse. Social learning concepts deal with that advertising creates constructive images of alcohol drinking and thus increases the demand for alcohol. In line with this research review of longitudinal studies between 1990 and 2008 assessed the impact of advertising on quite 38,000 children and located that, out of 13 studies, 12 demonstrated that “exposure to alcohol advertising is related to higher initiation of drinking, also as heavier drinking with risks proportional to the quantity of advertising seen” (Orgill and et.al, 2008). Industry stakeholders do contend, however, that advertising plays its most vital role in consumers’ choice of brands after they need decided to use a product category. They argue that advertising only leads to brand switching within the merchandise category (known because the own effect), i.e. that new sales come from consumers who would have purchased from rival firms, with little or no effect on consumption. They base their argument on research conducted by, amongst others, (Lee & Tremblay, 1992), (Nelson, 2001), which concluded that advertising has an assessable effect on market share for individual brands also as a substitution effect between brands. The producers of alcohol beverage brands (e.g., Heineken beer, Guinness beer, Walia beer, whiskey, vodka, wine or champagne) use advertising and promotional activities during a way that's no different from the other branded goods manufacturer. They compete for market share in an exceptionally competitive environment. Competition isn't only between brands, but also between categories, in order that Heineken lager competes not only against Habesha or Bedele beer, but also against different categories like whisky and wine.

2.2.1 Alcoholic Drinks Advertising ban and marketing performance

H1= there's relationship between Alcoholic Drinks Advertising ban and marketing performance.

Based on the above hypothesis there's positive and significant relationship between alcohol advertisement ban and performance. Advertising may increase price competition, which makes alcohol beverages cheaper to consumers and thus, increases their propensity to consume and improve productivity and performance. Moerdyk (2011), states that advertising also may increase competition and reduce prices. This might improve

affordability of consumers and more consumption which successively improve marketing performance. Thus, the above-mentioned arguments suggest that advertising increases the demand for alcohol and, therefore, alcohol consumption. According to the above argument advertising bans are predicted to lower alcohol consumption and performance.

2.2.2 Restriction on Alcoholic Drinks promotion and marketing performance

H2 = there is a relationship between Restriction on Alcoholic Drinks promotion

And marketing performance.

Based on the above hypothesis there is a relationship between restriction on alcohol distribution and performance. The competition for a way bigger share of the market is strong and constant, with advertising being an area – important but still only an area – of the broader marketing process. In most well-known, developed markets (where branded products are well known), total consumption is fairly static.

Companies decide to increase their business through better brand marketing, enabling them to understand market share at the expense of the competition by trying to supply their brands greater appeal than other branded competitors. In emerging markets, where things may be a smaller amount static, companies still mainly compete against each other for market share. There is little commercial advantage to be gained from generic advertising of beverage alcohol (Safer, 2000). On the opposite side, advertising may primarily affect brand and beverage shares, with little or no effect on total consumption.

2.2.3 Prohibition of Alcoholic Drinks Sponsorship and distribution and marketing performance

H3= there is a relationship between Prohibition of Alcoholic Drinks Sponsorship and distribution, and marketing performance.

Based on the on the above hypothesis there is a big relationship between prohibition of alcohol sponsorship and performance of an organization. Successful involvement in sponsorship shows that an organization and its brand are a neighborhood of an honest beneficial involvement in society, of which the customer could also be a participating member. The alcohol industry's sponsorship of the sports activities and events is therefore an instantaneous function of these potentially high returns to deployed capital and marketing effort to the alcohol companies (Amanda, 2012). Research evidence suggests that

advertising has little or no effect on a brand's sales volumes, implying that advertising won't be the foremost effective marketing communication tool when a company's primary objective is to drive sales volumes or increase its market share (Saffer, 2000). In a way that the evidence partially supports those authors who claim that advertising is simply too distant from the aim of purchase to influence sales which its main role is to reinforce attitudes toward a brand. Therefore, the advertisement ban may have minimum impact on the performance of an organization at global perspectives but may have an adverse effect on our local beer companies. The following data support this argument

Table 28: Comparison of the restrictiveness of alcohol policies and bans imposed in various countries and five-year change in recorded adult (population above 15 years old) per capita consumption, 2001-2005.

Country	Restrictions on advertising		Self-regulation/legislation	Per capita consumption trend (APC) - WHO
Australia	Voluntary		Self-regulation	Stable
Belarus	Ban (Wine & Spirits)	No (Beer)	Ban	Stable
Bulgaria	No		Statutory legislation	Stable
Cambodia	No		No controls	Increase
Canada	No		Statutory legislation	Stable
China	No		Statutory legislation	Stable
Denmark	Yes (TV & Radio)	Voluntary (Print & OOH)	Combination	Stable (but highest reported rates of intoxication amongst youth)
Estonia	Partial (TV & Radio)	No (Print & OOH)	Statutory legislation	Increase
Finland	Partial (Beer & Wine). Ban on Spirits		Statutory legislation	Increase
France	Ban (TV). Partial (radio & print)		Statutory legislation	Stable
Germany	Voluntary		Self-regulation	Stable
Greece	No		Statutory legislation	Stable (lowest reported rate of intoxication amongst youth)
Ireland	Voluntary		Combination	Stable (but highest reported rates of intoxication amongst youth)
Iceland	Ban (but Print partial)		Statutory legislation	Stable
Italy	Partial (beer & spirits)	Voluntary (wine)	Combination	Stable (low reported rate of intoxication amongst youth)
Kenya	No		Self-regulation	Stable
Malaysia	Ban (TV & radio). Partial (print & OOH)		Combination	Stable
Mongolia	Ban		Statutory legislation	Decrease
New Zealand	Partial (TV)	No (radio, print OOH)	Self-regulation	Stable
Norway	Ban		Statutory legislation	Increase

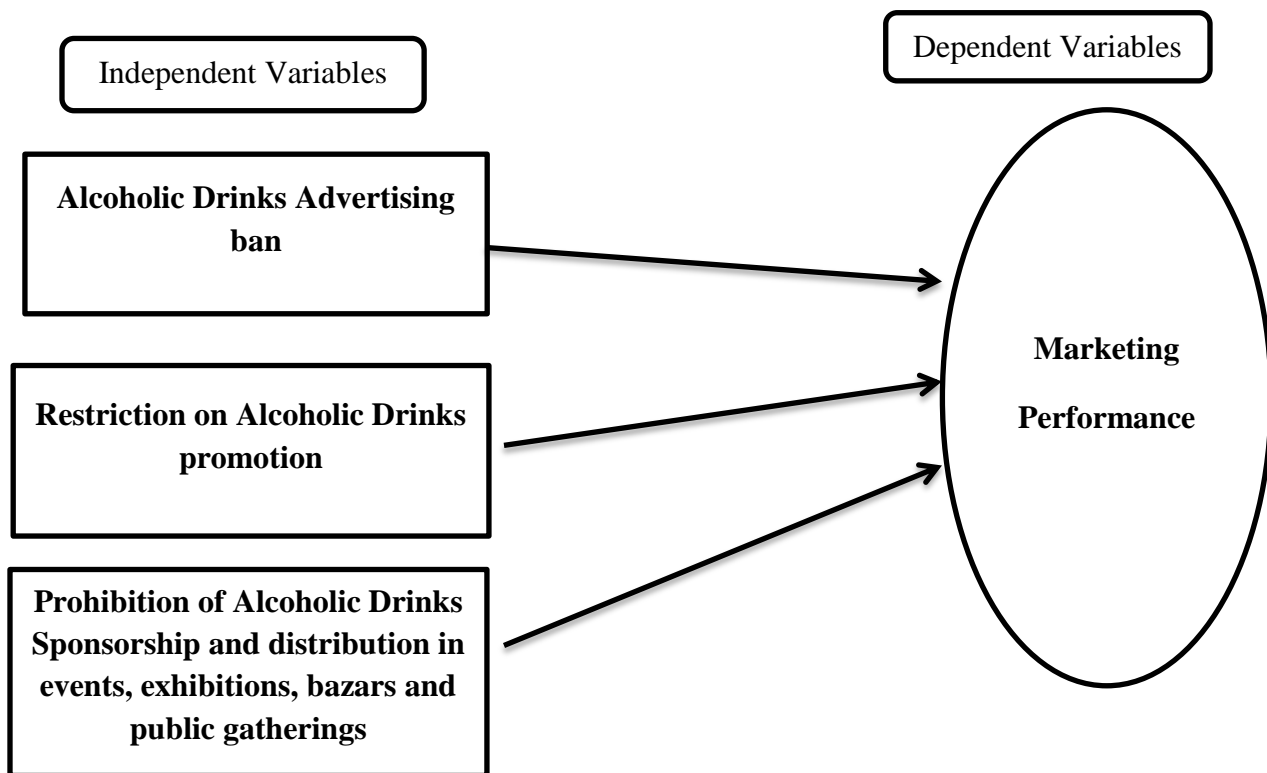
Source: WHO, Global Status Report on Alcohol Policy (2011).

From the detailed review of literature, from the Ethiopian economic context, the first view is probably happening. An alcohol advertising ban would have a detrimental impact on business as beer industries are brand builders and advertising and promotions is an integral a neighborhood of the business. Also, together of the smaller players within the industry, St. George brewery would severely curtail the facility to make brands against the larger dominant brands, and in so far as new development cares, the company won't able to launch a replacement brand without the facility of advertising.

Advertising informs and persuade people to buy for the advertised goods or services. Advertising plays a crucial role in consumers' purchasing decision. Advertising increases the sales volume of any product. Banning alcohol advertisement adversely affects the

performance of the beer company. Accordingly, here the researcher used three independent variables as explanatory for strongly determine performance of St. George Brewery company.

