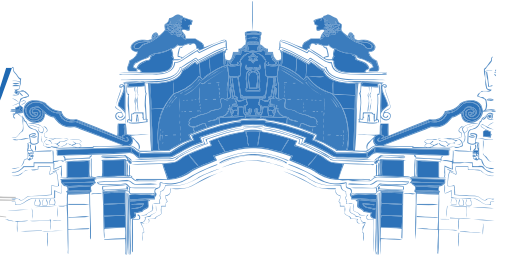




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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
MARKETING MANAGEMENT GRADUATE PROGRAM

***The Effect of Sales Promotion on sales volume: the case of
St. George Beer***

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June 2019
Addis Ababa

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

***The Effect of Sales Promotion on sales volume: the case of
St. George Beer***

***A Thesis Submitted to the School of Graduate Studies of Addis
Ababa University in Partial Fulfillment of the Requirement for the
Award of Masters of Art in Marketing Management***

June 2019
Addis Ababa

APPROVAL SHEET

Addis Ababa University, School of Commerce, Department of Marketing Management

The Effect of Sales Promotion on sales volume: the case of St. George Beer

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ACKNOWLEDGEMENTS

I would like to express my deepest gratefulness to my research project supervisor Dr. Hailemariam Kebede on his continual guidance and support to me during the course of this research project. I also wish to acknowledge my family, constantly provide me with their unconditional support.

I also would like to express my gratitude to my colleagues Dr. Jeilu Oumer and W/ro Tsehay Gebremedhin for their continuous encouragement and support during my study. All my friends, especially played great roles in accomplishing this thesis, I have no words to express my heartfelt thanks.

Last but not least, I would like to acknowledge all the participants of this study who gave their time and provided their valuable information. Moreover, my heartfelt thanks go to everyone that has contributed to this thesis directly or indirectly.

Thank You All!!

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Abstract

The purpose of this study was to examine the effect of sales promotion on sales volume of St. George Beer which is one of BGI Ethiopia Beer brands. The researcher found out various ways through which the company employed sales promotion to raise sales volume of its product, stimulate and arouse customers and dealers favorable behavior towards the company and its brand. This study showed the relationship between sales promotion effect and sales volume of St. George Beer. For the study, empirical data was gathered from 255 respondents using self-administered questionnaire and analyzed using correlation and regression analysis to examine the relationship between variables. The study also used mixed approach since both quantitative and qualitative data were gathered. The findings of the study revealed that all the independent variables influence the dependent variable, sales volume positively and significantly.

Based on the objective of the study, four hypotheses were formulated and tested and the result showed all were supported. The populations of the study were channel distributors of the company's product at large and selected employees of the company itself. Taro Yamane formula was used to determine the sample size. The researcher made use of both primary and secondary data, structured questionnaire and personal interviews were used to elicit data from the respondents. Simple tables and percentage were used to analyze the collected data. Based on the analysis, the sales promotion message of BGI Ethiopia influence sales of the product, and dealers confirmed that they sell more St. George Beer during promotional periods.

The researcher recommended that the company should maintain and improve its sales promotion campaign and more sales promotional activities should be integrated with other promotional tools. In conclusion, the promotional activities on St. George beer influence channel distributors/customers to sale more of the brand and hence the sales volume increases as well.

Keywords: Promotion, sales volume, sales promotion, promotion tools

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Marketers have since long tried to stimulate demand using various promotional tools like cash discounts (CDs), volume discounts (VDs) and freebies. However, Banerjee.S (2009) mentioned that recently there has been an increase in interest towards sales promotion from both executives and researchers. An understanding of how consumers respond to promotions are important in developing effective strategies, not only for sales promotions but also for other elements of the communications mix, which are closely associated (Strang, 1976).

Businesses in one way or another apply a combination of different promotional mix elements to achieve high performance. The promotion mix includes the tools like Advertising, Public Relations, Sales Promotion, Direct marketing and Personal Selling (Belch & Belch, 2009). These elements are included in the integrated marketing communications mix (IMC). Before companies can begin the communicational process towards the consumer, they need to define the promotional objectives. These are the objectives which determine a firm's promotional strategy, for example, increasing sales and improving brand recognition may require a different promotional mix. Sales promotion consists of a variety of incentive tools, mostly short term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales. Sales promotion is certainly one of the critical elements in marketing mix and toolkit for the marketers.

Sales promotion is one of the promotional tool elements and has become an effective marketing tool that assists organizations to survive in a global competitive environment. Hamidi, et.al, (2015) identifies modern marketing is more than just producing good products, suitable pricing and easy access to them.

Today attracting new customers has become so important in modern retailing in addition to loyal to them and efforts have been paying in that perspective as known, the cost of keeping consumers present is less than the cost of gaining new customers (Kotler, 1997). All businesses need to communicate to the consumer what they have to offer. Promotion refers to the motivational methods of getting the consumer to purchase the product. The basics of promotional strategy involve delivering the communicational message from the producer to the consumer. Companies must communicate with their present and potential customers, as well as internally and therefore makes it very important in the marketing process.

Sales promotion provides the incentive for consumers to purchase some specific products, and this incentive is different from the incentive provided by advertising with respect to the reasons to purchase

those specific products. The purpose of sales promotion is to attract new customers, maintain existing customers who are contemplating switching brands and give incentives to customers who are about to use competing products. Sales promotions vary depending on the situation and need, and they have an immediate effect on product purchases.

In the emerging business scenario, various promotional techniques are used by the marketer for influencing the purchase decision of their consumers. Sales promotion, a key element of promotional mix has been widely used to sustain competitive advantage, increase sales and stimulate consumer purchase decision, is becoming a valuable tool for marketers to influence purchase decision.

Unlike advertisement, sales promotion activities are organized and funded by the organization's own resources. Sales promotion is used most frequently in the area of consumer products. Sales promotion could either be directed at consumers or trade customers. To embark on any sales promotion, sales promotion programme must first be developed. This is then pre-tested and then implemented. When the promotion ends the results are evaluated or assessed.

Sales promotions are pre-tested on a limited basis in selected geographical areas. This is done to find out if the sales promotion tools are appropriate and of the right incentive size. Investigation of sales promotion could be done by checking on dealers stock-levels or interviewing a sample of consumers in the target market. However, the most popular method of evaluation is to compare sales before, during and after a promotion. Sales promotion supports other sales efforts and thus plays an important role in the total promotion mix; hence it must be used as well.

In line with this idea, as today's emerging breweries business practices in Ethiopia, it has been long time to observe sales promotion that have been prepared by private or government owned and share companies. A very high intention has been given by the researcher for newly reputable brand St. George Beer in Ethiopia. It is appropriate question to raise here as sales promotion tools are being viewed as an increasingly important element in the promotion of a company's product. Ethiopia's beer industry is currently comprised of six major breweries plants. These are Meta Abo, Heineken/ Ethiopia, Raya, BGI, Dashen and Habesha. These all brewery companies are currently involved in some sort of sales promotion activities. Brewery companies in particular apply different sales promotion strategies and tools to promote their products.

Currently sales promotion becomes vital in many business activities especially in industry like brewery. Studies also magnify the role of sales promotion in the future success of the business. Therefore, the management of brewery companies should formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favorable brand attitudes, gaining market share,

inducing purchase, building brand loyalty and increasing sales (Eyerusalem 2017). The motivation behind this study is the fact that the Ethiopian Beer industry is currently composed of strong brands which are in stiff competition with each other to take a larger share of the market by providing consumers with a wide range of brands to choose from. However, it has not been clear which factors of sales promotion have a strong influence on the customer's brand preference. Employing the concept of sales promotion to address their customers' needs will in turn increase the sales volume in this very competitive market. Currently breweries in Ethiopia are battling promotion war and spending millions of birr for advertising. However, strategies that do not contribute to a brand could lead to increase brand switching for consumers (Kuo, 2003).

Even though there is still a room for growth in Ethiopian beer market, in recent years the competitiveness in the industry has enormously increased after the privatization of government breweries. The privatization result in new brand development, high standards, quality and wide assortment. However, breweries compete in Addis Ababa beer market remains a challenge as well as a good chance for them to get better position in to the beer market.

1.2 Background of the Organization

Beer is the world's most widely consumed alcoholic beverage, and is the third-most popular drink overall after water and tea. It is thought by some to be the oldest fermented beverage (Arnold, 2005). As stated by researcher (2015), the beer market in Ethiopia is becoming increasingly competitive with the involvement of international companies and entry of new beer brands. The Ethiopian beer market is growing continuously. The main drivers for growth are a growing population, urbanization and rising incomes.

St. George Beer entered the Ethiopia market in 1922 by Belgian owners. Later it had German owners, before it was nationalized by the military regime. It is currently owned by BGI. BGI Ethiopia purchased the historic St. George Brewery and the iconic St. George Beer brand in 1998. After privatizing the St. George Brewery, BGI Ethiopia invested heavily on several renovation, modernization, and expansion projects to bring the old brewery, the quality of its products and the competency of its workforce to international standards.

St. George Brewery was nationalized and handed over to The Ministry of Finance in 1974 when the military junta "Dergue" came to power. In 1975, St. George Brewery's old maltery was revived to process locally sourced malt. Its expansion and modernization was completed in 1977, enabling it to satisfy its own malt needs and supply the surplus to other breweries. In addition to improving and modernizing its brewing methods, preparation of fresh yeast also started during this period, greatly improving the taste of St. George Beer. In the late 70's, the iconic brand name St. George Beer and the St. George logo was replaced with "Addis Beer", until it was revived again in the late 90's when BGI Ethiopia took over ownership. BGI

Ethiopia Limited Company was established as per the commercial code of Ethiopia in 1996 G.C. The primary objective of the company is to produce and distribute quality bottle and draught beer to local and foreign market.

BGI Brewery has three brands namely St. George, Amber and Castel with an annual production of 3.5M hectoliter attainable capacity and Addis Ababa plant has 1.4MHL capacity and producing three brands of products (Castel, St. George and Amber beer) both in draft and bottle. The demand for beer is projected to grow by 15% annually. In Addis Ababa, there are 6 distribution territories to cover all parts of the city from both directions of the capital city. Currently BGI Ethiopia is facing a strong competition from international brands and successful international companies like Heineken and Diageo. Implementing effective sales promotion is very important for achieving competitiveness through competitive advantage.

On the other hand, BGI Ethiopia inaugurated its first brewery located in Kombolcha in the year 1998. In the same year; the company acquired St. George Brewery, the first and oldest brewery in the country from Ethiopian Privatization & Public Enterprises Supervising Agency in the same year. In order to satisfy local market needs, BGI Ethiopia introduced high gravity brewing process and inaugurated the new bottling line at the St. George Brewery in 2006. However, the demand for beer has shown significant growth over recent years. Recognizing capacity limitation to address the demand, BGI inaugurated (2011) the third brewery in Hawassa, as a careful strategically move to reach the southern parts of the country. Since more than 40% of total sales are in Addis Ababa, the gap is covered from the two factories Kombolcha and Hawassa. However, BGI Ethiopia is facing an intense competition from competitors these days and this paper was conducted to redirect the company's attention to the sales promotion practice as a vital activity and will try to examine the effect of sales promotion practice to sales volume.

Source: From internet and Research Paper by Messele Haile (2017)

1.3 Problem Statement

It is undeniable fact that all firms or companies over the world aiming at maximizing profits or to stay in active business. They also aspire increasing their sales volume using prominent promotional tools. Several studies have been conducted pertaining to the effect of sales promotional tools on brand awareness, brand image, brand loyalty, consumer purchase intentions and consumer purchase behaviors and so on. But there has not been so far any research which has investigated effect of sales promotion on sales volume in the case of St. George Beer with special reference to selected four promotional tools: price discount, premiums, under the crown prize and point of sales materials. (By checking previous theses studied some years back). As Shamout, (2016) mentioned in his article that some researchers have different views that promotion is an expensive tool and it may affect negatively on retailers profits (Walters and Mackenzie, 1988). Additionally, Martinez and Montaner (2006) indicated that there are

some factors can induce customers to buy more or less, depends on their economic and hedonistic situation as well as their characteristics. This study was cleared out to some extent such contradictory thoughts of sales promotions effects on sales volume. Hence, the researcher believed that this paper added value in terms of narrowing the gap in stated sector by showing the effects.

Recently sales promotions were aggressively used by breweries due to high competitions. Thus, the study relating to sales volume will not be completed without looking into the aspects of promotion tools. Therefore, all these aspects have been covered in this study. The research also filled the research gap created by the limited scope of previous research on addressing the effect of sales promotion tools on sales volume in the context of St. George Beer.

The study also aimed to find out to what extent the selected sales promotional tools (price discount, premiums, under the crown prize and point of sales materials) practiced by BGI Ethiopia effected sales volume of BGI Ethiopia and the channel distributors/resellers of St. George Beer.

1.4 Research Questions

In order to better analyze the research aspects and reach the research objectives, following research question has been developed. The general research question of the study would be; do the sales promotions have significant effect on sales volume? Moreover, the study poised to explore the following sub research questions.

1. Does premium affect sales volume of St. George Beer?
2. Does price discount affect sales volume of St. George Beer?
3. Does crown prize affect sales volume of St. George Beer?
4. Does point of sales materials affect sales volume of St. George Beer?

1.5 Research Objectives

1.5.1 General Objective

The general objective of this research is to examine the effect of sales promotion on sales volume with reference to St. George Beer.

1.5.2 Specific Objectives

-) To identify the effect of premium on sales volume of St. George Beer.
-) To identify the effect of price discount on sales volume of St. George Beer.
-) To identify the effect of under the crown prize on sales volume of St. George Beer.
-) To identify the effect of point of sales materials on sales volume of St. George Beer.

1.6 Significance of the study

The study will find out the effect of sales promotion dimensions on sales volume in the context of St. George Beer. It would be also significant to understand the influence of the sales promotions on the company's and reseller's sales volume. The study would also identify the relevant short-term sales promotion that would have greater effect on increasing sales volume. The outcome of this study would be relevant to different similar companies to determine the various factors that influence the sales volume and adjust their sale promotion strategies accordingly. It would also help the firms to utilize their resources in optimum way and increase sales volume.

Furthermore, the study investigates the effects of four sales promotional instruments on sales volume. Regardless for a number of researches previously done on the issue, it will contribute its own part for reference for those who are interested to study in depth. The result of this study will also help the company to analyze its sales promotion in order to meet the planned sales volume by creating a better understanding on the sales promotion.

1.7 Scope of the study

The scope of this study was limited only on four promotional tools such as crown prize, price discount, point of sale materials and premiums influencing sales volume with special reference to St. George Beer. The specific product selected for this study was St. George Beer, though the company was producing other brands. Among the various popular sales promotion tools namely; free sample, coupons, free gift, buy one get one free, exchange scheme and others, this study assessed the effect of crown prize, price discount, point of sale materials and premium sales promotions tools only, as their effect on sales volume. The study used mixed approach since quantitative and qualitative data were included. The data collection focuses on St. George Beer supplier as well as resellers of the brand found in selected sub cities of Addis Ababa. The geographical scope of the study was Arada and Addis ketema sub cities of Addis Ababa City Administration.

