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Influences of Promotion mix on Consumer Purchase Intention

In case of “Angela Burger (Fast food industry)”

Prepared by Saron Bekure

Advisor: - Tewodros (Ass, Professor)

Thesis Proposal Submitted to the Addis Ababa University, Faculty of Business and Economics in Partial Fulfillment for the Award of Master of Arts degree in Business Administration

JANUARY 2025

Addis Ababa, Ethiopia

**Influences of Promotion mix on
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**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF MANAGEMENT
ADDIS ABABA UNIVERSITY**

**Thesis Proposal Submitted to the Addis Ababa University, Faculty of Business
and Economics in Partial Fulfillment for the Award of Master of Arts degree
in Business Administration.**

BY

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JANUARY, 2025


ADDIS ABABA

ETHIOPIA

Declaration

I, SARON BEKURE, hereby declare that the thesis entitled “INFLUENCE OF PROMOTION MIX IN CONSUMERS’ PURCHASE INTENTIONS IN CASE OF ANGELA BURGER” is my own original work and has not been submitted for any degree in any other University. It is offered for the award of the degree of Master of Business Administration in Management from ADDIS ABABA UNIVERSITY.

Name: SARON BEKURE

Signature  _____

Statement of Certification

This is to certify that the thesis prepared by SARON BEKURE entitled: “Influences of promotion mix on consumers purchase intention in case of Angela burger” and submitted in partial fulfillment of the requirements for the degree of Master of Business Administration compiles with the regulations of the university and meets the accepted standards with respect to originality and quality.

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List of acronyms

PS	Personal selling
ADV	Advertising
SP	Sales promotion
PR	Public relations
DM	Direct marketing

Abstract

The study was conducted to investigate the influence of promotion mix elements with customers' purchase intention in Angela burger (fast food processing firm). The firm has six branches a sample of 384 customers were issued the questionnaire of which 353 responded appropriately. Data was analyzed using SPSS version 22 and both descriptive and inferential statistics were deployed to evaluate first the customers' attitude about the marketing mix elements and second to analyze the relationship of the marketing mix elements with customers' purchase intention. The descriptive statistics exposed that majority of the customers believe that the marketing mix elements have impacts on customers' purchase intention. Likewise, the inferential statistics which is performed after checking the requirements of regression analysis, proved that all the marketing mix elements considered the study have significant and positive relationship with customers' purchase intention. The study revealed that of the five promotion mix elements considered (personal selling, Advertising, sales promotion, public relations and direct marketing) Advertising impacts purchase intention of customers to the highest degree with a beta value of 0.353 followed by direct marketing with a beta value of 0.332 while sales promotion, personal selling and public relation took the third, fourth and fifth stage with Beta values of 0.285, 0.246 and 0.239 respectively. Accordingly, it was concluded that personal selling, Advertising, sales promotion, public relations and direct marketing have significant and positive relationship with customers' purchase intention in the case of Angela burgers and the company is recommended to have adequately developed and customer-oriented implementation of all the promotion mix elements in order to retain the existing customers and win new ones in its future operation.

CHAPTER ONE

1. Introduction

1.1 Background of the study

Promotion plays a crucial role in the marketing strategies of any businesses (across various industries). It is a key element in increasing brand awareness, stimulating consumer interest and ultimately driving purchase behavior which leads to high sales. Understanding the influences of promotion on consumer purchase intention and identifying which kind of promotion attract our target market is vital for businesses to optimize their promotional efforts and achieve favorable outcomes. This background of the study provides a comprehensive overview of the research topic and highlights the significance of promotion in the field of marketing and consumer behavior.

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

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. Brassingtonh and Pettitt (2000) have categorized the promotional tools into five main elements; advertising, sales promotion, public relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its public. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). The role of promotion has been redefined into managing long term

relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

The conceptual framework of this study is based on the premise that promotional activities can significantly impact consumer purchase intention. It considers various elements that interact and influence consumer behavior, including the types of promotions, consumer perceptions, brand loyalty, and external factors such as social influence and situation factors. By examining these factors within the context of promotion, the study aims to provide insights into the mechanisms through which promotional activities shape consumer purchase intention and analyze the outcome.