These variables which are included in the alcoholic drinks advertisement and promotion ban proclamation are the following:



Source: (own, 2020) developed based on the reviewed literature and new proclamation articles

CHAPTER THREE

RESEARCH METHDOLOGY

This part deals with Description of the Study Area, Research Approach, Research Design, Population and Sample, Data Sources and Types, Data Collection Procedures, Ethical Consideration, Data Analysis Techniques and the research methodology used for the purpose of this study. The methodology for the study depends on the nature of the research study. For the purpose of this study a quantitative and qualitative methodological approach has been adopted.

3.1 Description of the Study Area

St. George Beer is the first brewery in Ethiopia established in 1922 and currently found around Mexico square next to Addis Ababa Technical College in Addis Ababa, Ethiopia. It all started in 1922. Mussie Hal, a German national with Ethiopian descent established St. George Brewery after concluding an agreement with the monarchy. Mr. Hal bought 20,000 Square Meters of land near the present-day Mexico Square in Addis Ababa. Soon after, with archaic machinery, 137 workers and raw materials imported from abroad, the factory started brewing St. George Beer. Production capacity did not exceed 200-300 bottles per day during that period

(<http://www.bgiethiopia.com/history/>).

In conjunction with operating its own brewery and producing its own beer brands, BGI Ethiopia purchased the historic St. George Brewery and the iconic St. George Beer brand in December of 1998. After privatizing the St. George Brewery, BGI Ethiopia invested heavily on several renovations, modernization, and expansion projects to bring the old brewery, the quality of its products and the competency of its workforce to international standards. BGI Ethiopia also invested considerably in conducting unique marketing campaigns and corporate social responsibility schemes, which were non-existent in the industry during that time. Several product innovations were also introduced, including the first pasteurized draft beer

(<http://www.bgiethiopia.com/history/>).

3.2 Research Approach

Due to the nature of data required for the assessment, mixed research method of inquiry was found meaningful which allow gathering both qualitative and quantitative data using different techniques from multiple sources. A mixed method was chosen due to the strength of using both approaches minimizes the limitations of both approaches (Creswell, 2009). Sequential explanatory design was employed for the research. This design involves the collection and analysis of quantitative data followed by the collection and analysis of qualitative data. The priority is given to the quantitative data, and the findings are integrated during the interpretation phase of the study. The design is more of explanatory and descriptive quantitative research with inductive approach by which evidences about the phenomena was gathered, the processes captured, different proclamations and laws was assessed and the impact of the new proclamation which bans alcohol advertisements was investigated in depth.

3.3 Research Design

Kothari (2004) considers research as a process of collecting, analyzing and interpreting information to provide solutions to questions or problems. For the purpose of this study, research is defined as a practical investigation or exploration to find out new facts or assemble old facts by scientific ways for the purpose of developing existing theory or its application for real problems. Research can either be a theory based (deductive), or a problem initiated for theory contribution (inductive), or a mixed approach. A descriptive and explanatory research design was considered the most suitable approach in view of the nature of the problem being investigated. According to Kothari (2004), descriptive research is conducted to clarify and research a better understanding of the nature of the problem. Consequently, it is appropriate to use when there is little prior knowledge of the problem being researched. He argued that descriptive research is advantageous because it is flexible and adaptable to change. The study is predominantly using quantitative data beyond qualitative data in which data was collected from selected groups.

3.4 Population and Sample

The target population of this research was employees of the company in St. George Brewery only in Addis Ababa. Purposive judgmental and simple random sampling techniques have been

used to arrive at a representative sample for the study. Hence, to determine sample size for this study, the researcher decided to focus only the employees of St. George Brewery in Addis Ababa, the total employee of the company is 1114 (Source: <http://www.bgiethiopia.com/> October, 2018).

Sampling is the process of selecting representative unit of the target population for this study is a small portion of selected observation and analysis. Statistical questions are used in order to calculate the sample size. Miller & Brewer (2003), states the following and the margin error for small size population is 0.086

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

whereas, n= sample size and N= sample frame

α =confidence interval or margin of error

Therefore,

$$1114 / 1 + 1114(0.086)^2$$

$$1114 / 1 + 1114(0.0074)$$

$$1114 / 1 + 8.24$$

$$1114 / 9.24$$

120

R.no.	Respondents	Sample size	% from total sample size	Remarks
1.	Marketing experts	27	22.5	Questionnaire
2.	Advertising and Promotion experts	12	10	Questionnaire
3.	Sales	60	50	Questionnaire
4.	Finance Experts	15	12.5	Questionnaire
5	Department Heads	6	5	Semi-structured Interview
6.	Total sample pop.	120	100	

3.5 Data Sources and Types

In order to respond to the above key questions coined under the major focus areas, the researcher plan to generate data from two major sources. The first source of data was the review and analysis of secondary sources, comprised of the study is focused to assess impact of the new proclamation on the performance of the company and issues relevant documents in relation to fiscal year income report as well as marketing strategies (if available). The second source of data is field work where the researcher was collected through questionnaires and interviews from different target groups employees and some managers to generate primary data and evaluate the actual study is pointed to assess the impact of the proclamation on the overall performance of the company and employee's productivity. The actual information from the different level of the employees and some core managers was investigated using questionnaires.

3.6 Data Collection Procedures

Primary data was collected by key informant interview and questionnaire. Questionnaires was distributed to 114 and collected from sample populations, which are convenient and easily understand by the respondents. Besides also, qualitative data was collected from 6 top managers of the company.

Whereas, the secondary data were collected via empirical review of documents, proclamation of advertisement and journals as well as conceptual review of company's published bulletins, magazines, and flyer.

3.7 Data Analysis Techniques

The data collected was studied for the comprehensiveness upon the accomplishment of the data collection procedure. Thereafter, the data were sorted & coded, then entered into the Statistical Package for Social Sciences (SPSS, version 20). For the analysis of the primary data, two statistical techniques were employed. These are descriptive and inferential statistical analysis techniques. With regards to the descriptive analysis such as percentages and frequencies were calculated for the analysis of the primary data particularly for the first section of the questionnaires- to present the general information about the respondents and their respective organizations. On the other hand, inferential statistical technique was employed to analyze the

information related to the objective of the study. The statistical tools were aligned with the objectives of the research. Inferential statistics, particularly the Pearson's correlation was used to show the relationship and the strength/degree as well as direction of associations between variables. The other inferential statistical technique, regression analysis was used to test the hypotheses of the research as this technique was considered most appropriate and more conservative compared to covariance-based modeling approaches, due to the complexity of the model and the available data points, and the great robustness of this technique.

The qualitative method of research is employed to answer queries about the feature of occurrence with the tenacity of describing them from the respondents' point of view was computed to describe the characteristics of given items.

3.8 Validity and Reliability

Quantitative data consist of the value of data in the form of counts or numbers where each data-set has a unique numerical value associated with it.

3.8.1 Validity

The accuracy of data collected largely depended on the data collection instruments in terms of validity. Validity as noted by Robinson (2002) is the degree to which result obtained from the analysis of the data actually represents the phenomenon under study. Hence, in this study content validity is determined by the consulting of advisor. In order to improve the instruments, my research advisor looked at every question in the questionnaire and did his analysis to ascertain that the questions answered the research objectives of the study.

3.8.2 Reliability

Reliability refers to a measure of the degree to which research instruments yield consistent results (Mugenda and Mugenda 2003). In this study, reliability is ascertained by pre-testing the questionnaires with a selected sample of employees of the targeted company. Thus, 114 questionnaires were distributed to selected population of the company, then this research will keep 0.05 margin of error and normally above 0.7 of alpha is acceptable, in this case the reliability analysis of Cronbach's Alpha is 0.93.1 for 20 items. So, Cronbach's Alpha shows that

the questionnaires are more reliable to measure the result/outcome about the study which is to assess the effect of alcohol advertisement ban on performance: the case of St. George Brewery.

3.9 Ethical Consideration

The researcher that collects data/information from the respondents was treated with the austere privacy and she was approached the respondents with ample respect and politeness. The collection of data was administered based on considering the respondents consent, convenience, time and ethical considerations.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRITATION

This chapter contains the analysis of the data gathered from the respondents through questionnaire and the description of the respondents. The responses of the respondents were tabulated, changed into percentage and interpretation was given based on the percentage. This chapter describes the analysis and interpretation of the collected data. Out of the 114 questionnaires distributed to respondents and only 108 questionnaires were collected, the rest 6 of the questionnaires one way or another could not be returned from respondents and this shows 0.05 margin of error. Data collected from the survey questionnaire was analyzed using descriptive analysis, correlation & regression with the help of Statistical Package for Social Sciences (SPSS v. 20.0).

4.1. Demography of the Participants

Table 1 Demography of Participants

Age	Frequency	Percent	Valid Percent	Cumulative Percent
20-29	8	7.4	7.4	7.4
30-39	30	27.8	27.8	35.2
40-49	38	35.2	35.2	70.4
50-59	20	18.5	18.5	88.9
>60	12	11.1	11.1	100.0
Total	108	100.0	100.0	
Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	97	89.9	89.9	89.9
Female	11	10.2	10.2	100.0
Total	108	100.0	100.0	
Educational Level	Frequency	Percent	Valid Percent	Cumulative Percent
8-12	71	65.7	65.7	65.7
Diploma/certificate	11	10.2	10.2	75.9
BA/BSc	26	24.1	24.1	100.0
Total	108	100.0	100.0	

The above two tables narrated that the general background of respondents, the respondents were asked about their age status and 7.4% (8) of the total respondents were in the age category of 20-29 years old, 27.8% (30) of them are coming from the age cluster of 30-39 and 35.2% (38) of the total respondents were in the age category of 40-49; still 18.5% (20) of them were in the age group of 50-59 and the rest 11.1% (12) of the respondents were coming above 60 age group; finally 26.1% (97) are above the age of 30. To find out the respondents' gender status, they indicated that 89.9% (97) of the respondents were male, but the rest 10.2% (11) of them were female. Here, the above table described that the educational background of the respondents, they were asked about their educational status and they specified that 71 (65.7%) of the total respondents are coming from grade 8 up to 12th, 11 (10.2%) of the respondents have diploma or certificate and the rest 26 (24.1%) have BA or BSc.