1.8 Limitations of the study

It is a predictable fact that it is not possible to conduct a study without any limitation and challenges. In any study, the success or failure depend largely on methods or ways of collecting data and how intelligently one is able to present and analyzed these data collected. Another problem encountered was lack of adequate empirical literature on the subject matter. The exercise also consumed much money and time; the reasons for this were due to short time pace and financial limitations that caused excluding all company's products other than St. George Beer in this study. The study also constrained in St. George Brewery despite many Brewery industries existed in the country.

Moreover, the absence of adequate studies and organized data especially empirical literatures, both qualitative and quantitative data regarding the study variables, and less access to some information which would be useful to lay a more relevant factual base for the study. In addition, the study was pertaining for selected promotional activities only even though there were additional facets in promotional mix which were left out here. The questionnaire to collect data was made by the researcher which looked-for to be revised in terms of reliability and validity. In addition, end users/ consumers were not participated in the study.

1.9 Operational definition of terms

- J Sales promotions: are short-term incentives to encourage trial or usage of a product or service (Lane.K, and Keller, 2013).
- J Promotion: the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or to promote an idea (Belch. G and Belch. M, 2003).
- J Hedonic benefit: are non instrumental, experiential, and affective; they are appreciated for their own sake, without further regard to their practical purpose (Chandon et al., 2000).
- J Monetary promotions: refer to monetary incentives, such as coupons, rebates, and discounts (Chandon et al., 2000).
- J Sales Volume: This is used to measure the amount, usually in cartoons/crates, etc, of the product being sold at a given point in time.
- J Sales: This is a process of selling something such as a product, ideas or services. It also covers the number of goods or services sold at a given point in time (Arowomole, 2001, 17-25).

1.10 Organization of the study

The study is organized in five chapters. Chapter one described the introductory part of the study; includes background of the study, aim of the study, problem statement, research questions and significance of the study. Chapter two discussed literature review of the research consists of theoretical and empirical review of the study on sales promotion, types of sales promotion, effect of sales promotions and conceptual frame work. Chapter three included the methodology that was used for the research which comprised of research methods, research approach, design, sampling technique, data analysis method, validity and reliability of the research questions, and ethical considerations. Data analysis and interpretation of the research result found by using the appropriate instrument for the methodology selected were dealt in chapter four. The fifth chapter covered the results of discussion, conclusion and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2. Introduction

This part of the paper tried to realize relevant research literature to be reviewed. The chapter is divided into three sections. In the first section, a brief review will be made on theoretical framework of the study. In the second section, a brief review will be made on the empirical literature and in the third section, conceptual framework will be reviewed.

2.1. Theoretical Review

Sales promotion has been considered as most stimulating technique of promotion for influencing the purchase decision (Balaghar.A, et.al, 2012). It is a valuable tool for manufacturers as well as retailer. A survey by Cox Direct (1998) on promotional practices suggested that many companies spend as much as 75% on sales promotion and 25% on advertising of their total promotional budget (Meo. A, Abbas. D, Sajjad. N, and Rizwan. M, 2014).

2.1.1 Objectives of Sales Promotion

The most important objective of sales promotion is stated by Pembis.S, et.al (2017) as to bring about a change in the demand prototype of products and services. Essentially, sales promotion has three precise objectives. First, it is meant to give significant marketing information to the prospective buyers. The second objective is to induce and influence the potential buyers through convincing measures. Thirdly, sales promotion is meant to operate as an influential tool of competition.

All the above mentioned sales promotion objective thereby expected to increase sales volume of a firm. While some researchers believe that sales promotion dimensions have positive effect on sales volume (Ailawadi, 2001; Ailawadi & Neslin 1998; Oyedapo et al, 2012; Odunlami & Ogunsiji, 2011; Bamiduro, 2001). Bamiduro (2001) confirm that there is a positive significant relationship between sales promotion dimensions and sales volume of the beverage industry. Moreover, Wayne, (2002) found a link between sales promotion dimensions and product trial which eventually lead to increase in sales volume. Pauwels et al, (2002) also discovered that sales promotion dimensions have permanent effect on sales volume.

2.1.2 Concept of Sales Promotion

Manufacturers often utilize sales promotions to boost sales and influence consumers' purchase behavior (M. Chaudhuri et.al, cited from Neslin, 2002). The power of sales promotion influencing sales and customer's patronage has been acknowledged in the literature of marketing and sales management. Sales promotion consists of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of a particular product by consumers or the trade (Kotler 2003).

Sales promotion is action-focused marketing events whose purpose is to have a direct impact on the behavior of the firm's consumers. There are three major types of sales promotion: consumer promotion, retailer promotion, and trade promotion (A.Balaghar.et.al, 2012). In recent years, there has been an increase in competition among companies in various industrial sectors. In today's competitive scenario, the goal of the organizations are brand awareness, product loyalty and corporate image to enhance and improve sales. A business cannot survive if its products do not sell in the market. Thus, all marketing activities are undertaken to increase sales. Producers may spend a lot on advertising and personal selling; still the product may not sell. So incentives need to be offered to attract customers to buy the product. Thus, sales promotion is vital to enlarge the sale of any product since every businessman wishes to increase the volume of sales. In today's business world, customers are considered to be kings (P.Kotler, et al., 2010). Thus to stay competitive, the producers must meet the needs of customers. One of the marketing tools that are used in attracting the attention of the customer is sales promotion whereby various promotional techniques are used by the marketer (Beri, 2006). Sales promotions refer to any extra incentive manufacturers, retailers, and even not-for-profit organizations that could serve to change a brand's perceived price or value temporarily (Shimp, 2010). Furthermore, Asael, (1987) explained that manufacturer can use four methods to measure sales promotion effectiveness, three of them are sales data should be examined before, during and after promotion.

It is agreed that persuasive messages are a major medium through which companies convey information about their brands, that they create a catalyst effect in boosting sales volume, that they have consistently affected the buying decisions as consumers, that they enhance cross cultural exchange, and that they contribute to modern civilization, then the investigation of persuasive messages in relation to business merits attention (Cheung. M, 2009). Sales promotion unlike the other promotional mix provides quick response from customers and potential customers. It is mostly for a short duration, for a specific period leading to a sense of urgency in consumers to buy now, since the sales promotion is not forever. This however creates an immediate positive impact on sales.

2.1.3 Sales Promotion versus Promotion

A study on sales promotion and sales demonstrated that most people think that sales promotion is the same as promotion. But this is not true. While promotion is a general term used to describe all marketing activities that create product and company activities and persuade the market to buy the enterprise goods and services, sales promotion is only a subset of the general promotional mix of marketing activities. The other promotional tools are advertising, personal selling, publicity, and public relations (Inyanga, 1998, cited by Iqbal. N,et.al, 2013).

Promotion is also a vital tool that helps the marketer to achieve their sales target and increase the company's profit (Wong Ai Jean & Rashad Yazdanifard, 2015). For instance, general promotion is described as the activity, which is aimed to communicate and improve the relationship between the product's brand, services and consumers (Blattberg & Neslin, 1990). Conversely, Kotler (1988) has defined sales promotion as a diverse collection of incentive tool, mostly short-term, designed to stimulate quicker and greater purchase of particular products/services by consumers. In other words, sales promotion has emphasized on the short term, stronger stimuli and the motivational strategy to increase the purchasing behavior and to encourage the consumer to switch from competing brands. Sales promotion offers an incentive to buy, whereas advertising offers a reason to buy (Kotler et.al 2009). Sales promotion moves the product towards the buyer, while advertisement moves the buyer towards the product.

Sales promotion is basically a marketing technique employed to maximize and increase sales within a period of time. Kotler, (2009) defines sales promotion as a key ingredient in marketing campaigns consisting of a diverse collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

Accordingly, sales promotion is the offering of an incentive to make people act. By its very nature, it is designed to encourage buyers to act immediately before it is too late. It has the function of acceleration being designed to increase the volume of sales by directly influencing the decision-making process and influencing the speed of decision.

Sales promotion offers buyers additional value, as an inducement to generate an immediate sale. These inducements can be targeted at customers, distributors, agents and members of the sales force. Sales promotion is traditionally referred to as below-the-line communication because unlike advertising, there are no commission payments from the media owners with this marketing communication tool. The promotional costs are borne directly by the organization initiating the activity, which in most cases is a manufacturer, producer or service provider.

Research conducted by Pembis & et.al., (2017) revealed that sales promotion is a marketing strategies that is designed to attract a customer to take a specific action such as creating a purchase that usually occur for adequate period of time to create a sense of necessity. In other word, sales promotion is promotional activities other than personal selling, advertising, publicity/public relation, and direct marketing that stimulate interest, trial, or purchase by end users (final consumers).

2.1.4 Tools of Sales Promotion

The parameters or dimensions of sales promotion which are identified by Blattberg & Neslin, (1990) are follows:

1. Coupons: coupons are paper offers that are available in magazines and newspapers, may be downloaded from the internet, or are available at the point-of-purchase and entitle the recipient to a reduction in price for a product or service.
2. Premiums: premiums are merchandise items or services. They include free goods and services such as a free extra item of the product being purchased (two for one premium, or 'buy one get one free') or the premium might be money off another purchase.
3. Bonus packs: bonus packs are offered by the manufacturer that provide additional product at the regular price in an enhanced package.
4. Free sample: offers consumers discounts or free product rewards for repeat purchase or patronage of the same product or company.
5. Price discount: offers a consumer cents or even naira off merchandise at the point-of-purchase through specially marked packages.

Coupons, Bonus packs and Price discount are categorized under Price Promotions where as Premiums and Free samples are categorized under non Price Promotions. Oladele. O.P, et.al. (2014) analyzed and cited from Fam.et.al (2008), sales promotion can be divided into two groups: value-increasing and value adding promotions. Value-increasing promotions popularly used by retailers are price deals, coupons, and refund. Value-adding promotions include free gifts, samples, loyalty schemes, etc. The other very important 12 techniques of sales promotion explained by Kotler, P. et al., (1999) are as follows:

1. Rebate: under this scheme, in order to clear the excess stock, products are offered at some reduced price.
2. Discount: under this method, the customers are offered products on less than the listed price.
3. Refunds: under this technique, some part of the price of an article is refunded to the customer on showing proof of purchase.
4. Product Combination: under this scheme, along with the main product some other product is offered to the customer as a gift.
5. Quantity Gift: under this method, some extra quantity of the main product is passed on as a gift to the customers.
6. Instant Draw and Assigned Gift: under this method, a customer is asked to scratch a card on the purchase of a product and the name of the product is inscribed thereupon which is immediately offered to the customer as a gift.

7. Lucky Draw: under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots. While purchasing the product, the customers are given a coupon with a specific number printed on it. On the basis of this number alone, the buyer claims to have won the gift.

8. Usable Benefits: under this method, coupons are distributed among the consumers on behalf of the producer. Coupon is a kind of certificate telling that the product mentioned therein can be obtained at special discount. It means that if a customer has a coupon of some product, he will get the discount mentioned therein whenever he buys it. Possession of a coupon motivates the consumer to buy the product, even when he has no need of it.

9. Samples or Sampling: under this method, the producer distributes free samples of his product among the consumers. Sales representatives distribute these samples from door-to-door.

10. Contests: Some producers organize contests with a view to popularizing their products. Attractive prizes are given to the winners of the contest. Such contests can be organized in different ways.

11. Point-of-sale materials: point-of-sale materials will be made available to channel members either free of charge or at reduced cost. This benefits the trade in that they are in a position to obtain display material at limited or no cost to themselves. They are, thus, more likely to push the supplier's products in favour of competing products.

12. Buy one get one free: according to Sinha & Smith (2000), buy one get one free defined as one of the common used promotion tools of sales promotion in a sense that if you buy one product, you get another one for no cost, by using this technique. The customer can be easily attracted to buy the product because there is no additional cost and it should be more valued from the customer perspective.

Those promotional techniques will bring benefit to the firm in different ways. These benefits are classified as either utilitarian or hedonic (Kwok.S and Uncles. M, 2005). Utilitarian benefits are primarily functional and relatively tangible. They enable consumers to maximize their shopping utility, efficiency and economy. In general, the benefits of savings, quality and convenience can be classified as utilitarian benefits. By contrast, hedonic benefits are more experiential and relatively intangible, associated as they are with intrinsic stimulation, fun and pleasure. Consistent with this definition, the benefits of value expression, exploration and entertainment can be classified as hedonic benefits.

2.1.5 Types of Sales of Promotion

Essentially sales promotions are categorized into three depending on the initiator and the target of the promotion. These include:

1. Consumer promotions: those efforts aimed at influencing the trial consumer (Bamiduro, 2001). They are promotions offered by manufacturers directly to consumers (Blattberg and Neslin, 1990). Such

promotions are designed to motivate consumers to immediate or nearly immediate action (Courtland and John, 1992). Consumer's promotion techniques can be used to draw people into a particular store, to induce new product or to promote established products. To accomplish this task, markets have developed quite a variety of sales promotion techniques or tools.

2. Retailer promotions: promotions offered by retailers to consumers. These include allowances and discounts, factory-sponsored in-store demonstration, trade shows, sales contests, cooperative advertising (Blattberg and Neslin, 1990).

3. Trade promotions: promotions offered by manufacturers to retailers or other trade entities (Blattberg and Neslin, 1990). Trade promotions are the aspect where the manufacturer is concerned not only with promoting the product to the consumers but also with whether the product is on the retailers' shelves when the customers go to the store to buy (Osuala, 1998). Retailer promotion and consumer promotion are directed toward the consumers by retailers and manufacturers respectively.

2.1.6 Sales Promotion Effectiveness

Promotion is a tool that used by the retailers or manufacturer to invite consumers and purchase more for a service or product. The result of sales promotion is used to clear high quantity stock, inviting many new customers and more increase in sales (Adeel Meo & et.al, 2014).

The various ways to define and measure the effectiveness of sales promotions explained by Kwok.S and Uncles. M (2005). The measures typically used are short term, as sales promotions are mostly used to produce short-term effects. This includes measuring the effectiveness of sales promotions by sales volume (Dhar and Hoch, 1996), profits (Hoch & et.al, 1994) and consumer usage of the promotion (Babakus et al., 1988). However, it has been noted that a brand's sales volume is by far the best measure of the performance of a sales promotion (Totten and Block, 1987).

For the purposes of this study, the effectiveness of sales promotions was measured by sales volume. The effectiveness of sales promotions is then determined by a comparison between the choice shares of promotion types across different products (Adeel Meo & et.al, 2014).