4.1.2. The proclamation hindered the company to expand and reach its customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	.9	.9	.9
	Moderately Agree	15	13.9	13.9	14.8
	Agree	65	60.2	60.2	75.0
	Strongly Agree	27	25.0	25.0	100.0
	Total	108	100.0	100.0	

When the respondents asked as the proclamation hindered the company to expand and reach its customers, 0.9% (1) of them strongly disagrees on the issue and 13.9% (15) moderately agree that the company cannot expand and reach its customers because of the new proclamation. Moreover, large number of respondents 60.2% (65) agreed as the new proclamation becomes an impediment for the company to expand and reach its customers. The rest 25% (27) of the total respondents strongly agreed that the new proclamation basically hinder the company's growth and development to expand and reach its customers.

4.1.3. The company sees the advertisement ban as critical and as an obstacle for its marketing performance

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.9	.9	.9
Disagree	9	8.3	8.3	9.3
Agree	48	44.4	44.4	53.7
Strongly Agree	50	46.3	46.3	100.0
Total	108	100.0	100.0	

Respondents were also asked about whether the advertisement and promotion ban hindered the accomplishment of the company. Regarding this while 46.3 of them expressed their strong agreement that the ban has posed an obstacle on the company, 44% of them agreed that the ban has an adversely effect on the performance of the company, the remaining 9% of the respondents believed that the ban didn't affect the company yet. Regarding this an informant during interview, stated that the ban has strong negative impact on the company. according to him first of all the decision of the government was sudden, second the proclamation is ratified without the consultation of beverage companies, thirdly the proclamation covers a wide range of marketing, it gives no room to reach consumers. Further it also forced the company to spend extra money to survive in the competitive market system. For him, for instance, commercial sponsorship forms an essential source of funding for many sports activities at local, national and international levels.

4.1.4. The new proclamation may have an adversely impact on the market competition of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	6	5.6	5.6	5.6
Disagree	14	13.0	13.0	18.5
Moderately Agree	34	31.5	31.5	50.0
Agree	28	25.9	25.9	75.9
Strongly Agree	26	24.1	24.1	100.0
Total	108	100.0	100.0	

The respondents were requested if the new alcoholic drinks advertisement and promotion ban has adversely effect on the market competition of the company. Those of 24.1% (26 respondents) were strongly agreed that the new proclamation have an adversely impact on the market competition of the company; 25.9% (28 respondents) of them agree and believed that the new proclamation has an adverse impact on the market competition of the company; 31.5% (34 respondents) were moderately agreed and believed the new advertisement and promotion ban has undesirably affect the market competition of the company. Whereas, 13% (14 respondents) and 5.6% (6 respondents); were disagreed and strongly disagreed respectively and believed the new proclamation has no effect on the market competition of the company.

In response to this, our interviewees believed that the new alcoholic drinks advertisement and promotion ban has adversely affect the market competition of the company. Competitive environment is essential for trade growth. Advertising is essential in shifting market share and promoting growth of new market entrants and help to retain its customers, but not necessarily growing the overall alcohol market.

4.1.5. The proclamation hindered the company from the accomplishments of its social responsibility

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.9	.9	.9
Disagree	49	45.4	45.4	46.3
Moderately Agree	23	21.3	21.3	67.6
Agree	31	28.7	28.7	96.3
Strongly Agree	4	3.7	3.7	100.0
Total	108	100.0	100.0	

In the above table shown when the respondents asked whether the proclamation hindered the company from the accomplishments of its social responsibility, 3.7% (4 respondents) strongly agreed and believed that the proclamation has hindered the company from the accomplishments of its social responsibility; 28.7% (31 respondents) of them were agreed that the new

proclamation has hindered the company from the accomplishments of its social responsibility; those of 21.3% (23 respondents) moderately agreed that the new proclamation has created some effects on doing its social responsibility. Whereas, 45.4% (49 respondents) and 0.9% (1 respondent); were disagree and strongly disagree respectively believed that the new proclamation has not hindered the company from doing its social responsibility.

In relation to this, our interviewee participants believed that this new proclamation limits the company's execution of its social responsibility at some degrees. It is through business sponsorship that nation's sporting, social, environmental, creative, media, humanitarian and educational heritage is nurtured, enhanced and consumer choice widened. But the ban has deteriorated all these actors predominantly the company which was benefited a lot through sponsorship and advertisement.

4.1.6. The advertisement ban has forced the company to advertise and promote through social media

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	35	32.4	32.4	33.3
Moderately Agree	36	33.3	33.3	66.7
Agree	27	25.0	25.0	91.7
Strongly Agree	9	8.3	8.3	100.0
Total	108	100.0	100.0	

Respondents were also asked about whether the alcoholic drinks advertisement and promotion ban has forced the company to advertise and promote through social media. So as to this, 8.3% (9 respondents) are strongly agreed and believed that the new advertisement ban has forced the company to advertise and promote via social media. And also, 25% (27 respondents) agree and 33.3% (36 respondents) moderately agreed with that the company is forced to employ social media for advertisement and promotion. But among the respondents, 32.4% (35 respondents) were not agreed with the new alcoholic drinks advertisement and promotion ban forced the

company to advertise and promote through social media. Out of the total sample population 0.9% (1 respondent) strongly disagreed with the advertisement ban has forced the company to advertise and promote via social media.

In relation to this, the interview respondents told that the companies alternatively use the social media to reach its customers with controlled advertisement activities. This gives a chance that the company has to maintain its brand in the minds of its customers.

4.1.7. The advertising and promotion ban has great impact on the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	26	24.1	24.1	24.1
Disagree	32	29.6	29.6	53.7
Valid Moderately Agree	40	37.0	37.0	90.7
Agree	10	9.3	9.3	100.0
Total	108	100.0	100.0	

When the respondents asked as whether the advertisement and promotion ban has great impact on the company, 9.3% (10 respondents) has agreed and believed that the alcoholic drinks advertisement and promotion ban has great impact on the company. Again 37% (40 respondents) also moderately agreed that the advertisement and promotion ban has a great impact on the company. But 29.6% (32 respondents) were disagreed with that the alcoholic drinks advertisement and promotion ban has great impact on the company. At last, among these respondents, 24.1% (26 respondents) has strongly disagreed with the advertisement and promotion ban has great impact on the company.

The interview respondents believed that the new alcoholic drinks advertisement and promotion ban has a great impact for instance direct impact was; stopping promotions through broadcasting, and implementing promotions with wide range of market areas without restriction and in that case the company loss its customer’s communication channel. On the other hand, indirect impact was; assessing and exploring and implementing other type of communication systems to bring its customers on and charged additional cost, challenging new experience and diverting its trend.

4.1.8. After the ban the company employed new approaches to reach its customers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	15	13.9	13.9	13.9
Disagree	14	13.0	13.0	26.9
Valid Moderately Agree	24	22.2	22.2	49.1
Agree	55	50.9	50.9	100.0
Total	108	100.0	100.0	

Respondents were also asked about after the ban whether the company employed new approaches to reach its customers. Among them 50.9% (55 respondents) agreed with after the ban the company employed new approaches to reach its customers and 22.2% (24 respondents) they moderately agreed that after the ban the company has employed new approaches to reach its customers whereas, 13% (14 respondents) were disagreed with the idea that after the ban the company employed new approaches to reach its customers. Lastly, 13.9% (15 respondents) strongly disagreed with after the ban the company has employed new approaches to reach its customers.

The interview respondents also believed that the company has introduced new approaches to reach its customers. They mentioned that there are some strategies or approaches employed by the company in order to reach its customers pushing allowable promotional activities like; digital marketing through social media, free product invitation action, and indoor visibility strengthening at the point of sales.

4.1.9. After the ban the company is forced to pay high for different advertisement strategies.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.9	.9	.9
Disagree	9	8.3	8.3	9.3
Valid Agree	48	44.4	44.4	53.7
Strongly Agree	50	46.3	46.3	100.0
Total	108	100.0	100.0	

In the case of this query the respondents were asked whether the company is forced to pay high for the different advertisement and promotion strategies. Based on this, 46.3% (50 respondents) were strongly agreed that after the new alcoholic drinks advertisement and promotion ban the company is forced to pay high for different advertisement and promotion strategies. Again, 44.4% (48 respondents) agreed and believed that the new alcoholic drinks advertisement and promotion ban has forced the company to pay high for the different advertisement and promotion strategies. But, against to this 8.3% (9 respondents) disagreed and did not believed that the company is forced to pay high for the different advertisement and promotion strategies after the new proclamation. And the rest, 0.9% (1 respondent) strongly disagreed with the new proclamation is forced the company to pay high for the different advertisement and promotion strategies.

Related to this, the interview respondents believed that the new alcoholic drinks advertisement and promotion ban forced the company to implementing other type of communication systems to bring its customers on and charged additional cost, challenging new experience and diverting its trend.

4.1.10. The ban has reduced the selling amount of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	14	13.0	13.0	13.9
Moderately Agree	13	12.0	12.0	25.9
Agree	53	49.1	49.1	75.0
Strongly Agree	27	25.0	25.0	100.0
Total	108	100.0	100.0	

In the above table shown when the respondents asked whether the ban has reduced the selling amount of the company. On the basis of this question, 25% (27 respondents) were strongly agreed that the ban has reduced the amount of the company. The other 49.1% (53 respondents) agreed with the ban has reduced the selling amount of the company. Again, 12% (13 respondents) were moderately agreed with the idea. Against this, 13% (14 respondents) disagreed and believed the ban has not reduced the selling amount of the company. The rest 0.9% (1respondent) strongly disagreed with the ban has reduced the selling amount of the company.