2.1.7 Effects of Sales Promotion Tools on Sales Volume

Sales promotion can be an effective tool in a highly competitive market environment, when the objective is to convince retailers to carry new product or influence consumers to select it over those of competitors. Also it tends to work best when it is applied to impulse items whose features can be judged at the point of purchase rather than more complex, expensive items that might require hands demonstration (Odunlami & Ogunsiji, 2011). Sales promotion includes communication activities between the producer of goods

and services, and the end users (consumers) that provide extra value or incentives to ultimate consumers, wholesalers, retailers and other organizational customers.

Kotler (1994) noted that if sales promotion is conducted continuously, they lose their effect. Customers begin to delay until a coupon is offered or they question the product's value. When organizing sales promotion, firms can direct sales promotion to ultimate consumers, that is consumer-oriented sales promotion to support a company's advertising and personal selling. On the other hand, firms can also direct their sales promotion to traders like the wholesalers, retailers or distributors. This can be done by giving the traders allowances and discounts.

Some researches prove that sales promotions do not have a constant or continued effect on volume of sales of a firm which tend to diminish and come at the initial level at which it was before the sales promotion is being offered (Anderson, 2000). However the usefulness of sales promotion, that whether it promotes, the long term growth and profitability among brands for which it is projected is not compulsory (Kopalle, Mela & Marsh, 1999). Research conducted by Ailawad and Neslin (1998) revealed that sales promotions motivate the consumers to make immediate purchases and also positively impacts the consumption volume. Precisely because sales promotions must provide incentives - whether to the distribution channel, the company's own sales people, or to the consumer - they cost money by definition and must produce additional volume to pay for the expenditures.

2.1.8 Marketing Techniques

According to the American Marketing Association, quoted by Kotler and Keller (2013), marketing and marketing mix can be defined as "an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders". The whole marketing mix is defined as "the specific combination of marketing elements used to achieve objectives and satisfy the target market. It encompasses decisions regarding four major variables: product, distribution, promotion, and price".

Marketing communication, which is mainly used for the purpose of promotion, consists of four elements, which are together known as the promotion mix. The four elements of promotion mix are Advertising, Sales Promotion, Publicity and Personal Selling (Familmaleki M, Aghighi A, and Hamidi K, 2015). Promotion is basically a communication process. Effective promotion is very essential, as the process of selling is more complex today, the products more technical, the buyers more sophisticated and the competition more intense. Without proper flow of information and effective communication from the producer to the consumers, either along with the product, or well in advance of the introduction of the product into the market, it is difficult to achieve much success in sales. These elements are included in the integrated marketing communications mix. Before companies can begin the communicational process

towards the consumer, they need to define the promotional objectives. These are the objectives “which determine a firm’s promotional strategy, for example, increasing sales of improving brand recognition may require a different promotional mix”.



Figure 2 *The elements of the Marketing Communications Mix*
Source: Familmaleki et al., *Int J Econ Manag Sci* 2015

2.1.9 The Importance of Channels

A marketing channel system is the particular set of marketing channels a firm employs, and decisions about it are among the most critical ones management faces. Marketing channels must not just serve markets, they must also make markets. (Kotler, Keller 2012)

The Pull and Push Strategy

Every promotional technique either referred to as pull or push. As stated by Pickton. D, and Broderick.A (2005), pull techniques are designed to stimulate final demand and move products through the sales channel, with consumers providing the impetus. The most widely used consumer promotion is the price reduction or price promotion; whereas the push technique uses products through the channel towards the customer. Similar to consumer promotions, incentives are offered through extra rewards such as discounts, increased margins on sales, dealer competitions, exhibitions, provision of demonstrators and free holidays. A ‘push’ strategy involves motivating distributors to ‘push’ specific products to consumers. This could be achieved via sales promotion such as trade discounts (Drummond. G, & Ensor.J. 2005).

Wholesalers and retailers are persuaded and convinced to buy and sell products. When manufacturers choose to use aggressive selling and trading advertisements, the strategy is called push strategy. The wholesaler has to push the products forward in order to have the retailer to handle the product and the consumer then buys the pushed products (Lamb et al, 2014). At the other end of the process, the push strategy encourages the stimulation of the distribution of the products. Instead of targeting the wholesaler in the distribution network, attention is focused on the end consumer or opinion leaders. When faced with rising demand, order is rather placed on the “pulled” merchandise by wholesalers (Kurtz et al. 2011).

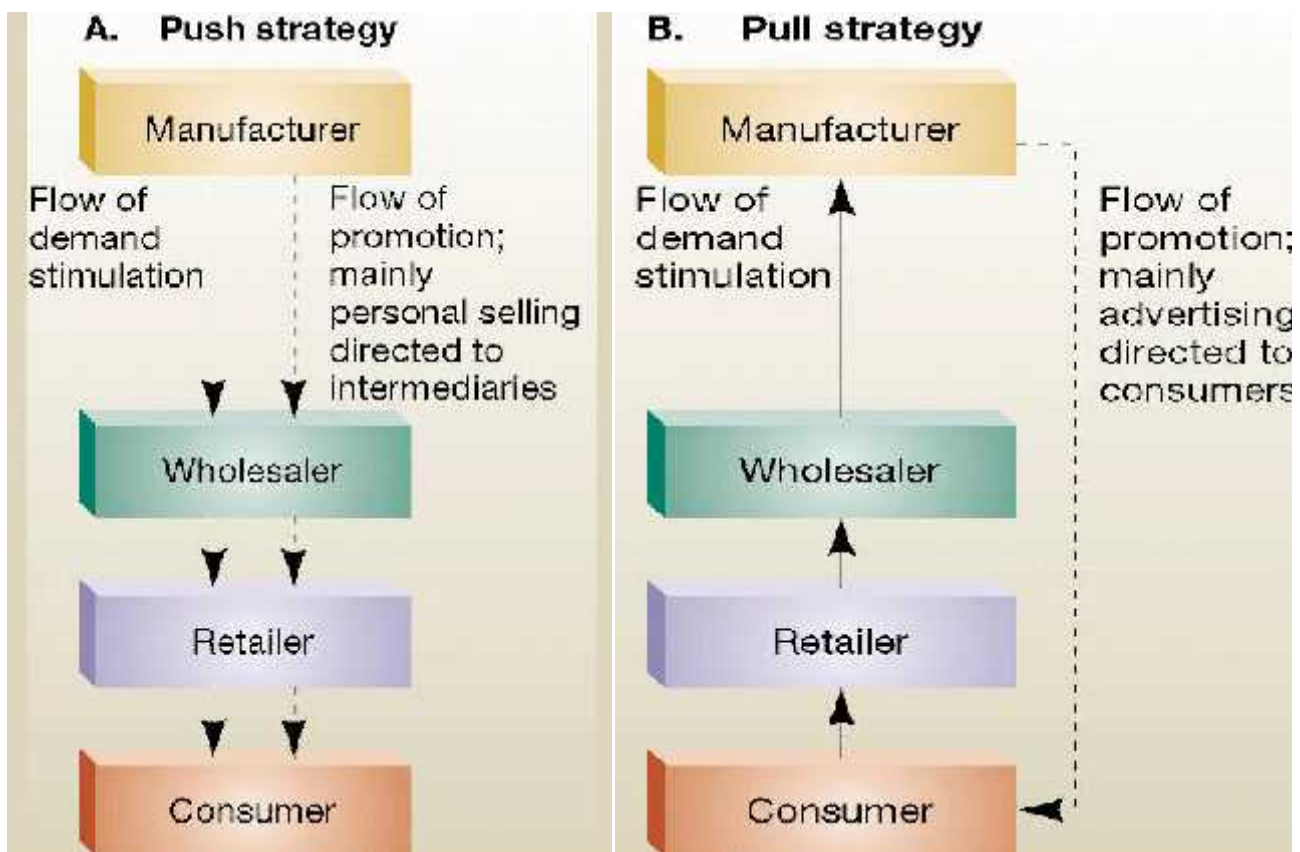


Figure 3 *the Pull and Push Strategy*
 Source: Walton. F (2016) cited in Kurtz et al. (2011)

2.1.10 Importance of Sales Promotion

A business cannot survive if its products do not sell in the market. Thus, all marketing activities are undertaken to increase sales. Producers may spend a lot on advertising and personal selling. Still the product may not sell. So incentives to be offered to attract customers to buy the product. Thus, sales promotion is important to increase the sale of any product. Let us discuss the importance of sales promotion from the point of view of manufacturers and consumers. From the point of view of manufacturers, Ephrem (2017) mentioned that sales promotion is important for manufacturers because;

-) It helps to increase sales in a competitive market and thus, increases profits;
-) It helps to introduce new products in the market by drawing the attention of potential customers;
-) It stabilizes sales volume by keeping its customers with them. In the age of competition it is quite much possible that a customer may change his/her mind and try other brands;
-) Various incentives under sales promotion schemes help to retain the customers;
-) From the point of view of consumers, sales promotion is important for consumers because the consumer gets the product at a cheaper rate;
-) It gives financial benefit to the customers by way of providing prizes and sending them to visit different places;
-) The consumer gets all information about the quality, features and uses of different products;
-) Certain schemes like money back offer confidence in the mind of customers about the quality of goods.

2.2. EMPIRICAL REVIEW

2.2.1 Research Done on the Subject Abroad and Locally

As it was mentioned before, promotional tools for this research study is sales promotion. This sales promotion comprises of sub-tools or facets, which are explained in the research model. Regarding earlier related studies, many studies have been carried out on the subject. In this section, a few of the related studies carried out will be reviewed.

Among many studies, a study by Nadeem Iqbal, Naveed Ahmad, Muhammad Ateeq and Komal Javai (2013) reviewed. The purpose of the study was to examine “Roles of Sales Promotion on

Sales Volume in the context of Fast Moving Consuming Goods”. The findings of the study showed that all sales promotion dimensions were independently and jointly predict sales volume. This implies that premiums and bonus have significant effect on sales volume. In addition to that, bonus pack and premium have strong influence on sales volume which means if Fast Moving Consuming Goods (FMCG) industry wants to achieve its objectives, it should take of bonus as well as other dimensions of premiums.

An article written by Ali Akbar Balaghar and M. Majidazar and M. Niromand on “Evaluation of Effectiveness of Sales Promotional Tools on Sales Volume” Case Study: Iran Tractor Manufacturing Complex (2012), in its finding, it was confirmed that there is a significant relationship between promotional tools and sales volume. It was also confirmed that there are significant relationship between each of presumed promotional tools (direct selling, public relations and direct marketing) and sales volume.

According to a thesis on “The Effectiveness of Sales Promotion Tools on Purchase Decision of Consumers: The case of Walia beer by Eyerusalem Ketema (2017), found that point of sale displays, buy one get one free and price discount appeared to be the most dominant factors in predicting purchase decision. According to the findings, under the crown promotion was found to be less considered in the purchase decision of consumers, there is a significant positive but weak relationship between under the crown prize and purchase decision.

Abubeker Yimer (2017) in a research study titled “EFFECT OF SALES PROMOTION ON CONSUMER TRIAL PURCHASE IN THE CASE OF UNILEVER ETHIOPIA” studied about the effects of sales promotional tools of price discounts, coupons, sampling and point of sale display a key role in influencing the consumers purchase decision. Findings of this research showed that all understudy sales promotional tools were effective on reaction of customers.

Tavakoli-zadeh and Amir-shahi (2005) in a research “The Impact of Sales Promotion Tools on Consumer’s Purchase Decision towards White Good (Refrigerator) at Durg and Bhilai Region of CG, India”. The results of the research revealed that sales promotion tools played significant role in consumer purchase decision. The respondents were most influenced by discount offer followed by premium and contest while price pack and rebate have been found to be insignificant. The marketers should focus on reframing of the above tools for stimulating purchase.

Mohamed Dawood Shamout (2016) in its article entitled ‘The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market’ concluded that overall sales promotion tools are playing an important role to stimulate customers towards buying any promoted product, and that will definitely increase dealers and retailers profit and market share. In this study it showed that consumers’ behavior can be positively induced by using various promotion tools such as price discount, samples and buy one get one free. On the other hand, it found that promotion tools such as coupons have no influence on consumer buying behaviors.

Sales promotion is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives). It is used to introduce new product, clear out inventories, attract traffic, and to lift sales temporarily. Effects of sales promotion on customer buying behavior has been studied by different authors. The authors found that coupons, price discount and buy one get one free sales promotion tools have a positive effects on customers buying behavior. The study considered five important sales promotion techniques namely, rebate & discount offer, coupon, loyalty program, price packs and contests. Accordingly the study suggested that rebates and discount offer and loyalty programs have significant relationship towards the impulse buying behavior at Bangalore. Liao, Shen and Chu (2009) suggest that sales-promotion techniques offering instant rewards (such as free samples and buy-one-get-one-free deals) resulted in more reminder impulse buying than did sales-promotion techniques, offering delayed rewards (such as loyalty rewards, competitions and sweepstakes).

According to Ghafran and Ashraf (2014) in their study confirmed that consumers buying behavior and sales promotion can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, social surroundings and physical surrounding. Price can be accompanied by a “discount,” which increases the perceived value of the product for the purchaser. The value is based on the consumer’s perception of the benefits of the product. Furthermore, price discount is well-known tool for offering a good discount in buying price, which is openly mentioned on the merchandise or point of purchase display. In Ethiopia beer industry context, there is no research yet conducted that measured factors affecting sales promotion and level of sales volume at the same time. Thus, this research has practical and empirical importance to the practitioners as well as the academics.

A research work by *Amusat W.A, et.al. (2013)* examined the effect of sales promotion dimensions on sales volume. The result shows that all sales promotion dimensions are

independently and jointly predict sales volume. This implies that coupon, premiums, bonus, free samples and price promotion have significant effect on sales volume. On the basis of the findings of this study, it can be concluded that sales promotion dimensions have significant influence on sales volume. The study found that bonus has strong influence on sales volume which means if manufacturing industry wants to achieve its stated objectives, they should take cognizant of bonus as well as other dimensions such as coupons, price promotion, free samples and premiums into consideration.

2.3 CONCEPTUAL FRAMEWORK OF THE STUDY

Sales promotion has been defined as ‘a direct inducement that offers an extra value for the product to the sales force, distributors or the final consumer with the primary objective of creating an immediate sale’ (Haugh, 1983). The independent variables in this research are promotional tools of sales promotions. As it was explained, each one of these tools includes facets which are used depending on the nature of the firm. In this research, promotion tools mainly used are crown prize, price discount, point of sale materials and premiums (free gifts).

The dependent variable in this research is the sales volume, which this research study intends to evaluate effectiveness of each of the promotional tools and their facets on the sales volume.

From the literature reviewed, the conceptual framework is presented below. The framework is established on the relationship among sales promotional tools and sales volume. As mentioned earlier, the dimensions of sales promotion include consumer promotion, trade promotion, and sales force promotion.

In the light of the research question and study objectives, following theoretical model has been developed. This model shows the impact of sales promotion tools; crown prize, price discount, point of sale materials and premiums (free gifts) on sales volume. Examples of price-related promotions are sampling, coupons, and price-offs, whereas non price promotions include warranties, premiums, contests and sweepstakes (Stewart. D & Gallen. B, 1998).

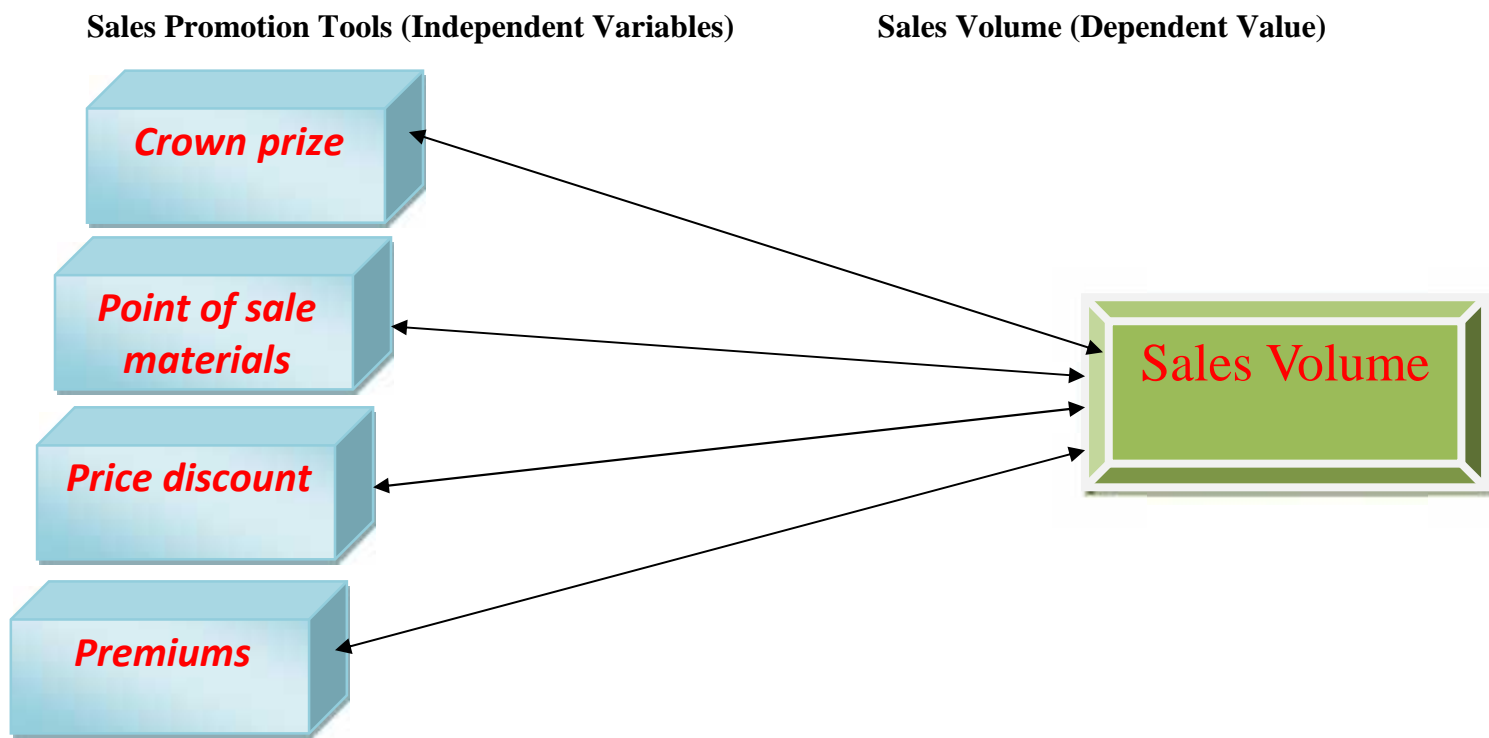


Figure 4 *Conceptual Framework of the independent and dependent variables (Developed by the Researcher)*

2.3.1 Research Hypotheses

The research hypothesis is a predictive statement that relates an independent variable to a dependent variable (C.R.Kothari, 1990). The conceptual model shows the impact of sales promotion tools; crown prize, price discount, point of sale materials and premiums on St. George Beer sales volume. Therefore, the following research hypotheses have been developed to answer the study research questions.

Hypothesis Description

The research on Fast Moving Consuming Goods (FMCG) industry by Nadeem Iqbal, et.al, (2013) examined the effect of sales promotion dimensions on sales volume. The result showed that all sales promotion dimensions are independently and jointly predict sales volume. This implies that premiums have significant effect on sales volume. Thus based on the above evidence, the researcher proposed the following hypothesis:

H-1: Premiums and sales volume are positively and significantly related.

A study by W. Amusat, et.al, (2013) on a research work examined the effect of sales promotion dimensions on sales volume. The result showed that all sales promotion dimensions are independently and jointly predict sales volume. This implies that coupon, premiums, bonus, free samples and price discount have significant effect on sales volume. Thus based on the above evidence, the researcher proposed the following hypothesis:

H-2: Price discount and sales volume are positively and significantly related.

A study by Olorunleke, Kola Gabriel (2017) on Sales Promotion and Purchasing Decision of Fast Moving Consumer Goods in Ondo State investigated the effect of sales promotion dimensions on sales volume. The result of the research proved that sales promotion tools such as price discounts, sampling and point of sale display play a key role in influencing the consumer's purchase decision of fast moving consumer goods (FMCG). This work has proved that sales promotions stimulate interest in consumers and consumers are bound to make purchase decision provided that they are offered with price discount, sampling and point of sale displays. Thus based on the above evidence, the researcher proposed the following hypothesis:

H-3: Point of sales displays and sales volume are positively and significantly related.

Another study on the “Effectiveness of Sales Promotion Tools on Purchase Decision of Consumers”: The case of St. George beer by Eyerusalem Ketema (2017). According to the findings, under the crown promotion there is a significant positive but weak relationship between under the crown prize and purchase decision. Thus based on the above evidence, the researcher proposed the following hypothesis:

H-4: Under the crown prize and sales volume are positively and significantly related.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

This section of the research assessed the procedures used in conducting the research under study. It discussed the research design, population, sample and sampling technique, data collection tools, and data analysis procedures.

3.2 RESEARCH APPROACH

Out of the three types of research approach namely; qualitative, quantitative and mixed, the study used mixed research approach since it involved both quantitative and qualitative method of analysis using different statistical techniques. A research that focuses primarily on the construction of quantitative data follows a quantitative method (Kent, 2007).

3.3 RESEARCH DESIGN

Research design focuses upon turning a research question and objectives into a research project. It considers research strategies, choices and time horizons (Saunders.M, Lewis.P, Thornhill. A, 2009, p160). Studies that establish causal relationships between variables may be termed explanatory research. The emphasis here was on studying a situation or a problem in order to explain the relationships between variables (Saunders.M, Lewis.P, Thornhill. A, 2009, p140). The major objective of this study was to measure the effect of sales promotion tools on sales volume on St. George Beer. Descriptive research is appropriate when a problem is clearly structured but the intention is not to conduct research about connections between causes and symptoms. Explanatory research is useful for studying relations between causes and symptoms. Accordingly, the researcher used explanatory type of research design on a cross-sectional basis utilizing survey method as a primary sources and revision of related literature review as a secondary source for data collection.

In addition, a cross-sectional field survey method was also employed. In cross-sectional survey design, independent and dependent variables were measured at the same point of time using a single questionnaire.

3.4 SAMPLING AND SAMPLING TECHNIQUES

3.4.1. Target Population

A population is a complete set of items that share at least one property in common that is the subject of statistical analysis (Vaux, 2001). It can also be called a ‘study population’ which refers to the aggregation of elements from which a sample is actually selected (Churchill, 2001). In line with the current study, the population comprised from BGI Ethiopia employees, channel members of St. George Beer distributors i.e. agents, whole sellers and retailers. According to Addis Ababa Trade and Tourism Bureau, there are more than 4,000 hotels and restaurants (which are the target population of the study) found in Addis Ababa at different firms capacity. Arada and Addis Ketema sub cities shared 300 and 325 hotels and restaurants (data from Trade and Tourism Office of the two sub cities) respectively which were selected for sampling for the study. Even though the company used pool promotion strategies targeted to customers/end users, the researcher selected only these firms who participated in the sales transaction of St. George Beer.

3.4.2. Sampling Technique

The two broad categories of sampling techniques are probability or representative sampling and non-probability or judgmental sampling (Saunders.M, et.al, 2009). For this study, both the probability and non- probability sampling method were chosen because they gave the most reliable representation of the whole population. Probability sampling is a sampling process that utilizes some form of random selection (Salant & Dillman, 1996). In probability sampling, each unit is drawn with known probability (Yamane, 2001) or has a nonzero chance of being selected in the sample. Examples of probability sampling include stratified sampling, cluster sampling, simple random sampling and multi-stage sampling. Non probability sampling or judgment sampling depends on subjective judgment (Salant, 2001). Dividing the population into series of relevant strata means that the sample is more likely to be representative as it ensures each stratum is representative (Mark, Philip & Adrian 2009).

The selection of the sample from BGI Ethiopia staff was done by using convenience sampling and stratified sampling technique for each agents, distributors and retailers of the company brand since it was appropriate to have enough cases from each group to make meaningful conclusion.

3.4.3. Sample Size

After determining a suitable sampling method, the remaining problem was to determine the sample size. Samples are defined as the group of people who participate in a study (Jackson, 2008). There are four strategies to decide the sample size; census for small population, imitating the sample size of similar studies, applying formulas to calculate the sample size, and using published tables (Hanan 2017).

Since, the population of this research was known and finite, the sample size determined based on the following simplified formula proposed by Yamane (1967). Based on the formula identified, the sample size estimated based on Taro Yamane's formula was 255.

$$\frac{N}{1+Ne^2} = n$$

Where, n is sample size, N is the population size and e is the level of precision. A 95% confidence level and e = 0.05 are assumed for the purpose of determining sample size for this study.

Occupation of customers	Strata/ Target Population	Selected Sample size
Supplier		20
Agents	6	5
Whole sellers	20	10
Retailers	675	220
Total		255

3.5 INSTRUMENTS OF DATA COLLECTION

For the study purpose, both primary and secondary data were used. The primary data were collected from employees of the company and resellers of the product of the company. The secondary data collected from records of the company. The primary and secondary data have been collected to cover every aspect of the study. The primary data were related to behavior and response of employees and dealers. Primary data were original in nature and directly related to the issue or the problem. Primary data were the data which the researcher collected through various methods like interviews and questionnaires.

The data collection instrument is entirely of closed-ended questioners having thirty nine items in three parts. The first part has six questions about respondents' general information, the second 24 items concerning on sales promotion tools used and the remaining nine questions are for

management staff of the company to get some basic information of the sale effort. A Likert scale allowed the respondents to indicate their attitudes by checking how strongly they disagree or agree with the constructed statements.

3.6 DATA COLLECTION METHODS

The study incorporated both primary and secondary data. Primary data was collected through structured questionnaires that would be distributed directly to the company employees in relevant position, agents, whole sellers and retailers of St. George Beer. The secondary data was collected from books, websites, prior research works and companies written documents. Closed ended questions were presented on a Likert type scale. The Likert type scale, commonly used in business research was applied because it allows respondents to provide their perceptions and opinions both in terms of direction (positive or negative) and intensity (degree of agreement or disagreement). The ratings were on a scale of 1 (least agreement) to 5 (highest agreement).

3.7 VALIDITY AND RELIABILITY

3.7.1 Validity

Validity defined as the extent to which data collection method or methods accurately measure what they are intended to measure (Saunders et. al., 2003). Validity is concerned with whether the findings are really about what they appear to be about.

Content validity was used to assess how well a set of scale items match with the relevant content domain of the construct that it was trying to measure. It is the degree to which results obtained from analysis of the data actually represent the phenomenon under study. It is the correctness and reasonability of the data. It refers to getting result that accurately reflects the concept being measured.

In relation to construct validity that was the instruments measure the variables that they were supposed to measure and not other variables. Professional opinion from individuals was sought to assess the validity of the data collection instruments. The researcher also improved validity by matching assessment measure to the goals and objectives and by making useful adjustments to the research instruments after the pilot study. In any research study, a researcher manipulated one variable, the independent variable, and studied how that affects the dependent variables. A failure to isolate the controlled variables compromised the internal validity.

3.7.2 Reliability

Reliability refers to the extent to which the data collection techniques or analysis procedures will yield consistent findings (Saunders. M, Lewis. P, Thornhill. A, 2009). For this study Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. The coefficient alpha or Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. The reliability coefficient is measured from 0 to 1 with 0 denoting no reliability, and 1 denoting total reliability.

The Alpha (Cronbach's) calculated from the 24 variables was 0.948, which is above 0.7 showed high reliability. According to Kothari (2004) a coefficient of 0.5 and above is deemed reliable, so the scale can be considered reliable and has good internal consistency.

Table 3.1 Reliability statistics

Item	Cronbach's Alpha	No. of items
Price discount	0.876	5
Under the crown prize	0.956	5
Point of sale materials	0.927	4
Premium	0.814	5
Overall Reliability	0.948	24

(Source: survey result, 2019)

3.8 DATA ANALYSIS METHOD

Data collected through the instrument was structured, organized and framed to suit for analysis. The data was analyzed using descriptive and inferential statistics with the help of statistical package for social scientists (SPSS) version 20 software. In descriptive statistics, the gathered data was summarized using a descriptive statistic method through tables, frequency distributions, percentages, and charts to analyze demographic characteristics of the respondents. To test the gap between perceived and expected on sales volume, a mean score, standard deviation were used to offer a condensed data. The reason for this choice of analysis method was because data was collected quantitatively and the objective of the study was to examine the influence of sales promotions on sales volume on the structured questionnaires.

In addition, inferential analyses like Pearson correlation analysis was used to explore the relationship between sales promotion dimension and sales volume, whereas, a multiple linear regression analysis was undertaken to find out the influence of independent variables on the dependent variable. In order to determine the relationship between independent and dependent.

3.9 ETHICAL CONSIDERATION

There are certain ethical protocols that have been followed by the researcher throughout the study process. The first was to ask consent of the firms for the study; employees who completed the questionnaire have been informed about the purpose of data collection analysis. The researcher ensured that the respondents were made aware of the objectives of the study and their contribution to its completion. The other ethical measure that exercised by researcher was treating the respondents with respect and courtesy to make them fill at ease and to give frank responses to the questionnaire.

Letter of invitation was sent to respondent firm to check their willingness to participate in the research on voluntary basis. The questionnaires were clear about the voluntary participation. The research was purely for academic purpose and as a result of this, the researcher not revealed or used any of the confidential information or the business secretes of the company for another purpose.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter, the data collected through survey were analyzed using statistical tool of SPSS version 20. First, the survey overall response are discussed followed by discussion on the respondent's profile, and perception of the respondents on different variables using descriptive statistical tools. Finally, the results of the correlation analysis and multiple regression analysis were presented.