Interview respondents also agreed with at some degree but they believed that alongside with the ban the current situation of global pandemic reduces amount of output of the company which is unexpected.

4.1.11 The ban made price change on the product of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	5.6	5.6	5.6
Disagree	14	13.0	13.0	18.5
Moderately Agree	34	31.5	31.5	50.0
Agree	28	25.9	25.9	75.9
Strongly Agree	26	24.1	24.1	100.0
Total	108	100.0	100.0	

Respondents were also asked about whether the ban made the company forced to price on its product. 24.1% (26 respondents) strongly agreed that the ban made price change on the product of the company. The other 25.9% (28 respondents) agreed with that the ban forced the company to made price change on its product. 31.5% were moderately agreed with this one. Against this, 13% (14 respondents) disagreed and believed that the ban is not forced the company to price change on its product. Lastly, 5.6% (5 respondents) strongly disagreed with the idea.

4.1.12. The company effectively holds back the adverse impact of the ban.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	1	.9	.9	.9
Disagree	49	45.4	45.4	46.3
Moderately Agree	23	21.3	21.3	67.6
Agree	31	28.7	28.7	96.3
Strongly Agree	4	3.7	3.7	100.0
Total	108	100.0	100.0	

The respondents asked whether the company has effectively holds back the adverse impact of the ban. Among respondents, 3.7% (4 respondents) strongly agreed with that the company has effectively holds back the adverse impact of the new alcoholic drinks advertisement and promotion ban. The 28.7% (31 respondents) agreed with that the company has effectively holds back the adverse impact of the ban. And also, 21.3% (23 respondents) were moderately agreed that the company has effectively holds back the adverse impact of the ban. In contrary to this, 45.45 (49 respondents) disagree with this idea and the rest 0.9% (1 respondent) strongly disagreed; they believed the company has not effectively holds back the adverse impact of the ban.

The interview respondents told as there is no that much effect on the company’s performance regarding to sales volume unless additional cost factor. Even if, the company is able to sales more than previous time because the company’s product already known, and it has big loyal

asset than other competition market. But now the global pandemic of covid-19 has seemed affect all extents of economic spheres.

4.1.13. After the ban the company formulated new advertisement and promotion strategies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	35	32.4	32.4	33.3
Moderately Agree	36	33.3	33.3	66.7
Agree	27	25.0	25.0	91.7
Strongly Agree	9	8.3	8.3	100.0
Total	108	100.0	100.0	

Respondents asked whether after the ban the company formulated new advertisement and promotion strategies or not. From the total respondents, 8.3% (9 respondents) strongly agreed with that after the ban the company has formulated new advertisement and promotion strategies. The other 25% (27 respondents) agreed that the after the ban the company has formulated its new advertisement and promotion strategies to resist the effect of ban. Respondents of 33.3% (36 respondents) moderately agreed with that after the ban the company has formulated a new advertisement and promotion strategies. Among these respondents 32.4% (35 respondents) disagreed with that the company has formulated new advertisement and promotion strategies against the ban. The last 09% (1 respondent) strongly disagreed with the idea.

Respondents of the interview believed that after the ban the company has formulated new advertisement and promotion strategies to holds back the impact of the ban like digital marketing through social media, free product invitation action, and indoor visibility strengthening at the point of sales of the product of the company.

4.1.14. The new proclamation produces a negative impact on the annual income of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	19	17.6	17.6	18.5
Moderately Agree	42	38.9	38.9	57.4
Agree	41	38.0	38.0	95.4
Strongly Agree	5	4.6	4.6	100.0
Total	108	100.0	100.0	

The above table shows as the frequency of the respondents whether the new alcoholic drinks advertisement and promotion ban proclamation result a negative impact on the annual income of the company. In relation to this, 4.6% (5 respondents) strongly believed that the new result the negative impact on the annual income of the company; 38% (41 respondents) agreed with that the new proclamation has negatively impact on the annual income of the company. The 38.9% (42 respondents) respondents moderately agreed that the new proclamation has a negative impact on the annual income of the company. In contrary to this, 17.6% (19 respondents) disagreed with that the idea the new proclamation has a negative impact on the annual income of the company. The rest 0.9% (1 respondent) strongly disagreed and believed that the new proclamation has no negative impact on the annual income of the company.

The interview respondents reply that of course still it is not quantified but it is expected to reduce in the annual income of the company.

4.1.15. The new proclamation negatively affects the profit margin of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	34	31.5	31.5	32.4
Moderately Agree	37	34.3	34.3	66.7
Agree	28	25.9	25.9	92.6
Strongly Agree	8	7.4	7.4	100.0
Total	108	100.0	100.0	

The respondents asked whether the new proclamation negatively affects the profit margin of the company their responses presented as follows. Among them, 7.4% (8 respondents) strongly agreed that the new alcoholic drinks advertisement and promotion ban negatively affect the profit margin of the company. 25.9% (28 respondents) of respondents agreed with that the new alcoholic drinks advertisement and promotion ban negatively affect the profit margin of the company. And also, 34.3% (37 respondents) moderately agreed with that the new alcoholic drinks advertisement and promotion ban negatively affect the profit margin of the company. Unlike above respondents, 31.5% (34 respondents) disagreed and believed that the new alcoholic drinks advertisement and promotion ban did not negatively affect the profit margin of the company. The rest 0.9% (1 respondent) strongly disagreed with the new alcoholic drinks advertisement and promotion ban negatively affect the profit margin of the company.

4.1.16. The new proclamation reduces the annual expense of the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	33	30.6	30.6	31.5
Moderately Agree	43	39.8	39.8	71.3
Agree	10	9.3	9.3	80.6
Strongly Agree	21	19.4	19.4	100.0
Total	108	100.0	100.0	

In the case of this query the respondents were asked whether the new alcoholic drinks advertisement and promotion ban proclamation reduces the annual expense of the company. The 19.4% (21 respondents) strongly agreed with that the new proclamation reduces the annual expense of the company. Also 9.3% (10 respondents) agreed with and believed that the new advertisement ban proclamation reduces the annual expense of the company. Again also, 39.8% (43 respondents) moderately agreed with the idea and believed the proclamation reduces the expense of the company. Among them, 30.6% (33 respondents) disagreed with the idea and the new proclamation did not reduce the annual expense of the company; and 0.9% (1 respondent) strongly disagreed and believed the new proclamation not reduce the annual expense of the company.

4.1.17. After the ban, the company is expending extra costs to happy hour promotion mechanisms.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	8.3	8.3	8.3
Moderately Agree	35	32.4	32.4	40.7
Valid Agree	28	25.9	25.9	66.7
Strongly Agree	36	33.3	33.3	100.0
Total	108	100.0	100.0	

When the respondents asked as after the ban the company is expending extra costs to happy hour promotion mechanisms, 8.3% (9 respondents) of them strongly disagreed that after the ban the company is expending extra costs to happy hour promotion and 32.4% (35 respondents) moderately agree that after the ban the company is expending extra costs to happy hour promotion mechanisms. Moreover, the other respondents 25.9% (28 respondents) agreed after the ban the company is expending extra costs to happy hour promotion mechanisms. The rest 33.3% (36 respondents) of the total respondents strongly agreed that after the ban the company is expending extra costs to happy hour promotion mechanisms.

4.1.18. The company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	5.6	5.6
	Disagree	15	13.9	19.4
	Moderately Agree	39	36.1	55.6
	Agree	13	12.0	67.6
	Strongly Agree	35	32.4	100.0
	Total	108	100.0	100.0

In the case of this query the respondents were asked whether the company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty. The 32.4% (35 respondents) strongly agreed with that the company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty. Also 12% (13 respondents) agreed with and believed that the company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty. Moreover, the large respondents 36.1% (38 respondents) moderately agreed with the idea and believed the company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty. Against this, 13.9% (15 respondents) disagreed that the company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty; and 5.6% (6 respondents) strongly disagreed and believed that the company did not maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty.

4.1.19. The company's expenditure minimized after advertisement and promotion ban

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	11	10.2	10.2
	Disagree	8	7.4	17.6
	Moderately Agree	43	39.8	57.4
	Agree	29	26.9	84.3
	Strongly Agree	17	15.7	100.0
	Total	108	100.0	100.0

When the respondents asked as whether the company's expenditure minimized after advertisement and promotion ban, 10.2% (11 respondents) of them strongly disagrees on the issue and 7.4% (8 respondents) disagree that the company's expenditure minimized after advertisement and promotion ban. Moreover, large number of respondents 39.8% (43) moderately agreed as the company's expenditure minimized after advertisement and promotion ban. Among them 26.9% (29 respondents) of the total respondents agreed that the company's expenditure minimized after advertisement and promotion ban. The rest 15.7% (17 respondents) strongly agreed and believed that the company's expenditure minimized after advertisement and promotion ban.

4.1.20. Since the company is dependent on loyal customers, the advertisement and promotion ban have no effect on the company

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	10.2	10.2	10.2
Disagree	18	16.7	16.7	26.9
Valid Moderately Agree	57	52.8	52.8	79.6
Strongly Agree	22	20.4	20.4	100.0
Total	108	100.0	100.0	

When the respondents asked as since the company is dependent on loyal customers, the advertisement and promotion ban has no effect on the company, 10.2% (11 respondents) of them strongly disagrees on the issue and 16.7% (18 respondents) disagree that since the company is dependent on loyal customers, the advertisement and promotion ban has no effect on the company. Moreover, large number of respondents 52.8% (57 respondents) agreed as since the company is dependent on loyal customers, the advertisement and promotion ban have no effect on the company. The rest 20.4% (22 respondents) of the total respondents strongly agreed that since the company is dependent on loyal customers, the advertisement and promotion ban have no effect on the company.