Preliminary analyses

This was a process of inspecting data file and exploring the nature of the research variables. Under this descriptive statistics, manipulating the data and calculating total scale scores would be presented. The sample size for this research was 255. While distributing the questioners, additional 25 papers (10% of 255) for contingency were distributed and 260 questionnaires were returned.

Table 4.1 Response Rate

Questionnaires	Number
Number of questionnaires distributed	280
Returned questionnaires	260
Not returned questionnaires	20
Incomplete questionnaires	20
Total usable questionnaires	255

(Source: survey result, 2019)

Descriptive Analysis for Scale Items

Descriptive analysis demonstrates the level of agreement of the respondent's perception towards different variables of the research. An itemized rating scale was used to construct a range. This range used to measure the perception level of the respondents towards each variable. The researcher used the following formula to construct the range.

$$\text{Itemized rating scale } \bar{X} = \frac{\sum X}{N}$$

$$\frac{5-1}{5} \times 0.8$$

Table 4.2 Mean Interval

Intervals	Perceptions
1.00-1.80	Strongly disagree
1.81-2.60	Disagree
2.61-3.40	Neutral
3.41-4.20	Agree
4.21-5.00	Strongly agree

Demographic Profile of Respondents

Table 4.3 Gender of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	135	52.9	52.9	52.9
Female	120	47.1	47.1	100.0
Total	255	100.0	100.0	

(Source: survey result, 2019)

From the table above, majority of the respondents were male with 52.9% compared to their counterparts the female who had 47.1%. Therefore it was concluded that the male respondents participated more in the study compared to the female respondents.

Table 4.4 Age of Respondents

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-24	30	11.8	11.8	11.8
	25-35	100	39.2	39.2	51.0
	36-45	100	39.2	39.2	90.2
	46 & Above	25	9.8	9.8	100.0
	Total	255	100.0	100.0	

(Source: survey result, 2019)

The frequency and percentage distribution of age of the respondents of this research categorized into 4 groups. The highest percentage was for those in age bracket of 25-35 and 36-45 years and

represents 78.4% of the total sample. The respondents in the 20 -24 age bracket were 11.8% and then the lowest percentage was for those in age bracket of 46 and above 50 years with 9.8%. Therefore, it was concluded that most of the respondents who participated in the study were in the middle ages.

Table 4.5 Educational Qualification of Respondents

	Educational status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary	60	23.5	23.5	23.5
	Certificate	75	29.4	29.4	52.9
	Diploma	70	27.5	27.5	80.4
	1 st Degree	35	13.7	13.7	94.1
	Above 1 st Degree	15	5.9	5.9	100.0
	Total	255	100.0	100.0	

(Source: survey result, 2019)

The table above shows the responses of the level of education to respondents and it was found out that most of the respondents had certificate with 29.4%, those who had completed diplomas had 27.5%, those who had 1st Degree had 13.7%, and lastly those who had masters and above had 5.9%. Therefore it means that most of the respondents who participated in the study were from secondary education level to diploma holders.

Table 4.6 Marriage Status of Respondents

	Marriage Status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	100	39.2	39.2	39.2
	Single	135	52.9	52.9	92.2
	Other	20	7.8	7.8	100.0
	Total	255	100.0	100.0	

(Source: survey result, 2019)

The tables above shows the responses for the marital status of the respondents. Majority of respondents were single with 52.9% compared to those who were married with 39.2%. The rest encompassed 7.8% in the category of others. Therefore, it was concluded that most of the respondents who participated in the study were singles.

Table 4.7 Occupation of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Supplier	20	7.8	7.8	7.8
Distributor	5	2.0	2.0	9.8
Valid Whole seller	10	3.9	3.9	13.7
Retailer	220	86.3	86.3	100.0
Total	255	100.0	100.0	

(Source: survey result, 2019)

The occupations of respondents of this research are categorized under 4 groups. The largest group consists of 220 retailers with 86.3% followed by suppliers 20 equivalent to 7.8%. The rest are whole sellers and distributors in 3.9% and 2% respectively.

Table 4.8 Income of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
3000 & below	144	56.5	56.5	56.5
3001-6000	72	28.2	28.2	84.7
Valid 6001-10000	16	6.3	6.3	91.0
Above 10000	23	9.0	9.0	100.0
Total	255	100.0	100.0	

(Source: survey result, 2019)

The largest group of the respondents has the income level of Birr 3,000 and below represents 56.5%, respondents having income from birr 3,001 to 6,000 represented 28.2% of the total sample. The remaining respondents with a monthly income of birr 6,001 – 10,000 represented 6.3% and monthly income more than birr 10,000 represents 9% of the total sample.

Table 4.9 Perception towards Under the Crown Prize

	Variables	Mean	S.D	Perception
1	A crown price helped the brand sale earlier than planned	3.65	1.05	Agree
2	A crown price enhanced sale of more quantities than the previous	3.60	1.15	Agree
3	A crown price facilitated selling of the brand which has never tried before.	3.40	1.06	Agree
4	High value of a crown price helps for repeated sale	4.02	1.17	Agree
5	For the most part, a crown prize boosted the sale activity	3.92	1.12	Agree

The table above shows the respondent's perception towards the relationship between under the crown prize and sales volume. Most respondents agreed on that if a brand offers high value crown prize that could be a reason for them to sale it, with a mean score of 4.02. Similarly, respondents agreed that a crown prize boosted the sale activity with mean score of 3.92. Furthermore, respondents agreed that crown prize accelerated the sale earlier than planned with mean score of 3.65. In addition, respondents also agreed that crown prize enhanced sale of more quantities at the time with a mean score of 3.60 and finally respondents agreed that crown prize has allowed them to sale a brand which they have never tried before with a mean score of 3.40.

Table 4.10 Perception towards Point of Sales Materials

	Variables	Mean	S.D	Perception
1	Attractive and clear point of display enhances sale during off-seasons	4.11	.830	Agree
2	Point of sale materials remind the brand and compel the customers to purchase the product.	4.02	1.34	Agree
3	Point of sale materials encourages customers to buy the brand	3.81	1.07	Agree
4	Point of sale displays and materials increased sales volume	3.91	1.04	Agree

The table shows the respondents' perception towards the relationship between point of sales materials and sales volume. Most respondents agreed that attractive and clear point of display enhances sale during off-seasons with a mean score of 4.11 and respondents with mean score of 4.02 agreed that point of sale materials remind the brand and compel the customers to purchase the product. Furthermore, respondents agreed that point of sale materials increased sales and encourage customers to make more sales with mean score of 3.91 and 3.81 respectively.

Table 4.11 Perception towards Price Discount

	Variables	Mean	S.D	Perception
1	Price discounts during off-seasons boosted sales activity	4.02	1.07	Agree
2	A price discount contributes for a better sale.	3.92	.831	Agree
3	Customers tend to buy more quantities than usual when offered price discounts	3.35	1.26	Agree
4	Price discount could be a reason to sell more quantities than the usual	4.13	.907	Agree
5	Price discount allowed a continues sale of the same brand	4.22	.959	Agree

The table above shows the respondent's perception towards the relationship between price discount and sales volume. It shows that respondents with mean score of 4.22 agreed that discounted price allowed continues sales and a mean score of 4.13 is a reason to sell more quantities, a mean score of 4.02 of a price discount contributes for boosting sale and a mean score of 3.92 and 3.35 together enhance better and more sale respectively.

Table 4.12 Perception towards Premiums

	Variables	Mean	S.D	Perception
1	Premium enhances sales performance	3.31	1.10	Agree
2	Premium encourages sale of more quantities of the same brand	3.91	1.04	Agree
3	Premium lets frequent sale of the brand	4.01	1.18	Agree
4	Premium encourages sale of more quantities earlier than the planned	3.61	1.02	Agree
5	Premium leads customers to feel affection for the brand sale of the same brand	3.92	1.00	Agree

The table above shows the respondent's perception towards the relationship between premiums and sales volume. The result shows that respondents with a mean score of 4.01 agreed that a premium lets frequent sales, and a mean score of 3.92 and 3.91 contributes customers for better feel of the brand and sale more quantities of the brand respectively. Furthermore respondents agreed that premium encourages sale of more quantities earlier than the planned and a mean score of 3.31 enhanced sales performance.

Table 4.13 Perception towards Sales Volume

	Variables	Mean	S.D	Perception
1	Premium is a significance source of sales volume.	3.38	.856	Agree
2	Price discount has differential effects on sales volume.	4.20	.935	Agree
3	Crown prize has sound effects on sales volume.	4.13	.753	Agree
4	Point of sales materials has greater effects on sales volume.	4.19	.908	Agree
5	Sales promotions have dramatic immediate effects on sales volume	4.34	.631	Strongly Agree

The table shows respondent's perception towards the relationship between sales promotion tools and sales volume. Respondents agreed that their sales volume is based on sales promotion offered to the product with a mean score of 4.34. Respondents also agreed that price discount has effect on sale of more St. George beer with a mean score of 4.20. In addition, respondents agreed that point of sales materials has greater effects on sales volume with a mean score of 4.20. Finally, the respondents assured that crown prize has sound effects on sales volume with a mean score of 4.13 and premium is a significance source of sales volume with a mean score 3.38 relatively.

Table 4.14 Descriptive Statistics of variables

Variables	Mean	Standard Deviation
Under the Crown Prize	3.72	1.1096
Point of Sales Materials	3.96	1.0712
Price Discount	3.75	1.0688
Premiums	3.75	1.0688
Sales Volume	3.18	0.6904

The table above shows that point of sales materials has the highest mean score of 3.9625 with a standard deviation of 1.07125 followed by Price Discount and Premiums (similar Mean and SD) with a mean score of 3.752 with a standard deviation of 1.0688. Under the Crown Prize is at 4th level with a mean value of 3.718 with a standard deviation of 1.1096. Sales volume was the least variable with a mean score of 3.18 and a standard deviation of 0.6904. Furthermore, the standard deviation shown on each variable was relatively high. High standard deviation means that the data were wide spread, which told that customers gave relatively far opinion on each variable.

Normality Test

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk, et al., 2005). The skewness value provides an indication of the symmetry of the distribution.

Kurtosis, on the other hand, provides information about the ‘peakedness’ of the distribution. If the distribution is perfectly normal, a skewness and kurtosis value will be 0. Positive skewness values indicate positive skew (scores clustered to the left at the low values). Negative skewness values indicate a clustering of scores at the high end (right-hand side of a graph).

Table 4.15 Normality Test

	N	Min.	Max.	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Sales Volume	255	3.00	5.00	4.1373	.62807	-.111	.153	-.513	.304
Premium	255	3.00	5.00	3.6078	.66636	.645	.153	-.638	.304
Point of sale materials	255	2.00	5.00	4.0157	1.18045	-.754	.153	-1.016	.304
Under the Crown prize	255	2.00	5.00	3.7451	.96480	.080	.153	-1.258	.304
Price Discounts	255	2.00	5.00	4.0784	.77468	-.597	.153	.079	.304
Valid N (listwise)	255								

(Source: survey result, 2019)

Interpretation of output from descriptive

The table above described the level of skewness and kurtosis for the four constructs, which constituted 24 variables. The general rule-of-thumb for test of normality varied depending on the nature of the research. The common one mostly suggested in literature for both kurtosis and skewness to be between -2 and +2 (George & Mallery, 2010). As indicated above, skew and kurtosis measures for this study are well within that range between -2 and +2 values. Therefore, the data for this study was normally distributed.

Correlation Analysis

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field 2005). A correlation analysis with Pearson's correlation coefficient was conducted on all the independent and dependent variables to explore the relationship between variables. According to guidelines suggested by

Field (2005) to interpret the strength of relationship between variables, the correlation coefficient (r) is as follows: if the correlation coefficient falls between 0.1 to 0.29 is weak; correlation coefficient between 0.3 to 0.49 is moderate; correlation coefficient between 0.5 to 0.9 is strong and correlation coefficient between 0.9 to 1.0 is very strong.

Table 4.16 Correlation analysis: relationship between the study variables

		Point of sales materials	Price Discount	Premium	Crown Prize	Sales Volume
Point of sales materials	Pearson Correlation	1	834**	638**	647**	560**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	255	255	255	255	255
Price Discount	Pearson Correlation	834**	1	700**	717**	706**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	255	255	255	255	255
Premium	Pearson Correlation	638**	700**	1	420**	618**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	255	255	255	255	255
Crown Prize	Pearson Correlation	647**	717**	420**	1	565**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	255	255	255	255	255
Sales Volume	Pearson Correlation	560**	706**	618**	565**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	255	255	255	255	255

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

From the results as shown above, each variable correlated perfectly with itself with coefficients value of +1. As it was also clearly indicated in the table, from moderate to strong positive

relationship was found between price discount and sales volume ($r = .706$, $p < 0.05$), premium and sales volume ($r = .618$, $p < .05$), point of sales display and sales volume ($r = .560$, $p < 0.05$) and crown prize and sales volume ($r = .565$, $p < 0.05$) which were statistically significant at 99% confidence level. Although the researcher could not make direct conclusions about causality from a correlation, it could take the correlation coefficient a step further by squaring it. The correlation coefficient squared (known as the coefficient of determination, r^2) is a measure of the amount of variability in one variable that is shared by the other (Field, 2009). Therefore, based on the correlation coefficients result obtained from the table, price discount can account for 49.84%, premium for 38.19%, point of sales display for 31.36% and crown prize 31.92% of the variation in sales volume. This implied that, the most important sales promotion practices on sales volume was price discount in BGI Ethiopia, which went to prove that price discount was perceived as a dominant sales promotion tool to effect the sales volume.

Multiple Regression Analysis

Regression analysis is used to predict the value of the variable based on the value of a second variable which is controlled by the experimenter. Results may be plotted on a scatter plot as noted later.

Multiple regression analysis was employed to evaluate constraints to sales volume by determining the magnitude and or direction of the relationship between the study variables. The analysis was carried out at a 95% confidence level. Before the regression analysis, assumptions of variables were tested for checking errors. These were Normality, Collinearity and Homoscedasticity

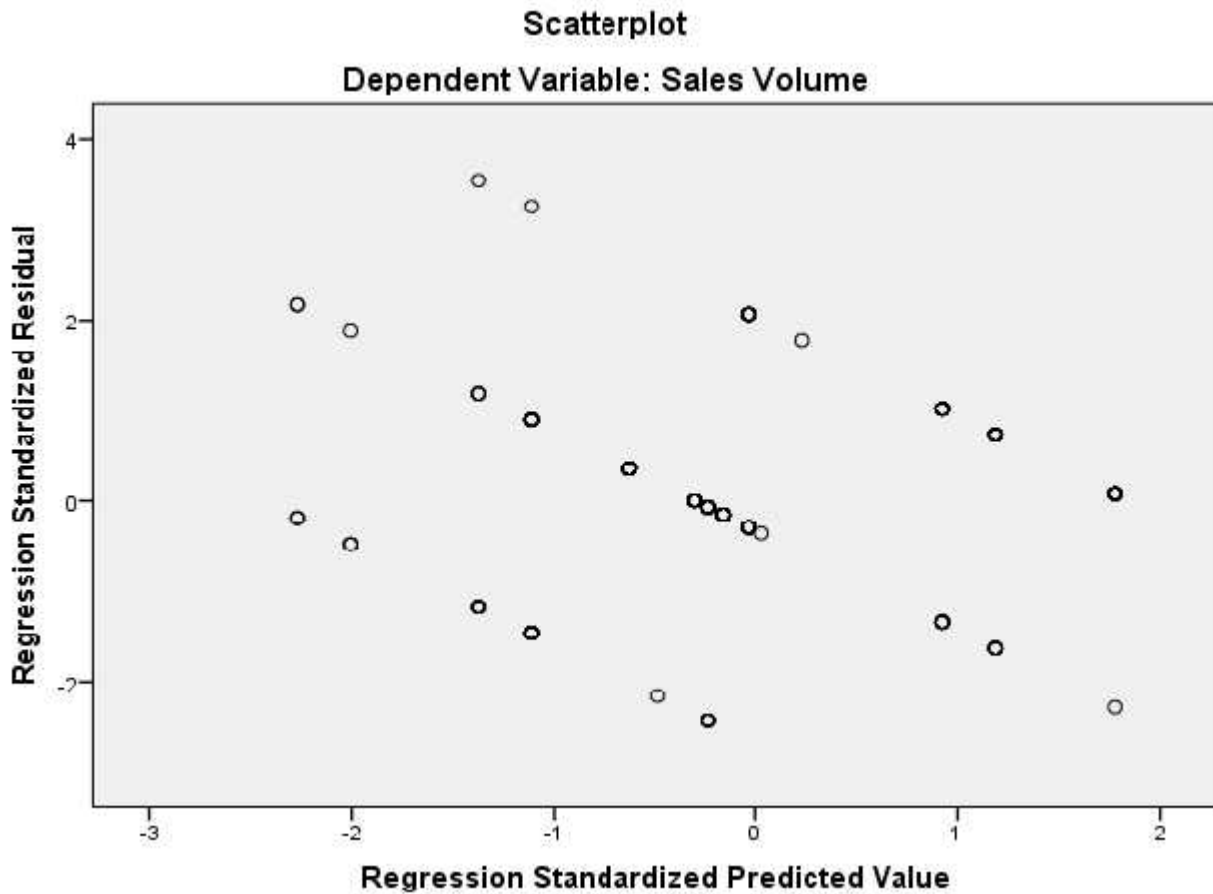
Table 4.17 Collinearity Statistics

Model (Constant)	Collinearity Statistics	
	Tolerance	VIF
Premium (free gift)	.482	2.074
Point of sale materials	.292	3.426
Price Discounts	.204	4.906
Under the Crown prize	.462	2.167

a. Dependent Variable: Sales Volume

The above multi-collinearity statistics shows the tolerance value to be greater than 0.1 and VIF value to be significantly below 10. This shows that there is no multi-collinearity problem with in the model. Multicollinearity occurs when there are high inter correlations among some set of the predictor variables. Since neither of the predictor variables have a variance inflation factor (VIF) greater than ten, there were no apparent multicollinearity problems; in other words, there was no variable in the model that was measuring the same relationship as measured by another variable or group of variables.

Assumption of Homoscedasticity



Homoscedasticity refers to the assumption that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable. In the above plot the Assumption of Homoscedasticity is satisfied.

Regression Analysis between Independent and Dependent Variables

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.742 ^a	.551	.544	.42433

a. Predictors: (Constant), Under the Crown prize, Premium (free gift), Point of sale materials, Price Discounts

b. Dependent Variable: Sales Volume

The "R" column represents the value of R, the multiple correlation coefficient. R can be considered to be one measure of the quality of the prediction of the dependent variable sales volume. A value of 0.742 indicates a good level of prediction. The "R Square" column represents the R² value (also called the coefficient of determination), which is the proportion of variance in the dependent variable that can be explained by the independent variables. The value 0.551 that the independent variables explain 55.1% of the variability of the dependent variable, sales volume.

The model or the predictor variables have accounted for 0.551 (adjusted R square of 54.0% with estimated standard deviation 0.42433) indicated that only 55.1 percent of the overall sales volume was explained by the model (the dimensions of sales promotion). The other variables that were not considered in this study contribute about 45% of the variability of sales volume. Further research is needed to identify the additional factors that influence the level of sales volume with BGI Ethiopia, as indicated by the model.

ANOVA ^a

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	55.182	4	13.795	76.617	.000 ^b
	Residual	45.014	250	.180		
	Total	100.196	254			

a. Dependent Variable: Sales Volume

b. Predictors: (Constant), Under the Crown prize, Premium, Point of sales materials , Price discounts

ANOVA tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome

variable. As it can be seen from the above table, the variables of sales promotion tools (independent variables) significantly predict the dependent variable (sales volume) with $F(4,250) = 76.617$ and $\text{sig} = 0.000$. (i.e., the regression model is a good fit of the data). F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance. The F-test result of the study was 76.617 with a significance of 0.000 meaning that the probability of these results occurring by chance was less than 0.05 i.e. the variation that was explained by the model was not simply by chance.

While the ANOVA table is useful to test the model's ability to explain any variation in the dependent variable, it does not directly address the strength of that relationship. Standardized coefficient (beta value) indicated the degree of importance of each of independent variables dimensions to sales volume. The regression result showed that all the dimensions contribute to sales volume, price discount being the largest predictor with coefficient 0.514, followed by premiums 0.292, under the crown prize 0.188 and point of sales materials being the smallest predictor with coefficient -0.177. The t-tests were used to test the significance of the coefficient of each independent variable (George & Mallery, 2010). The t-values of the variable is given by price discount (5.473), point of sales materials (-2.251), premiums (4.787), and under the crown prize (3.011). The significant levels of all the variables were less than 0.005.

In general, a multiple regression was run to predict sales volume from premiums, crown prize, price discount and point of sales materials. These variables significantly predicted sales volume $F(4, 250) = 76.617$, $p < .0005$, $R^2 = .551$. All the four variables added significantly to the prediction $p < .05$.

Table 4.18 Regression for sales volume

Coefficients of overall sales promotion

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.363	.168		8.099	.000
	Under the Crown prize	.122	.041	.188	3.011	.003
	Price Discounts	.417	.076	.514	5.473	.000
	Point of sale materials	-.094	.042	-.177	-2.251	.025
	Premium (free gift)	.275	.058	.292	4.787	.000

a. Dependent Variable: Sales Volume

$R = .742^a$, $R^2 = .551$, $F = 76.617$

Interpretation of the result

According to the table above, the regression standardized coefficient for the four independent variables i.e. under the crown prize, point of sale materials, price discount, and premiums are 0.188, -0.177, 0.514 and 0.292. The sig. levels of under the crown prize, point of sale materials, price discount, and premiums are 0.003, 0.025, 0.000 and 0.000 respectively, which are less than 0.05. This indicated significant relationship between them (the four independent variables) and the dependent variable (sales volume). Since the coefficients of the variables are statistically significant at less than 5 percent, all are statistically significant.

The low p-values indicated that both under the crown prize, point of sale materials, price discount, and premiums were statistically significant. The coefficient for crown prize indicates that each additional crown prize increased the sales volume by 0.122 while controlling everything else in the model. Furthermore, an additional unit of price discount increased sales volume by 0.417 while holding the other variables constant.

Looking at the Beta value of each independent variables in the model after taking out standard error effect, it can be inferred that price discounts constitutes the most significant beta value of 0.514 followed by premium, 0.292; under the crown prize, 0.188 and point of sale materials, -0.177 respectively. This implied that price discounts play important role in predicting sales volume with ($\beta = 0.417$; $t = 5.473$; $p < .05$), premium also contribute significantly to both short and long sales volume with ($\beta = 0.275$; $t = 4.787$; $p < .05$) while crown prize, with ($\beta = 0.122$; $t = 8.099$; $p < .05$), and point of sale materials with ($\beta = -0.094$; $t = -2.251$; $p < .05$) also play sufficient role in predicting sales volume. This result was confirmed to Odunlami and Ogunsiji, (2011) who testified that sales promotion plays a vital role for any company to remain and survive in a global competitive environment. The result in the study showed that sales promotion dimensions such as price discounts, premium, under the crown prize and point of sale materials were jointly predictor of sales volume. The regression coefficient of point of sale materials was negative, this means that for every unit increase in X_3 , we expect a (the - PSM value) unit decrease in Y, holding all other variables constant.

The model fit regression equation of sales volume became:

$$Y = X + X_1 CR + X_2 PD + X_3 PSM + X_4 PR + e$$

The implication is that the above model can be used to predict sales volume where:

$$Y = \text{Sales Volume}$$

X = Constant

X₁, X₂, X₃ & X₄ = coefficients

CR = Crown Prize

PD = Price Discount

PSM = Point of Sales materials

PR = Premiums

e = residual error

$$\text{Sales Volume} = 1.363 + 0.122CR + 0.417PD - 0.094PSM + 0.275PR + e$$

Concerning the effectiveness of the promotion tools, all the four promotional elements i.e, premiums, crown prize, point of sales displays and price discount were analyzed using ANOVA.

Importance of the Control Variables

A controlled variable is one which the researcher holds constant (controls) during an experiment. Controlled variables refer to variables or contributing factors that are fixed or eliminated in order to clearly identify the relationship between an independent variable and a dependent variable. Most experimental designs measures only one or two variables at a time. Any other factor, which could potentially influence the results, must be correctly controlled. Its effect upon the results must be standardized, or eliminated, exerting the same influence upon the different sample groups. If a control variable changes during an experiment, it may invalidate the correlation between the dependent and independent variable. When possible, control variables should be identified, measured, and recorded. In the study, the researcher manipulated one variable, the independent variable, and studied how that affected the dependent variables.

For example, to determine whether a crown prize has an effect on sales volume, the independent variable is the crown prize, while the dependent variable is the sales volume. If not able to control other factors (e.g. government policy on alcohol promotion), it may distort the results. A controlled variable is one which the researcher holds constant (controls) during an experiment.

Hypothesis Tests

For this study, multiple regression analysis was then applied to test the hypotheses. Multiple regression analysis was used because it allows for taking into account the explanatory power of more than one independent variable simultaneously.

Since, coefficient of the predictor variables were statistically significant at less than five percent, null hypotheses related with premiums, price discount, point of sales displays and under the crown prize were supported.

1. From the regression analysis, as it is shown in the above table, premiums has a positive and a significant effect on sales volume with beta value of 0.292 and p-value of 0.000 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., premiums and sales volume are positively and significantly related.

2. From the regression analysis, price discount has a positive and a significant effect on sales volume with beta value of 0.514 and p-value of 0.000 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., price discount and sales volume are positively and significantly related.

3. From the regression analysis, point of sales displays has a negative and a significant effect on sales volume with beta value of -0.177 and p-value of 0.025 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., point of sales displays and sales volume are positively and significantly related.

4. From the regression analysis, under the crown prize has a positive and a significant effect on sales volume with beta value of 0.188 and p-value of 0.003 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., under the crown prize and sales volume are positively and significantly related.

Summary of the hypotheses results

In statistical hypothesis testing, the p-value is the probability of obtaining a result at least as "impressive" as that obtained, assuming the null hypothesis is true, so that the finding was the result of chance alone. Generally, one rejects the null hypothesis if the p-value is smaller than or equal to the significance level, often. After the analysis and discussion mentioned above, following results have been drawn.

Table 4.20 Hypotheses Result summary

Hypothesis	Analysis Used	Reason	Result
H-1: Premiums and sales volume are positively and significantly related.	Multiple Regression	($\beta = 0.292, p = 0.000$)	Supported
H-2: Price discount and sales volume are positively and significantly	Multiple Regression	($\beta = 0.514, p = 0.000$)	Supported

related.			
H-3: Point of sales displays and sales volume are positively and significantly related.	Multiple Regression	($r = -0.177$, $p = .025$)	Supported
H-4: Under the crown prize and sales volume are positively and significantly related.	Multiple Regression	($r = 0.188$, $p = 0.003$)	Supported

Interview Analysis

To gather more information about sales promotion practices of St. George Beer, interview questions were forwarded to 3 of the marketing personnel of the company. Accordingly the interviewee’s responses to the questions were depicted briefly as followed. The analysis was cross tabulated with the quantitative study findings of the relationship between sales promotion and sales volume in context to St. George Beer. However, most interview responses were presented and analyzed in the questionnaire analysis part as a supportive response.

Q 1. As compared to other competitors how do you rate the price of your product?

1. Very low
2. Low
3. High
4. Very high

Respondents: All “*mainstream beer*” prices are similar, this includes St. George beer. (We don’t see this choice on the answer option)

Q 2. What does the trend of your sales seem?

1. Increasing
2. Decreasing
3. Neither decreasing nor increasing

Respondents: The trend of the sale of the company is increasing

Q 3. If your answer to question number 2 is “increasing, decreasing or neither of the two” what is the reason please state it clearly.

Respondents: Being a pioneer in the beer market, the brand awareness level including taste preference/adoption is high compared to rival competitors. This therefore directly drives the sales growth.

Q 4. Over all, how do you evaluate the company’s current sales promotion strategies?

Respondents: BGI as a company is strong in channel activation. It has established a strong relationship with the customers (outlet owners) through the years. To this end, the customers respond positively with all the promotion proposals. The company also implementing the

marketing strategies effectively by advertising the product by erecting artistic notice board in towns, at sight catching places, major outlets and inlets, by using modern distribution net works to sufficiently supply and distribute to all parts of the country, by contributing to popular events by means of sponsoring various events and by providing training in the country and abroad to concerned personnel and thus improving their capacity. The D/Marketing Manager also explained that distribution strategy of the company is well established and the brand name has intimate relationship with our customers both in emotion and sentiment

Q 5. Is there any competition? Who are your current competitors at local level? What are your major competitive advantages?

Respondents: Yes, *Walia Beer* is the strongest competitor. This means there is an intensive competition in the market. The St. George Brewery company is doing better than its competitors. For example, beyond delivering quality products and selecting best partners, St. George Brewery marketing strategy focuses on implementing an efficient distribution net work along with creative and innovative marketing. The company gives special attention for the skills and competence of employees and partners. The beer market in Ethiopia is expanding day to day. The company's competitive advantages are its distribution system countrywide including its strong CSR platform which supports (at great length) the communities in which the company operates in.

Q 5. What are the problems you encountered in implementing the marketing strategies?

Respondents: Just recently, the ATL (above-the-line) i.e. TV, Radio and Outdoor banned by the government. In addition, high advertising cost and rules and policies that restrict advertising may have unintended effects. These all implies that the company has faced a problem of implementing the marketing strategies and these problems may influence the strategies not to attain the objectives of the company as expected.

7. What is your future plan to expand your products or to increase your sales volume?

Respondents: Our plan is expanding our brand portfolios to address different needs and increase the consumer base. Furthermore, the interviewees replied that St. George Brewery marketing strategies is effectively practiced and it is customer oriented. This indicates the company's marketing strategy is effectively implemented by its employees to achieve its objectives because the workers commitment and dedication to keep the Brewery and its product is very encouraging.