4.1.21. The advertisement and promotion ban has cut the expenditure of the company for advertisement and promotion

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	1	.9	.9	.9
Disagree	23	21.3	21.3	22.2
Moderately Agree	15	13.9	13.9	36.1
Agree	46	42.6	42.6	78.7
Strongly Agree	23	21.3	21.3	100.0
Total	108	100.0	100.0	

When the respondents asked as the advertisement and promotion ban has cut the expenditure of the company for advertisement and promotion, 0.9% (1 respondent) of them strongly disagree on the issue and 21.3% (15) moderately agree that the advertisement and promotion ban has cut the expenditure of the company for advertisement and promotion. Moreover, large number of respondents 42.6% (46 respondents) agreed as the advertisement and promotion ban has cut the expenditure of the company for advertisement and promotion. The rest 21.3% (23 respondents) of the total respondents strongly agreed that the advertisement and promotion ban has cut the expenditure of the company for advertisement and promotion.

4.2. One Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The company sees the advertisement and promotion ban as critical and obstacle for its development	49.135	108	.000	4.269	4.10	4.44
The proclamation hindered the company to expand and reach its customers	61.923	108	.000	4.083	3.95	4.21

The new proclamation may have an adversely impact on the market competition	31.463	108	.000	3.500	3.28	3.72
The proclamation hindered the company from the accomplishments of its social	31.264	108	.000	2.889	2.71	3.07
The advertisement ban has forced the company to advertise and promote	32.816	108	.000	3.074	2.89	3.26
The advertising and promotion ban has great impact on the company	25.491	108	.000	2.315	2.13	2.49
After the ban the company employed new approaches to reach its customers.	29.487	108	.000	3.102	2.89	3.31
After the ban the company is forced to pay high for different advertisement	49.135	108	.000	4.269	4.10	4.44
The ban has reduced the selling amount of the company	40.836	108	.000	3.843	3.66	4.03
The ban made price change on the product of the company	31.463	108	.000	3.500	3.28	3.72
The company effectively holds back the adverse impact of the ban.	31.264	108	.000	2.889	2.71	3.07
After the ban the company formulated new advertisement and promotion	32.816	108	.000	3.074	2.89	3.26
The new proclamation produce a negative impact on the annual income of the	40.507	108	.000	3.278	3.12	3.44
The new proclamation negatively affects the profit margin of the company	33.483	108	.000	3.074	2.89	3.26
The new proclamation reduces the annual expense of the company	29.963	108	.000	3.157	2.95	3.37
After the ban, the company is expending extra costs to happy hour promotion	33.475	108	.000	3.759	3.54	3.98
The company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand royalty.	29.629	108	.000	3.519	3.28	3.75

The company's expenditure minimized after advertisement and promotion ban	30.149	108	.000	3.306	3.09	3.52
Since the company is dependent on loyal customers, the advertisement and promotion ban has no effect on the company	26.670	108	.000	3.037	2.81	3.26
The advertisement and promotion ban has cut the expenditure of the company	35.030	108	.000	3.620	3.42	3.83

Almost half of the total respondents 49.135% said that the company sees the advertisement and promotion ban as critical and as an obstacle for the company growth and development, because the new proclamation hindered the company to expand and reach its customers through advertisement. Some respondents claimed that 31.3%, the new proclamation may have an adversely impact on the market competition of the company when the proclamation hindered the company from the accomplishments of its social responsibility. Some of the respondents 32.8% of them said that the advertisement ban has forced the company to advertise and promote through social media, because the advertising and promotion ban through electronic-media has great impact on the company. Few of them said that after the ban the company employed new approaches to reach its customers. Half of the respondents 49% replied that after the ban the company is forced to pay high for different advertisement strategies and still the ban has reduced the selling amount of the company. Some of the respondents 31% claimed that the ban made price change on the product of the company, but the company effectively holds back the adverse impact of the ban. Many of them said as the new proclamation produces a negative impact on the annual income of the company. In addition, 40% of the respondents replied that the new proclamation negatively affects the profit margin of the company and reduces the annual expense of the company. After the ban, the company is expending extra costs to happy hour promotion mechanisms. Moreover, 30% of the respondents said that the company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand royalty and then the company's expenditure minimized after advertisement and promotion ban. Very little number of the respondents 26% of them said that since the company is dependent on loyal customers, the advertisement and promotion ban has no effect on the company. Then, some of

them replied that the advertisement and promotion ban has cut the expenditure of the company for advertisement and promotion.

4.3. Nexus between Dependent and Independent Variables

Correlations				
		Alcoholic Drinks Advertising ban	Restriction on Alcoholic Drinks promotion	Prohibition of Alcoholic Drinks Sponsorship and distribution
Alcoholic Drinks Advertising ban	Pearson Correlation	1	.834**	.631**
	Sig. (2-tailed)		.000	.000
	N	108	108	108
Restriction on Alcoholic Drinks promotion	Pearson Correlation	.834**	1	.645**
	Sig. (2-tailed)	.000		.000
	N	108	108	108
Prohibition of Alcoholic Drinks Sponsorship and distribution	Pearson Correlation	.631**	.645**	1
	Sig. (2-tailed)	.000	.000	
	N	108	108	108
**. Correlation is significant at the 0.01 level (2-tailed).				

Partial Pearson correlation coefficient was used to test the relationships between independent variables. The above table basically shows that the relationships between independent variables are very strong. In the case of the first item the relation between the independent variable of alcoholic drinks advertisement ban and the dependent variable of marketing performance has strong correlation result i.e. (.631). Still, the Restriction on Alcoholic Drinks Distribution is strongly determining the marketing performance; the corresponding result between them is (.834). Moreover, the correlation result between Prohibition of Alcoholic Drinks Sponsorship and distribution and performance of the company is very strong (.645) which means the Prohibition of Alcoholic Drinks has strong influence on the marketing performance. Therefore, there exist positive correlation result between independent variables and dependent variable.

Correlations				
Control Variables		Alcoholic Drinks Advertising ban	Restriction on Alcoholic Drinks promotion	Prohibition of Alcoholic Drinks Sponsorship and distribution
Marketing Performance	Correlation	1.000	.681	.088
	Significance (2-tailed)	.	.000	.369
	Df	0	105	105
Marketing Performance	Correlation	.681	1.000	.027
	Significance (2-tailed)	.000	.	.785
	Df	105	0	105
Marketing Performance	Correlation	.088	.027	1.000
	Significance (2-tailed)	.369	.785	.
	Df	105	105	0

Partial Pearson correlation coefficient was used to test the relationships between independent and dependent variables. The above table basically shows that the relationships between dependent and independent variables are very strong. In the case of the first item the relation between the independent variable of alcoholic drinks advertisement ban and the dependent variable of marketing performance has strong correlation result i.e. (.681). Still, the Restriction on Alcoholic Drinks Distribution is strongly determining the marketing performance; the corresponding result between them is (.027). Moreover, the correlation result between Prohibition of Alcoholic Drinks Sponsorship and distribution and marketing performance of the company is very strong (.785) which means the Prohibition of Alcoholic Drinks has strong influence on the marketing performance. Therefore, there exist positive correlation result between independent variables and dependent variable.

Normality Test

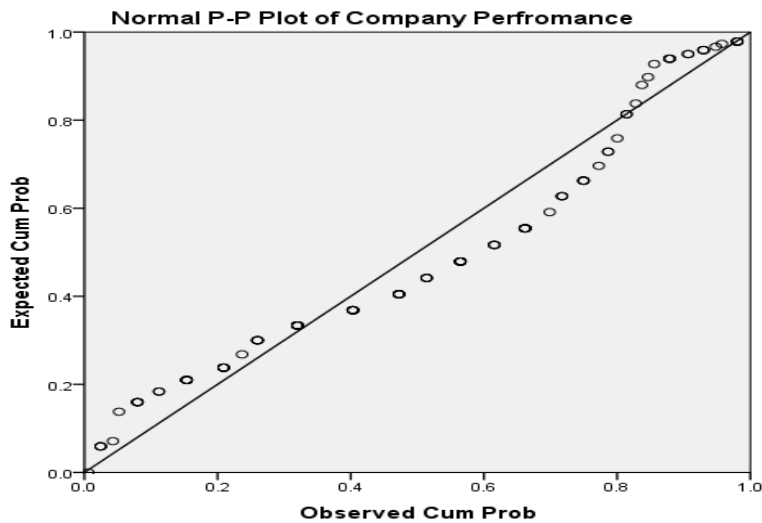
According to Landau and Everett (2004), considering the P-P plot diagram, when the points lie approximately on the reference line, the distribution is normal and the relationship between the independent and dependent variable is linear. As per the below figure shows, the distribution is normal meeting the requirements of the regression model. Hence, the result shows that the normal distribution of the estimated distribution parameter is 3.38 and this indicates there is normal relationship between dependent variable and independent variables.

Normal P-P plot showing normal distribution.

Estimated Distribution Parameters

		Company Performance
Normal Distribution	Location	3.38
	Scale	.530

The cases are unweighted.



Source: SPSS output (2020)

Multivariate

Multivariate regressions, according to Landau and Everett (2004), assume that the independent variables are not highly correlated with each other. Violations of linearity are extremely serious if the model accommodate nonlinear data, predictions are likely to be seriously in error,

especially when extrapolate beyond the range of the sample data. Nonlinearity is usually most evident in a plot of the observed versus predicted values or a plot of residuals versus predicted values, which are a part of standard regression output. The points should be symmetrically distributed around a diagonal line in the former plot or a horizontal line in the latter plot. Accordingly, we can conclude that there is healthy or positive relationship between independent variables against dependent variable.

4.4. Regression Analysis

Multivariate analysis: using multiple linear regressions to look at the relationship between several predictors and one dependent variable. We looked at the relationship between one dependent and several independent variables. In multiple linear regressions, we look at the relationship between one ‘effect’ variable, called the dependent variable, and one or more predictors, also called independent variables. Regression analysis allows us to do a number of things. Firstly, we can look at how well all our predictor variables together predict the outcome variable. R square will give us a statistic (between 0 and 1) that will tell us that. Secondly, we can look at the relationship between each of our predictors separately and the outcome variable. For each predictor we can calculate a relationship that takes into account the effect of all the other independent variables. Beta gives us the amount the dependent variable changes by if our predictor goes up by 1. Beta is a standardized version that allows us to compare which of our predictors has the strongest relationship with the outcome variable. The significance of the Relationship is also calculated. In multiple linear regressions, the independent variables can be continuous, ordinal or nominal (if we use dummy variables).

4.5. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.86 ^a	.82	.80	.27
2	.91 ^a	.82	.84	.21
3	.870 ^a	.76	.75	.26
4	.911 ^a	.83	.82	.31

a. Predictors: (Constant), Alcoholic Drinks Advertising ban, Restriction on Alcoholic Drinks promotion and Prohibition of Alcoholic Drinks Sponsorship and distribution and distribution.

The above table model number 1 demonstrates that the R value was 0.53. This value is a Pearson correlation coefficient between all independent variables and the dependent variable. The overall strength of the relationship between the set of independent and the dependent variables is reflected by this multiple R statistic. The coefficient of determination or R value provides an indication of the proportion of variance in the dependent variable that is accounted for by the set of independents This R squared (R^2 was 0.83 or 83%). The above regression analysis on marketing performance based on Alcoholic Drinks Advertising ban presented by the model summary of determination (R-squared) and the proportionate amount of significance in the response of dependent variable (marketing performance) which is influenced by the independent variable (Alcoholic Drinks Advertising Ban).

Model number 2 of the above table shows a correlation test of the dependent and independent variable was run to examine whether the marketing performance are affected by the independent variables the Restriction on Alcoholic Drinks Distribution. As mentioned before, the Pearson correlation matrix is essential for investigating the relationship between two or more variables where one of the variables is the dependent variable and the other variables are independent variables. The correlation results as shown above in table of the appendix, from the independent variables were found to be statistically significant correlated with marketing performance, the above regression analysis of marketing performance based on the Restriction on Alcoholic Drinks Distribution presented by the model summer of determination (R-squared) and the proportionate amount of significance in the response of dependent variable (marketing performance) which is influenced by the independent variable (Restriction on Alcoholic Drinks Distribution) in the linear regression model is 84% ($R = .84$) which means respondents claimed that the Restriction on Alcoholic Drinks Distribution determines the company profile. This initially confirms that both independent variables are strong determinants for dependent variable.

The above table model number 3 shows regression analysis on marketing performance based on Prohibition of Alcoholic Drinks Sponsorship and distribution presented by the model summer of determination (R-squared) and the proportionate amount of significance in the response of dependent variable (marketing performance) which is influenced by the independent variable (Prohibition of Alcoholic Drinks Sponsorship and distribution) in the linear regression model is

75% ($R = .75$) which means respondents claimed that Prohibition of Alcoholic Drinks Sponsorship and distribution has significant influence on the marketing performance.

4.6. ANOVAa of Model Summary of Results

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	24.120	1	24.120		.000 ^b
Residual	5.942	106	.056		
Regression	25.315	1	25.315		.000 ^b
Residual	4.746	106	.045		
Regression	22.743	1	22.743		.000 ^b
Residual	7.319	106	.069		
Regression	48.709	1	16.236		
Residual	9.987	106	0.96	69.27	.000 ^b
Total	30.062	107			
<i>a. Dependent Variable: Marketing performance</i>					
<i>b. Predictors: (Constant), 1. Alcoholic Drinks Advertising ban, 2. Restriction on Alcoholic Drinks promotion and 3. Prohibition of Alcoholic Drinks Sponsorship and distribution and distribution.</i>					

The above table narrated the regression analysis of marketing performance based on Alcoholic Drinks Advertising Ban. Then, large number of respondents said that Alcoholic Drinks Advertisement ban has strong impact on marketing performance. This explained by ANOVA table, it has been determined that $F = 70\%$ (69.27) in this case, the significant F value, while the p-value was 0.00 which was less than 0.05 levels of significance. Hence, the result depicted that issue of marketing performance can be determined by the Alcoholic Drinks Advertising ban.

This table uses both the p-value and the F-test to accept or reject that the independent variables has predictive power over the dependent variable. The F-value above is the ratio of the explained or regression variance to the unexplained or error variance, while the p-value represents the probability that, if F value is insignificant, it would be detected that a statistic that diverges by coincidental from the factor being tested, by a greater degree than is observed. Accordingly, the

significant F value was higher than one ($F = 70\%$), while the p-value was 0.00 which was less than 0.05 levels of significance.

This finding indicated that a significant relationship exists between the weighted linear composite of the independent variables, as specified by the model and the dependent variable; a marketing performance is strongly affected by the dependent variables (Restriction on Alcoholic Drinks Distribution). This explained by ANOVA table, it has been determined that $F = 70\%$ (69.7) in this case, the significant F value was higher than one ($F = 69.27$), while the p-value was 0.00 which was less than 0.05 levels of significance.

This table of model uses both the p-value and the F-test to accept or reject that the independent variables has predictive power over the dependent variable. The F-value above is the ratio of the explained or regression variance to the unexplained or error variance, while the p-value represents the probability that, if F value is insignificant, it would be detected that an indicator that deviates by coincidental from the factor being tested, by a greater degree than is observed. Accordingly, the significant F value was higher than one ($F = 69.27$), while the p-value was 0.00 which was less than 0.05 levels of significance. This finding indicated that a significant relationship exists between the weighted linear composite of the independent variables, as specified by the model summery and the independent variable of Prohibition of Alcoholic Drinks Sponsorship and distribution has strong effect on the marketing performance. If this F-value was not statistically significant (less than 1) it could not be possible to proceed with further analysis because this would indicate that the prediction of the criterion variable by the model occurs purely by chance. Therefore, the model applied is significantly good enough in predicting the outcome variable.

4.7. Regression Equation

Multivariate analysis: using multiple linear regressions to look at the relationship between several predictors and one dependent variable. We looked at the positive relationship between one dependent variable (marketing performance) and several independent variables like Restriction on Alcoholic Drinks Distribution, Alcoholic Drinks Advertising Ban, and Prohibition of Alcoholic Drinks Sponsorship and distribution.

To summarize the above results based on regression analysis, the equation is defined as follows:

$$Y = A + \beta x_1 + \beta x_2 + \beta x_3$$

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.088	.891		2.342	.021
Alcoholic Drinks Advertising ban	.071	.218	.035	.326	.745
Restriction on Alcoholic Drinks promotion	.179	.198	.100	.904	.368
Prohibition of Alcoholic Drinks Sponsorship and distribution	.035	.186	.019	.188	.851

a. Dependent Variable: Marketing Performance

$$Y = A + \beta x_1 + \beta x_2 + \beta x_3$$

Where,

Y= Marketing Performance of the company

A= Constant un-standardized coefficient

βx_1 = Alcoholic Drinks Advertising Ban

βx_2 = Restriction on Alcoholic Drinks Distribution

βx_3 = Prohibition of Alcoholic Drinks Sponsorship and distribution

CP= coefficient result

Therefore,

$$CP = 2.088A + .035P + .100SD + .019Q$$

$$CP = 2.242/4$$

$$CP = 0.56$$

$$CP = 56\%$$

The above coefficient result table shows that there is a positive direct relationship between marketing performance against the Restriction on Alcoholic Drinks Distribution, Alcoholic Drinks Advertising Ban, Prohibition of Alcoholic Drinks Sponsorship and distribution, since the overall coefficient result of (Beta=0.56, Sig. =0.0>0.5). Therefore, the result shows that the Beta is 56% then majority of respondents believed and confirmed that independent variables like the Restriction on Alcoholic Drinks Distribution, Alcoholic Drinks Advertising Ban and Prohibition of Alcoholic Drinks Sponsorship and distribution have strong impact or effect on marketing performance.

CHAPTER FIVE

5. Findings and Summary of the Study, Conclusion and Recommendations

5.1 Findings and Summary of the Study

The following findings and summary are based the study topic of: *Effect of Alcoholic Drink Advertising and Promotion Ban on Performance: The Case of St. George Brewery*. Based on the outcome of analysis and interpretations the following are the major findings and summary of the study.

The overall strength of the relationship between the independent and the dependent variables is reflected by this multiple R statistic. The coefficient of finding or R value provides an indication of the quotient of discrepancy in the dependent covariant that is informing for by the set of independents This R squared.

The regression analysis on marketing performance based on Alcoholic Drinks Advertising ban presented by the model summary of determination and the equivalent extent of significance in the response of dependent variable which is predisposed by the independent variable. A correlation test of the dependent and independent variable was run to examine whether the marketing performance are affected by the independent variables the Restriction on Alcoholic Drinks Distribution.

The Pearson correlation background is vital for examining the relation between two or more variables where one of the variables is the dependent covariant and another covariant are independent variables. The correlation results as shown above in table of the appendix, from the independent variables were found to be data point significant correlated with marketing performance, the above regression analysis of marketing performance based on the Restriction on Alcoholic Drinks Distribution presented by the model summary of determination and the proportionate amount of significance in the response of dependent variable which is predisposed by the independent variant in the linear regression model is 84% which means respondents claimed that the Restriction on Alcoholic Drinks Distribution determines the company profile.