Q 8. What is your general recommendation and suggestion about sales promotion?

Respondents: Consumers require a constant reminder about the product to continue consuming it through ATL and BTL support (TV, Radio, outdoor, digital, experiential activation, discount sales, BOGOF (buy-one-get-one free) etc...). The target consumers should be able to experience at a channel level all the brand promises they see on ATL. For an effective marketing promotion, there is a requirement of allocating sufficient marketing budget including assigning capable people at the beginning of the year.

9. Factors Yes No

- The sales promotion of St. George beer is Seasonal (Yes No)
- The sales promotion of St. George beer is Entertaining (Yes No)
- The sales promotion of St. George beer is Creative (Yes No)
- The sales promotion of St. George beer is Attractive (Yes No)
- The sales promotion of St. George beer is Repetitive (Yes No)
- The sales promotion of St. George beer is Influential (Yes No)

Respondents: All of the respondents react in a similar manner for the yes, no questions. Accordingly, all agree that St. George beer is entertaining, attractive, repetitive and influential but not seasonal and creative.

Over all conclusions: These questions help to triangulate the response measured on the quantitative questioners. Particularly, those respondents who did not to agree to the sales promotion of St. George Beer creativity indicated why most of the respondents from the supplier side preferred neutral answers compared to other resellers.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMENDATIONS

5.1 Introduction

This chapter provided the summary of what the findings entails, answers to research questions, conclusions of the researcher findings and there after gave the recommendation of the research study. In order to collect the survey information, a questionnaire was developed to gather data from 255 respondents. The survey contained demographic variables in order to get more data about the respondents, such as gender, age, income, and occupation as well as research key questions and related to the knowledge of the types of sales promotion, their frequency and effectiveness of the sales promotion. The survey respondents who completed the survey were 255. Majority of respondents were males, which was 52.9% and majority of the respondents were in the age group 25-45 which represented 78.4% of the total population.

5.2 Summary of the Findings

The purpose of the study was to determine the effects of sales promotion on sales volume in the case of St. George Beer. A pretest was designed to confirm the nature of the promotion techniques used by BGI Ethiopia. The researcher asked the company to describe the various methods of sales promotion tools and explained any four methods of sales promotion the company aggressively using. Then the researcher selected four of the tools namely crown prize, premiums, price discount and point of sales display that affected the sales volume. Quantitative research was used to analyze the effect of sales promotion on sales volume. Target population participated in the study were 255 from BGI as well as channel distributers of St. George Beer. Stratified random sampling was used to select the sample size. Structured questionnaires were used to collect data. Questionnaires were self administered and the data were collected in cross sectional basis. The respondents were shown four sales promotional schemes and asked to indicate their response on Five-point Liker scale from Strongly Disagree to Strongly Agree. Tables were used to present data. Statistical Package for Social Sciences (SPSS -20) software was used to analyze the data.

Moreover, this section summarized the key findings as presented by the respondents. The study was guided by four specific objectives: 1) to identify the effect of premium on sales volume 2) to identify the effect of price discount on sales volume 3) to identify the effect of under the

crown prize on sales volume and 4) to identify the effect of point of sales materials on sales volume. The findings of the study answered the research questions and met the objectives.

1. Relationship between premium and sales volume

Premium is a significance source of sales volume

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	.8	.8
	Disagree	54	21.2	22.0
	Neutral	47	18.4	40.4
	Agree	149	58.4	98.8
	Strongly Agree	3	1.2	100.0
	Total	255	100.0	100.0

The first hypothesis of the study stated that premiums and sales volume are positively and significantly related. The result showed that there was a positive correlation between premiums and sales volume with $r = 0.618$. The result of this research was consistent with the previous studies that consumer's purchase decision was influenced by the sales promotion. A study regarding "Role of Sales Promotion on Sales volume in the context of Fast Moving Consuming Goods" (Iqbal N & et.al, 2013) have provided supporting evidence that all sales promotion dimensions were independently and jointly predicted sales volume. This implied that a premium has significant effect on sales volume. The study also found that premium has influence on sales volume.

Furthermore, the researcher conducted cross tabulation analysis of respondents' occupations and their response to premium. The results showed that 60% of the dealers belonging to whole sellers responded positively towards premiums. 70% of the dealers belonging to the supplier claimed that they were neutral to premiums may be affected based on the utility of the product. However, respondents belonging to distributors and retailers reacted positively towards premiums in 60% and 51.4%. The results of the research and similar previous studies proved that premiums affected sales volume but other factors such as the occupation status have a major role in determining such relationship.

2. Relationship between price discount and sales volume

Price discount has differential effects on sales volume

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	3.1	3.1
	Disagree	13	5.1	8.2
	Neutral	4	1.6	9.8
	Agree	126	49.4	59.2
	Strongly Agree	104	40.8	100.0
	Total	255	100.0	100.0

The second hypothesis stated that price discount and sales volume are positively and significantly related. The results indicated that there was a positive correlation between price discounts and sales volume with $r = 0.706$ which was consistent with the findings of the previous studies. A study regarding “The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market” has provided supporting evidence that sales promotion has direct impact on consumer buying behavior and it accelerates the selling process by influencing consumer to make a rapid purchase (Shamout.D, 2016). Similarly, (Ajan Shrestha, 2015) stated that price discounts played a key role in influencing the consumer’s purchase decision hence sales volume.

The researcher conducts cross tabulation test between occupation status of the dealers and their sales activities to price discounts. The results showed that 81.5% of the dealers belonging to retailers, 80% of the dealers belonging to whole seller, 80% of the dealers belonging to distributor and 75% of the supplier responded positively towards price discounts. However, 20% and 10% of the shoppers belonging to distributor and whole seller remained neutral towards price discount. Based on the results of this research and previous studies, it has been proved that price discounts affected both supplier and channel distributors.

3. Relationship between point of sales materials and sales volume

Point of sales materials has greater effects on sales volume.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	28	11.0	11.0	11.0
Valid Neutral	1	.4	.4	11.4
Agree	120	47.1	47.1	58.4

Strongly Agree	106	41.6	41.6	100.0
Total	255	100.0	100.0	

The third hypothesis stated that point of sales displays and sales volume are positively and significantly related. The hypothesis result revealed that there was a positive correlation between point of sales displays and sales volume with $r = 0.560$. The result of this study was consistent with the findings of the previous study by Robert C. Blattberg & Scott A. Neslin (1989) on “Sales Promotion: The Long and the Short of It” stated that point of sales displays have differential effects on sales.

The researcher conducts cross tabulation analysis to study the effect of occupation status of the dealers to point of sales materials. The results showed that 80% of the whole sellers, 71.8% of the retailers, 60% of the distributor and 55.5% of the supplier responded positively towards point of sales materials. While 49.1% of the dealers belonging to the same group stated that their response was neutral towards point of sales materials. Based on the results of this research and previous studies, it has been proved that point of sales materials affected sales volume.

4. Relationship between crown prize and sales volume

Crown prize has sound effects on sales volume.

	Frequency	Percent	Valid Percent	Cumulative Percent
Disagree	11	4.3	4.3	4.3
Neutral	25	9.8	9.8	14.1
Valid Agree	140	54.9	54.9	69.0
Strongly Agree	79	31.0	31.0	100.0
Total	255	100.0	100.0	

The fourth hypothesis of the study stated that crown prize and sales volume were positively and significantly related. The results showed that there was a positive correlation between crown prize and sales volume with $r = 0.565$.

The researcher conducted cross tabulation test to analyze how dealers belonging to different occupation status to crown prize. The results showed that 60% of the customers belonging to whole sellers were influenced to make a sale based on crown prize. Similarly, 51.4% of the customers belonging to retailers, 45% of the customers belonging to suppliers and 40% of the customers belonging to distributors made a sale when crown prize were offered. Based on the

results of the research and previous studies, it has been proved that under the crown prize affected shoppers' sales volume. However, in the average 40% of the shoppers belonging to from all type of occupation status responded to crown prize in a neutral manner.

Overall effect of sales promotion on sales volume

The study pointed out that 51.4% of respondents agreed sales volumes and sales promotion are related sufficiently. However, 41.6% of respondents said that sales volume is highly influenced by sales promotion whereas 6.3% of respondents' response is neutral towards sales promotion. This means that 93% of respondents; if other factors remain constant, such as the government policy on restriction of the promotion of beers in public mass media (TV, Radio,...) affected the sales, but the promotion tools can still help to sufficiently increase the sales volumes. Findings also indicated that the existence of positive relationship between sales promotion tools and sales volume. This finding was also supported by qualitative analysis. BGI Ethiopia invested much money throughout the year to promote St. George Beer and as a result the brand continuously brought the return as expected.

Furthermore, the sales section head of BGI Ethiopia explained during discussion on the interview that since St. George Beer is the most favored beer brands in most parts of Ethiopia and has historical attachments to the people, the government new regulation as such did not affect its sales and hence agreed with the quantitative results in which sales promotion tools even in a moderate way affected the sales of St. George Beer positively and significantly..

5.3 Conclusion

The objective of this study was to examine the effect of the four sales promotional schemes; price discount, crown prize, premiums and point of sales displays on sales volume of the manufacturer and channel distributors of St. George Beer. As it can be observed, the hypotheses of the research were confirmed. In other words, it was confirmed that there was a significant relationship between promotional tools and sales volume. It was also confirmed that there were significant relationship between each of the presumed promotional tools and sales volume.

Furthermore, positive attitudes from clients towards all promotional activities were discovered. If a firm effectively selects its sales promotion techniques, it will not only increase its sales, but it will also increase the sales effectiveness of the firm.

The descriptive statistics result gathered from the respondents showed that price discount scored (90.2%), point of sales materials (88.7%), under the crown prize (85.9%) and premium (59.6%) found effective to induce sales volume. The Friedman Test also ensured the result. (See the annex)

Therefore, the effective implementation of sales promotion tools led to increase in sales volume. The effectiveness of sales promotion can resist the competition from rival similar companies. The positive relationship between sales promotion tools and sales volume agreed with the study's hypothesis and theoretical framework. The overall research question was; do the sales promotion tools have significant effect on sales volume? The general answer to the research question was: the presences of price discount, premiums, crown prize and point of sales displays promotions have an effect on sales volume.

5.4 Limitations and Recommendations

Limitations

Since the study was conducted in a single product, the results did not represent the promotional efforts in other products of the company. Besides, the nature of the study which was cross-sectional survey indicated only the prescribing performance that were predominant at the time of the study though the study would have been in best if done by longitudinal study.

In addition, the study focused on the effect of sales promotion on sales volume of St. George Beer, so it did not represent the activities of other brewery companies intensively made an effort on promoting their products too. The sample size (255) and the sampling method (convenient) were the other limitations of study. A study with more number of respondents done with probabilistic sampling technique can give better insight to the BGI Ethiopia customer.

Recommendations

The study was also conducted to investigate, describe and report the relations between sales promotion elements and sales volume of St. George Beer. Accordingly, the researcher recommended the following based on the analysis results.

1. Those firms in the Brewery industry should put more emphasis on selected sales promotion as it was observed from the results of the study that had greater effects on sales volume.
2. Most of the time, customers wish short-term price reductions such as coupons, sales, and price promotions that can change their payment amount.

3. Future research efforts could also explore the effects of other promotional dimensional not measured in the study.
4. Qualitative/quantitative research on effects of sales promotions on sales volume on longitudinal basis of promotional strategies.

What Makes Sales Promotions Work?

Not all sales promotions are successful. For whatever reason, some promotion tools fail to capture the interest of prospective clients. To effectively motivate customers into doing business with organization, the sales promotion strategy should include the four promotion elements mentioned under the study. There are of course challenges to be expected in exercise but this certainly encourages a kind of sale which can reward someone who can attempt improvements at the most basic level.

The consequences of inaction can be catastrophic. It is for these precise reasons that there are common challenges and problems confronting the competitive business transaction. Sales promotion causes sales to increase but once the promotion stops it returns to the original level. Sales promotion also fuels the flames of competition retaliation. Though the cost incurred on promotions do not yield significant benefits in terms of enduring sales growth, yet it's a vicious circle situation for companies.

Contribution to the Subject and Body of Knowledge

The primary aim of the researcher in this study is to relook at the concept of sales promotion from sales volume perspective. The study provided a framework for the discussion on the subject of sales promotion. Whenever the subject of sales promotion is discussed, there is a tendency to talk about the added value of this study contributing for other studies. So far most studies on sales promotions have focused on the brand awareness, customer purchase intention and brand loyalty. In this study the researcher has tried to shift the focus to the firms rather than the individuals.

5.5 Managerial Implications

All the four sales promotion schemes namely price discount, crown prize, point of sales displays and premiums have been found effective to attract customers and stimulate sales. But in this study, it was found that not all of the sales promotional schemes were equally effective to increase sales volume. Hence, the supplier has to employ many other schemes like coupon and loyalty cards in combination to the above mentioned schemes to make bigger their sales.

Based on the result, it is well acknowledged that price discount appeared to be the most related construct with sales volume with correlation coefficient of 0.706. It was also the most dominant factor in predicting sales volume with a beta coefficient of 0.417. The implication is as price of St George Beer is discounted, consumers incline to make more purchase thereby increases sales volume. So increasing price discount offers will increase sales volume.

It is also acknowledged that premium was effective tools in inducing sales volume with correlation coefficient of 0.681. It was also the most dominant factor in predicting sales volume with a beta coefficient of 0.275. Improving this tool is mainly essential for the success of BGI Ethiopia Company and to get sustainable competitive advantages by increasing sales volume, since premium has a significant positive impact on the sales volume. Responsible bodies of the company have to put more effort to improve incentive packages of related to premium.

In conclusion, premium, price discount, point of sale materials and crown prize appeared to be antecedents of sales volume. Therefore, BGI Ethiopia Company should note the four dimensions of sales promotion that were found to predict sales volume and emphasize them in their marketing strategy.

Point of sale materials appeared to be correlated construct with sales volume with correlation coefficient of 0.560. It was also the dominant factor in predicting sales volume with a beta coefficient of -0.094. Therefore, point of sale materials were effective tools in inducing sales volume. This implies that when BGI Ethiopia Company prepared point of sales materials for its St. George Beer such as branded refrigerator, outside signage on bars and restaurants, consumers tend to purchase the product and hence increase sales volume. Thus, improving point of sales materials brings about improved purchase decision.

Under the Crown prize appeared to be correlated construct with sales volume with correlation coefficient of 0.565. It was also the dominant factor in predicting sales volume with a beta coefficient of 0.122. Therefore, under the crown prize was effective tools in inducing sales volume. This implies that when BGI Ethiopia Company supports under the crown prize for its St. George Beer such as quality, attractive and having value awards, encourages resellers to sale the product and hence increase sales volume.