The regression analysis on marketing performance based on Prohibition of Alcoholic Drinks Sponsorship and distribution presented by the model summer of determination and the proportionate amount of significance in the response of dependent variable which is influenced by the independent covariant in the linear regression model is 75% which means respondents claimed that Prohibition of Alcoholic Drinks Sponsorship and distribution has significant influence on the marketing performance.

This finding indicated that a significant relationship subsists between the weighted linear whole of the independent variables, as specified by the hypothesis and the dependent variable; a marketing performance is strongly affected by the dependent variables. This finding indicated that a significant relationship subsists between the weighted linear whole of the independent variables, as specified by the model summery and the independent variable of Prohibition of Alcoholic Drinks Sponsorship and distribution has strong effect on the marketing performance.

The model practice is significantly adequate in anticipate the outcome of the variable. Anova one analysis uses both the p-value and the F-test to accept or reject that the independent variables has predictive power over the dependent variable. This finding indicated that a significant relationship subsists between the leaden linear whole of the independent variables, as specified by the hypothesis and the dependent variable; a marketing performance is strongly affected by the dependent variables (Restriction on Alcoholic Drinks Distribution).

This explained by ANOVA table, it has been determined that $F = 65\%$ (65.4) in this case, the significant F value was higher than one ($F = 65.4$), whereas the p-value remained 0.00 which was less than 0.05 levels of impact. This table of model number 3 uses both the p-value and the F-test to accept or reject that the independent variables has predictive power over the dependent variable.

This finding indicated that a significant relationship subsists between the adjusted one-dimensional whole of the independent variables, as specified by the model summery and the independent variable of Prohibition of Alcoholic Drinks Sponsorship and distribution has strong effect on the marketing performance. If this F-value was not statistically significant (less than 1) it could not be possible to proceed with further analysis because this would indicate that the prediction point of reference of covariant by the model occurs purely by chance.

5.2 Conclusion of the Study

The target of Advertisement and promotion is to increase the demand and acceptability of a product as well as to make the product available to the potential consumer. Alcoholic drinks marketing strategies are targeted at establish attitudinal tendencies that lead nonusers to experiment with alcohol products and interpret their experience as positive and rewarding, nurture the perception that consumption of brewery products in general and in particular contexts (places, times) is normative, minimize concern about the potential risks associated with beer use, broadcasting the perception that there are "safe" beer options, and uplift beer users that possible risks are worth the benefits received from beer use. Marketing strategies promote both brand-specific and aggregate beer use.

The impression that some amount of beer use is desirable and normative is sent through image advertising and promotions that make beer products highly visible in public spaces—if not by their presence, then by substitute in the forms of brand trademarks, emblem, logos, and items associated with pre- recognized brand images (for example, adventure scenarios).In general all advertisement and promotions, which targeted on marketing, are targeted at benefit maximization through selling high amount of products.so loosing such marketing strategies mean a lot for brewery companies.

It's undeniable that despite its contribution to the societal wellbeing, alcohol advertisement and promotion ban has an enormous impact on alcohol producing companies. The new alcoholic drinks advertisement and promotion ban has adversely affected the market competition of the company. The major means through which companies reach and expand their customer's is advertisement and promotion.

So, the proclamation which bans advertisement and promotion break the main bridge which connects the producers with customers. Competitive environment is essential for trade growth. Advertising is essential in shifting market share and promoting growth of new market entrants and help to retain its customers.it is also the way to maintain brand customers. The ban has affected the company, to the minimum, to expand its customers.

According to the research finding, the ban has highly affected the advertisement and promotion

strategies of the company. So as to minimize its adversely impact, the company has maintained and strengthened its direct contacts with whole sellers and distributors for the purposes of selling products, and enhancing brand loyalty. It is also found that the adverse effect of the ban is not as much as estimated. This is mainly because the company is dependent on loyal customers, so compared with other competitive industries, the advertisement and promotion ban has little effect on Saint George Brewery.

But still since the company didn't launch new advertisement and promotion strategies, it failed to effectively avert the adversely impact of the ban. But since after the ban all brewery industries made a price change, some may be mentioned as a strategy to avert the effect of ban. Regarding the expenditure of the company, the research finding indicated that because of the proclamation, the company is not forced to expend extra money.

Rather the expenditures which are spent on advertisement, proclamation, and sponsorship are cut down. The data gathered through different methods also indicated that, the company, didn't introduce a new advertisement and promotion strategies. So it's not forced to spend extra money.

The only mechanism through which the company is trying to avert the effects of the ban is to expand its happy hour promotion strategy. In this regard together with the ban, failure to implement new advertisement and promotion strategies, contributed a lot for the reduction of selling.

Despite the reduction on amount of sell and reduction of profit, the company did not reduce its corporate social contributions. Instead from the research finding, the researcher concluded that the company found corporate social contribution a good means of promotion. As a result, it already developed a strategic plan to do so. It's a good move.

5.3 Recommendations

- So as to reduce the adversely impact of the ban, it is better to improve 'on-pack' advertising. Packs are important means of advertising for the industry and they employ attractive imagery such as logos, brand names, colors, etc. on the pack for the same. Plain, standardized beer packaging shall be implemented by the brewery companies. This must be supported with graphic health warnings on the pack.

- Despite existing alcoholic drinks advertisement and promotion ban proclamation, brewery industries like St. George Brewery should circumvent the laws to promote their products by employing innovative advertising and promotional strategies and at times, cautious marketing strategies.
- Alternate alcohol advertising and promotion such as, brand expanding, social accountability actions, promotion through films and new media outlets such as internet and social media platforms; discounts or happy hour offers, distribution of products to retailers;
- Launching a new advertisement and promotion strategies including door to door advertisement helps the brewery effectively to the large customers.
- Even, St. George brewery on the other hand should have to use the social media to reach its customers with organized advertisement activities. This gives a chance to the company to retain its brand in the minds of its customers.
- Conveying upgraded beer selling promotions particularly such as multiple-packs (buy one, get one free) and providing discounted vouchers. These promotional activities have special appeal to customer's interested company's beer products. This is good to attract low income customers and is more cost-effective promotions such as discount buy-one-get-one-free schemes may be especially attractive to them. Reach customers specially the youth through selling coupons via email. Coupons are easily accessible to youths through direct-mail promotions.
- Attractive specialty items—such as caps, calendars, T-shirts, and sporting goods—shall be distributed by the St. George brewery through the door to door and at promotional events this helps to enter the consumer's realm that might be serves as a resolution to additional methods of advertising. The ubiquity of such specialty items conveys the impression that beer use is the norm.
- It was also better if the company implement Promotional allowances strategies through which it can prepare a special reward for those wholesalers and retailers who sold out more. Through this form of promotion, companies can also pay vendors for layer space, engage in cooperative advertising with retailers, and offer trade promotions to wholesalers, etc. Retailers shall also reward for stocking the company's product.

- Since the advertisement and promotion ban has ratified just before a year, its adversely impact may not be that much visible at this time. Even the selling amount of the company may not reduce that much within a year. Because the advertisements and the promotions carried out before the ban may still active and contribute a lot to maintain the already loyal customers of the brand.
- But since the brewery companies are now increased from year to year, if not introduced a new advertisement and promotion ban, Saint George brewery may face a stark competition and a sever challenge too. As a result of such trade incentives, St. George beer products was displayed prominently where consumers of the beers can see them.
- Self-service displays can also be an important source of St. George beer products for consumers. In this way the brand of the company can be commonly displayed near checkout counters, and around items such as daily consumptions like food. This was helpful because in addition to catching the eye of a potential buyer who may not consciously be in the market for the beer products of the company, the setting of beer with other supplies bears indirect relationship meanings.

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Appendix

Annex 1

Data Collection Instruments

Informed Consent Form

Advertisement is very crucial for a company involved in alcoholic beverages production. I want to find a way to learn about the Effect of Alcoholic Drinks Advertisement and Promotion Ban on Performance: The case of St. George Brewery and put a recommendation in this research. I believe that you can help me what you know about the issue.

This research will involve your participation in an interview that will take about not more than 1:30hour. Taking part in this research is entirely voluntary. At any time of the interview process, you can stop if you feel unease about it. At the beginning and end of the interview you were briefed about the research.

The interview was tape recorded; however, your name will not be recorded on the tape. All of your information and interview responses were kept confidential. The researcher will not share your individual responses with anyone other than the research supervisor.

N.B, if you have any questions or concerns please contact the researcher or my supervisor
.....

By signing below, I acknowledge that I have understood and agreed the above information. I am aware that I can discontinue my participation in the study at any time.

Participant signature: _____ **Date:** _____

Annex 2

**ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
(DISTANCE PROGRAM)**

Key Informant Interview (KII)

Dear, Sir/Madam,

My name is Marta Tilahun. I am currently attending my MA in Marketing Management at Addis Ababa University, College of Business and Economics; School of Commerce. I am conducting a thesis on Effect of Alcoholic Drinks Advertisement and Promotion Ban on Performance: The case of St. George Brewery.

The purpose of this structured interview is to collect information about the Effect of Alcoholic Drinks Advertisement and Promotion Ban on Performance: The case of St. George Brewery.

Respondents were administration and marketing personnel and employees of the company. You are encouraged to respond for every question asked. If you feel unease at any time of the interview you can stop. Thank you for taking part in this research.

Interview Questions

1. Can you tell me about your position at the company?
2. What kind of influences faced by your company after the alcohol advertisement and promotion ban?
3. What are the direct / indirect impacts of banning alcohol advertising and promotion on your company?
4. What kind of strategies did your company used to tackle the challenges of alcohol advertising ban?
5. How do you explain company's performance after the alcohol advertisement and promotion ban?

Annex 3

**ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
(DISTANCE PROGRAM)**

Research Questionnaire

CONSENT FORM

Dear respondents:

My name is Marta Tilahun. I am currently attending my MA in Marketing Management at Addis Ababa University, College of Business and Economics; School of Commerce. I am conducting a thesis on Effect of Alcoholic Drinks Advertisement and Promotion Ban on Performance: The case of St. George Brewery. This questionnaire is designed to collect data on Marketing Strategies in relation to customer satisfaction of St George in Addis Ababa market. I kindly ask you to give few minutes of your time to answer the questions. Your answers were handled strictly confidential and will exclusively be used for the purpose of this research.

Therefore, I request you to answer the questions as honest as possible, in order to contribute to the success of this research. If you would like further information about this study, or have problem in completing this questionnaire please contact me via

Thank you for your cooperation!!

Part-1: General information

Direction:

Please put a check mark (√) on the appropriate box

Part I: Personal

1. Respondent's Age:

20-29 30-39 40-49 50-59 > 60

2. Respondent's Gender: Male Female

4. Respondent's education level:

8 -12 Diploma/Certificate Bachelor MA/MSc PhD

The Second Section (*impact of alcohol advertising ban*)

Please check in the box which you believe describes to which degree the following statements are reflective on the assessment of impact of alcohol advertising ban: the case of St. George Brewery.

No	Alcoholic Drinks Advertising ban	Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
1	The company sees the advertisement ban as critical and as an obstacle for its marketing performance					
2	The proclamation hindered the company to expand its performance and reach its customers					
3	The new proclamation may have an adversely impact on the market competition of the company					
4	The advertisement and promotion ban has cut the expenditure of the company for advertisement					
5	The advertisement ban has forced the company to advertise and promote through social media					
6	The advertising and promotion ban has great impact on the company					
	Restriction on Alcoholic Drinks promotion					
7	After the ban the company employed new approaches to reach its customers.					

8	After the ban the company employed new promotion approaches to reach its customers.					
9	After the ban the company is forced to pay high for different advertisement strategies.					
10	Since the company is dependent on loyal customers, the promotion ban has no effect on the company					
11	The ban made price change on the product of the company					
12	The company effectively holds back the adverse impact of the ban.					
12	After the ban the company formulated new promotion strategies					
13	The new proclamation produces a negative impact on the annual income of the company					
Prohibition of Alcoholic Drinks Sponsorship and distribution						
14	The new proclamation negatively affects the profit margin of the company					
15	The new proclamation reduces the annual expense of the company					
16	After the ban, the company is expending extra costs to happy hour promotion mechanisms.					
17	The company maintains direct contacts with whole sellers and distributors for the purposes of selling products, enhancing brand loyalty.					
18	The company's expenditure minimized after advertisement and promotion ban					
19	The ban has reduced the selling amount of the company					
20	The proclamation hindered the company from the accomplishments of its social responsibility					
Marketing performance						
21	Currently there is marketing performance evaluations at the company					
22	Marketing Performance evaluation is well structured at the company					
23	The marketing evaluations system is always at place to measure performance.					
24	Performance evaluations provide the company with adequate feedback on marketing performance					

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መጠይቅ

የፈቃደኝነት ቅጽ

የተከበሩ ተሳታፊ

እኔ ማርታ ጥላሁን በአሁኑ ጊዜ በአዲስ አበባ ዩኒቨርሲቲ በቢዝነስና ኢኮኖሚክስ ኮሌጅ በንግድ ስራ ትምህርት ቤት በ «ማርኬቲንግ ማኔጅመንት» የሁለተኛ ድግሪ ተማሪ ስሆን ። የአዲሱ አዋጅ የአልኮል መጠጥ ማስታወቂያዎች መከልከል በቅዱስ ጊዮርጊስ ቢራ ፋብሪካ አፈፃፀም ላይ ያለውን ተፅእኖ የሚመለከት ጥናት እሰራለሁ። ጥያቄዎቹን ለመመለስ ጥቂት ደቂቃዎችን እንዲሰጡ በትህትና እጠይቃለሁ ። መልሶችዎ በጥብቅ በሚሰጡ የሚያዙ እና ለዚህ ጥናት ዓላማ ብቻ ጥቅም ላይ ይውላሉ ።

ስለዚህ ለዚህ ምርምር ስኬት የበኩለዎን አስተዋጽኦ ለማበርከት ጥያቄዎቹን በተቻለ መጠን በሐቀኝነት እንዲመልሱ እጠይቃለሁ ። ስለዚህ ጥናት ተጨማሪ መረጃ ከፈለጉ ወይም ይህን መጠይቅ በመሙላት ረገድ ችግር ካለ እባክዎን በ ያነጋግሩኝ ።

ለትብብርዎ አመሰግናለሁ!!

አጠቃላይ መረጃ

አቅጣጫ

እባክዎን (√ ወይንም X) ምልክት በተገቢው ሣጥን ላይ ያድርጉ

ክፍል I: የግል መረጃ

1. ዕድሜ: -

20-29 30-39 40-49 50-59 > 60

2. ልጅ- ወንድ ሴት

4. የተሳታፊው የትምህርት ደረጃ-

8 -12 ዲፕሎማ / የምስክር ወረቀት የመጀመሪያ ዲግሪ MA / MSC PhD

ክፍል II: (የአልኮል ማስታወቂያ እገዳ ተጽዕኖን የሚመለከት)

እባክዎን የሚከተሉትን መግለጫዎች የአልኮል መጠጥ ማስታወቂያ እገዳን ተፅዕኖን ለመገምገም የሚያስችለውን ያመለክታል ብለው የሚያምኑትን ሳጥን ውስጥ ምልክት ያድርጉ::

ተ. ቁ	የአልኮል መጠጦች ማስታወቂያ እገዳን በሚመለከት	ፊልም እስማማህሁ	እስማማህሁ	በትንሹ እስማማህሁ	አልስማማም	ፊልም አልስማማም
1	ከባንያው የማስታወቂያ እና የማስታወቂያ እገዳን እንደ ወሳኝ እና ለእድገቱ እንቅፋት ሆኖበታል፤					
2	አዋጁ ከባንያው ደንበኞቹን ለማርካትና እና ተደራሽ ለማድረግ እንቅፋት ሆኗል፤					
3	አዲሱ አዋጅ በከባንያው የገቢያ ውድድር ላይ አሉታዊ ተጽዕኖ አድርጓል፤					
4	አዋጁ ከባንያው ማህበራዊ ኃላፊነቱን እንዳያከናውን እንቅፋት ሆኗል					
5	የማስታወቂያ እገዳው ከባንያው በማህበራዊ ሚዲያዎች ማስታወቂያ እንዲያሰራጭ እና ለማስተዋወቅ አስገድዶታል፤					

6	የማስታወቂያ እና የማስታወቂያ እገዳው በኩባንያው ላይ ትልቅ ተጽዕኖ አሳራል፤					
የአልኮል መጠጦች ስርጭት ላይ እገዳን በሚመለከት						
7	ከእገዳው በኋላ ኩባንያው ወደ ደንበኞቹ ለመድረስ አዳዲስ ዘዴዎችን ተግባራዊ አድርጎታል፤					
8	ከእገዳው በኋላ ኩባንያው ለተለያዩ የማስታወቂያ ዘዴዎች ክፍተት ክፍያ እንዲከፍል ይገደዳል።					
9	እገዳው የኩባንያውን ሽያጭ መጠን ቀንሷል					
10	እገዳው በድርጅቱ ምርት ላይ የዋጋ ለውጥ አደረገ					
11	ኩባንያው እገዳው የሚያስከትለውን አሉታዊ ተፅዕኖ በተሳካ ሁኔታ ተቋቁሟል፤					
12	ከእገዳው በኋላ ኩባንያው አዲስ ማስታወቂያና ማስተዋወቂያ ዘዴዎችን ቀይሯል፤					
13	አዲሱ አዋጅ በኩባንያው ዓመታዊ ገቢ ላይ አሉታዊ ተፅዕኖ ያስከትላል					
የአልኮል መጠጦች ማስታወቂያ ክልከላን በሚመለከት						
14	አዲሱ አዋጅ የኩባንያውን ትርፍ ላይ አሉታዊ ተጽዕኖ ያሳድራል፤					
15	አዲሱ አዋጅ የኩባንያውን ዓመታዊ የማስታወቂያ ወጪ ይቀንሳል					
16	ከእገዳው በኋላ ኩባንያው የቅናሽ ሰዓት (ሃፒ አወር) ስልቶች ተጨማሪ ወጪዎችን እያወጣ ነው፤					
17	ኩባንያው የምርቶቹን ሽያጭ ለማሳደግ ከጠቅላላ ሻጮች እና አከፋፋዮች ጋር ቀጥተኛ ግንኙነቶችን ለማድረግ ተገዷል።					
18	የኩባንያው ወጪ ከማስታወቂያ እገዳ በኋላ ቀንሷል፤					
19	ኩባንያው ታማኝ ደንበኞች ስላሉት ፣ የማስታወቂያ					

	እገዳው በድርጅቱ ላይ ምንም ተጽዕኖ የለውም።፤					
20	የማስታወቂያ እገዳው የከባንያውን የማስታወቂያ የወጭ ወጪን ቀንሷል					
የሽያጭ (ማርኬቲንግ) አፈፃፀም						
21	በአሁኑ ወቅት በድርጅቱ ውስጥ የሽያጭ አፈፃፀም ግምገማዎች አሉ					
22	የሽያጭ አፈፃፀም ግምገማ በከባንያው በሚገባ የተዋቀረ ነው					
23	የሽያጭ ግምገማ ስርዓቱ አፈፃፀምን ለመለካት ሁል ጊዜ ዝግጁ ነው።					
24	የሽያጭ አፈፃፀም ግምገማዎች ከባንያውን አፈፃፀም ላይ በቂ ግብረመልስ ይሰጣቸዋል					