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

Dear Respondent

This survey is part of the research course for masters program in Marketing Management on “The Effect of Sales Promotion on Sales Volume: in the case of St. George Beer”. Through this survey, I wish to analyze the determinants factors of sales promotion on sales volume. The survey is anonymous and all the information provided will be kept confidential and will not be shared with any other party in any case. I greatly appreciated your help for completing the survey! Please complete the following by placing "✓" mark on the appropriate choice that best represent your level of agreement or disagreement.

Thank you very much in advance.

Section I: Demographic Profile.

1. Sex

Male Female

2. Age

20 -24 25-35 36-45 46 and above

3. Educational level

Primary Secondary Certificate Diploma 1st Degree Above 1st Degree

4. Marital status:

Single Married Divorced Others

5. Business status:

Supplier Distributor Whole seller Retailer

6. Monthly Salary/Income

Birr 3,000 and below Birr 3,501-6,000 Birr 6,001-10,000 Above 10,000 Birr

Section II: Determinant of sales promotion and sales volume

Please rate your level of agreement/disagreement to the following questions by placing "✓" mark on the appropriate box for the number of your choice. (Adopted from other researchers and self developed.

1. *Strongly Disagree (SD)*, 2. *Disagree (D)*, 3. *Neutral (N)*, 4. *Agree (A)*, 5. *Strongly Agree (SA)*

No	Sales Promotion Tools	SD	D	N	A	SA
I	<i>Under the Crown prize</i>					
1	A crown price helped sale of the brand earlier than planned					
2	A crown price enhanced sale of more quantities than the previous					
3	A crown price made sale of the brand easy which has never tried before.					
4	High value of a crown price assisted for repeated sale					
5	For the most part, a crown prize boosted sale activity of the brand					
II	<i>Price Discounts</i>					
6	Price discount during off-seasons boosted sales activity					
7	Price discount contributed for better sale.					
8	Customers tend to buy more quantities than usual when offered price discount					
9	Price discount could be a reason to sell more quantities than the usual					
10	Price discount let a continues sale of the brand					
III	<i>Point of sale materials</i>					
11	Attractive and clear point of display enhances sale during off-seasons					
12	Point of sale materials remind the brand and compel the customers to purchase the product					

13	Point of sale materials encourages customers to buy the brand					
14	Point of sale displays and materials increased sales volume					
IV	<i>Premium (free gift)</i>					
15	Premium enhances sales performance					
16	Premium encourages sale of more quantities of the same brand					
17	Premium lets frequent sale of the brand					
18	Premium encourages sale of more quantities earlier than the planned					
19	Premium leads customers to feel affection for the brand					
V	<i>Sales Volume</i>					
20	Premium is a significance source of sales volume.					
21	Price discount has differential effects on sales volume.					
22	Crown prize has sound effects on sales volume.					
23	Points of sales materials have greater effects on sales volume.					
24	Sales promotions have dramatic immediate effects on sales volume.					

አዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ኮሌጅ የገበያ አመራር ትምህርት ክፍል
በደንበኞች የሚሞላ መጠይቅ

ውድ ምላሽ ሰጪ

መጠይቁ በአዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ትምህርት ቤት የገበያ አመራር የትምህርት ክፍል ለ2ኛ ዲግሪ ማሟያ የሚውል ነው። መጠይቁ በሁለት ክፍሎች የተዋቀረ ነው። የምላሽ ሰጪ የግል መረጃ እና የአጭር ጊዜ የቅዱስ ጊዮርጊስ ቢራ ሽያጭ ማስታወቂያ በአምራቹና በየደረጃው ባሉ አከፋፋዮች ላይ ያመጣውን የሽያጭ እንቅስቃሴና መጠን ይመለከታል። ስለዚህ የእርሶዎ አስተያየት በጣም ጠቃሚ መሆኑን በመግለጽ የሚሰበሰበው መረጃ ለጥናቱ አላማ ብቻ የሚውልና በጥብቅ ሚስጢር የሚጠበቅ ነው።

ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል 1 - የምላሽ ሰጪ የግል መረጃ

እባክዎ ምላሹ ነው ብለው በሚያምኑት ሰንጠረዥ ውስጥ ይህን "✓" ምልክት ያስቀምጡ።

1. ጾታ :- ወንድ ሴት
2. እድሜ :- ከ 20-24 ከ 25-35 ከ 36-45 46 እና በላይ
3. የትምህርት ደረጃ:- 1ኛ ደረጃ 2ኛ ደረጃ ሰርተፊኬት ዲፕሎማ
 የመጀመሪያ ዲግሪ 2ተኛ ዲግሪ እና በላይ
4. የጋብቻ ሁኔታ:- ያገባ ያላገባ የፈታ የተለየ
5. የንግድ ሁኔታ:- አምራች አከፋፋይ ጅምላ ሻጭ ቸርቻሪ
6. ወርሃዊ ገቢ:-
 3,000 ብር እና በታች ከ3,001-6,000 ብር ከ6,001-10,000 ብር
 ከ10,000 ብር በላይ

ክፍል --2--

የአጭር ጊዜ የቅዱስ ጊዮርጊስ ቢራ ሽያጭ ማስታወቂያ እና የሽያጭ መጠን ውጤት ዳሰሳ መጠይቅ እባክዎን የእርስዎ ምርጫ የሆነውንና የሚስማሙበትን ወይም የማይስማሙበትን "□" ምልክት

በማድረግ ሃሳብዎን ይግለጹ

ቁጥር	መመዘኛዎች	በፍፁም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
	የቆርኪ ስር ሽልማቶች					
1	የቆርኪ ስር ሽልማቶች መኖር ምርቱን ከታቀደው ጊዜ በፊት ለመሸጥ አስችሎናል					
2	የቆርኪ ስር ሽልማት መኖሩ ከዚህ በፊት ስንሸጠው ከነበረው መጠን በላይ እንድንሸጥ አስችሎናል					
3	የቆርኪ ስር ሽልማት መኖር ከዚህ በፊት ሸጠነው የማናውቃቸውን ምርቶች ለመሸጥ አስችሎናል					
4	የቆርኪ ስር ሽልማቶች ያላቸው ዋጋ መጨመር ምርቶቹ ያለማቋረጥ በሽያጭ ላይ እንዲቆዩ አድርጓል					
5	የቆርኪ ስር ሽልማቶች መኖር የምርቱን ሽያጭ ያነቃቃል					
	የዋጋ ቅናሽ					
6	በልዩ ወቅቶች ላይ የዋጋ ቅናሽ መኖር የሽያጭ ስራን ያነቃቃል					
7	የዋጋ ቅናሽ መኖር ከወትሮው በተለየ ጥሩ ሽያጭ ለማከናወን ያግዛል					
8	የዋጋ ቅናሽ መኖር ደንበኞች ከቀድሞው የበለጠ ግዢ እንዲፈጽሙ አስችሏል					
9	የዋጋ ቅናሽ መኖር ለሽያጭ መጠን መጨመር ምክንያት ሆኖናል።					
10	የዋጋ ቅናሽ መኖር ያልተቋረጠ ሽያጭ ለማከናወን አስችሎናል					
	የሚስብና ንጹህ የመሸጫ ስፍራዎች					
11	የሚስብና ንጹህ የመሸጫ ስፍራዎች ለየት ባሉ ወቅቶች ጭምር የምርቱን ሽያጭ ያነቃቃል					
12	የሚስብና ንፅህ የመሸጫ ስፍራዎች ደምበኞች ምርቱን እንዲያስታውሱና እንዲገዙ ያግዛል					
ቁጥር	መመዘኛዎች	በፍፁም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ

13	የሚስብና ንፅህ የመሸጫ ስፍራዎች ደምበኞች ምርቱን የመግዛት ፍላጎታቸውን ያበረታታል					
14	የሚስብና ንፅህ መሸጫ ስፍራዎች ላይ ያሉ የምርት ማስታወቂያዎች የምርት ሽያጭን ከፍ ያደርጋል					
	ነጻ ሽልማት (ፕሪሚየም)					
15	ነጻ ሽልማት መኖር የሽያጭ ስራን ያነቃቃል					
16	ነጻ ሽልማት መኖር ምርቱ በብዙ መጠን እንዲሸጥ አስችሏል					
17	ነጻ ሽልማት መኖር ምርቱ ያለማቋረጥ በሽያጭ ላይ እንዲቆይ ያስችላል					
18	ነጻ ሽልማት መኖር ምርቱ ከታሰበው ጊዜ በፊት ሽያጭ ለማከናወን አስችሎናል					
19	ነጻ ሽልማት መኖር ደንበኞች ምርቱን እንዲወዱት ምክንያት ሆኗቸዋል					
	የሽያጭ መጠን					
20	ነጻ ሽልማት (ፕሪሚየም) መኖር ለምርት ሽያጭ መጠን መጨመር ዋነኛ ምክንያት ነው					
21	የዋጋ ቅናሽ መኖር ለምርት ሽያጭ መጠን መጨመር የጎላ አስተዋጽኦ አለው					
22	የቆርኪ ስር ሽልማቶች ለምርት ሽያጭ መጠን መጨመር በጎ አስተዋጽኦ አላቸው					
23	የሚስብና ንጹህ የመሸጫ ስፍራዎች ለምርት ሽያጭ መጠን መጨመር ከፍተኛ አስተዋጽኦ አላቸው					
24	የአጭር ጊዜ የቅዱስ ጊዮርጊስ ቢራ ሽያጭ ማስታወቂያ በሽያጭ መጠን ላይ ከፍተኛ ጭማሪ አምጥቷል					

Appendix

Occupation of respondents * Under the Crown prize Cross tabulation							
			Under the Crown prize				Total
			Disagree	Neutral	Agree	Strongly Agree	
Occupation of respondents	Supplier	% within Occupation of respondents	10.0%	45.0%	20.0%	25.0%	100.0%
	Distributer	% within Occupation of respondents		60.0%	20.0%	20.0%	100.0%
	Whole seller	% within Occupation of respondents	10.0%	30.0%	30.0%	30.0%	100.0%
	Retailer	% within Occupation of respondents	6.4%	42.3%	20.5%	30.9%	100.0%

Occupation of respondents * Price Discounts Cross tabulation							
			Price Discounts				Total
			Disagree	Neutral	Agree	Strongly Agree	
Occupation of respondents	Supplier	% within Occupation of respondents	5.0%	20.0%	60.0%	15.0%	100.0%
	Distributer	% within Occupation of respondents	20.0%		80.0%		100.0%
	Whole seller	% within Occupation of respondents	10.0%	10.0%	50.0%	30.0%	100.0%
	Retailer	% within Occupation of respondents	2.7%	15.9%	48.6%	32.7%	100.0%

Occupation of respondents * Point of sale materials Cross tabulation							
			Point of sale materials				Total
			Disagree	Neutral	Agree	Strongly Agree	
Occupation of respondents	Supplier	% within Occupation of respondents	25.0%	20.0%	30.0%	25.0%	100.0%
	Distributer	% within Occupation of respondents	20.0%	20.0%	20.0%	40.0%	100.0%
	Whole seller	% within Occupation of respondents	20.0%		10.0%	70.0%	100.0%
	Retailer	% within Occupation of respondents	19.1%	9.1%	19.5%	52.3%	100.0%

Occupation of respondents * Premium (free gift) Cross tabulation						
			Premium (free gift)			Total
			Neutral	Agree	Strongly Agree	
Occupation of respondents	Supplier	% within Occupation of respondents	70.0%	25.0%	5.0%	100.0%
	Distributer	% within Occupation of respondents	60.0%	40.0%		100.0%
	Whole seller	% within Occupation of respondents	40.0%	50.0%	10.0%	100.0%
	Retailer	% within Occupation of respondents	47.7%	41.4%	10.9%	100.0%

Occupation of respondents * Sales Volume Cross tabulation						
			Sales Volume			Total
			Neutral	Agree	Strongly Agree	
Occupation of respondents	Supplier	% within Occupation of respondents	5.0%	60.0%	35.0%	100.0%
	Distributer	% within Occupation of respondents	20.0%	60.0%	20.0%	100.0%
	Whole seller	% within Occupation of respondents	20.0%	60.0%	20.0%	100.0%
	Retailer	% within Occupation of respondents	14.1%	58.6%	27.3%	100.0%

As indicated in the table below there is statistically significant effect between independent variable (sales volume) and dependent variable (premium) where, F(2,252 value was 78.00 at 0.000 which states that there is significant effect of premium on sales volume.

1. ANOVA Table

		Sum of Squares	df	Mean Square	F	Sig.
Sales Volume * Premium (free gift)	Between (Combine) Groups	38.312	2	19.156	78.004	.000
	Within Groups	61.885	252	.246		
	Total	100.196	254			

	Eta	Eta Squared

Sales Volume * Premium (free gift)	.618	.382
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As indicated in the table below, there is statistically significant effect between independent variable (point of sale materials) and dependent variable (sales volume) where, F(3,251) value was 40.53 at 0.000 which states that there is significant effect of point of sale materials on sales volume.

2. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sales Volume *	Between Groups	(Combined)	32.698	3	10.899	40.531	.000
Point of sale materials	Within Groups		67.498	251	.269		
	Total		100.196	254			
			6				

Measures of Association

	Eta	Eta Squared
Sales Volume * Point of sale materials	.571	.326

As indicated in table below, there is statistically significant effect between independent variable (price discounts) and dependent variable (sales volume) where, F (3,251) value was 91.71 at 0.000 which states that there is significant effect of price discounts on sales volume.

3. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sales Volume *	Between Groups	(Combined)	52.395	3	17.465	91.706	.000
Price Discounts	Within Groups		47.801	251	.190		
	Total		100.196	254			

Measures of Association

	Eta	Eta Squar

		ed
Sales Volume * Price discounts	.723	.523

As indicated in the table below, there is statistically significant effect between independent variable (under the Crown prize) and dependent variable (sales volume) where, $F(3,251)$ value was 39.77 at 0.000 which states that there is significant effect of under the crown prize on sales volume.

4. ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Sales Volume * Under the Crown prize	Between Groups	(Combined)	32.281	3	10.760	39.769	.000
	Within Groups		67.915	251	.271		
	Total		100.196	254			

Measures of Association

	Eta	Eta Squared
Sales Volume * Under the Crown prize	.568	.322

Sales Volume ANOVA Table

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	51.237	3	17.079	87.561	.000
Within Groups	48.959	251	.195		
Total	100.196	254			

As indicated in the table below, there is statistically significant effect between independent variable (overall sales promotions) and dependent variable (sales volume) where, $F(3,251)$ value was 87.56 at 0.000 which states that there is significant effect overall sales promotions on sales volume.

Friedman Test

Ranks

	Mean Rank
Price Discounts	2.93
Point of sale materials	2.71
Under the Crown prize	2.27
Premium (free gift)	2.09

Test Statistics^a

N	255
Chi-Square	103.135
df	3
Asymp. Sig.	.000

a. Friedman Test

Sales promotion incentives of St. George Beer



Source: BGI Ethiopia website