The influences of promotion on consumer purchase intention are of great significance in the field of marketing. By investigating the relationships between promotional activities, consumer perceptions, brand loyalty, and external factors, this study aims to provide a comprehensive understanding of the mechanisms through which promotion affects consumer behavior. The findings of this research will contribute to both academic knowledge and practical applications, assisting marketers in optimizing their promotional strategies for improved business outcomes.

The combination of promotional tactics and tools that a business employs to interact with its target market and advertise its goods or services is referred to as the promotion mix, or marketing communication mix. The following components are commonly included in the promotion mix: (above and below the line)

Advertising: Advertising is a paid communication via a variety of media platforms, including print, radio, television, internet, and social media, is known as advertising. It seeks to pique interest, raise awareness, and influence customers to buy goods or services.

Personal Selling: Personal selling is when a salesman speaks with potential clients directly. In this in-person encounter, the salesman tries to close the deal, answers questions from the client, and offers the product or service. For expensive or complicated products, personal selling is frequently employed.

Sales Promotion: Sales promotion refers to temporary rewards or actions intended to increase sales. Special offers, loyalty programs, giveaways, discounts, coupons, and contests are a few

examples of sales promotion strategies. Creating a sense of urgency and promoting quick purchases are the goals of sales promotions.

Public Relations (PR): Public relations activities focus Managing the company's image and cultivating goodwill among the public—including consumers, investors, staff, and the media—are the main goals of public relations (PR) initiatives. Press releases, interviews with the media, events, sponsorship, and community service are examples of PR activities.

Direct marketing: Direct marketing is speaking with clients directly, frequently by sending them tailored and targeted messages. Direct mail, email, kiosk, telemarketing, automated vending, SMS, and other direct communication methods can all be included. The goal of direct marketing is to connect with consumers directly in order to elicit a response or sale. It includes all marketing initiatives that make use of digital platforms and tools, including social media, email, mobile apps, websites, search engines, and online advertising

Specific combination and emphasis on each element of the promotion mix may vary depending on factors such as the target audience, product or service characteristics, marketing objectives, budget, and industry trends. Companies often adopt an integrated marketing communications approach, where different promotional tools are strategically combined to deliver a consistent and effective message to the target audience.

The promotion mix plays a crucial role in influencing customer intention. By effectively utilizing the various elements of the promotion mix, companies can shape customer perceptions, create awareness, generate interest, and ultimately influence customers' intentions to purchase products or services.

For this study, the mix of promotion is discussed. This is because most marketers use those tools to compete in the current market. They believe those tools are more effective to grab and influence the customer intention.

The fast-food industry thrives on a well-crafted promotion mix that effectively engages consumers and drives sales. Key components include advertising, which utilizes TV, online platforms, and billboards to enhance brand recognition and promote special offers. Sales promotions, such as discounts and combo meals, incentivize immediate purchases, while public relations efforts focus

on community engagement and sustainability initiatives to build a positive brand image. Although personal selling is less prominent, direct marketing through emails and mobile apps fosters customer loyalty. Social media marketing plays a crucial role by allowing brands to interact with customers in real-time, promoting new menu items and encouraging user-generated content. Together, these elements create a cohesive strategy that helps fast food brands adapt to consumer preferences and maintain competitiveness in a dynamic market.

Angla burger is a fast-food restaurant chain that has outlets in Addis Ababa, Ethiopia. It was established in 2006 GC under the business license Restaurant, Bars, and Canteens with Business License Proclamation number 14/673/623843/2006. It has the 15 years of business experience in the food and beverage industry with the aim to expand and grow within Africa and other parts of the world. The most basic menu of ANGLA Burger 's outlets have Burgers, Sandwiches, French fries, Shakes and Smoothies, Fasting Sandwiches, full range of modern & traditional food service. It has become one of the well-known Burger spots in Addis Ababa. Over the years, this restaurant has maintained its market position because of its focus on its mission and vision. The company aims to provide its customers with the best service and quality food. The menu has been exclusively curate to suit the palate of the people

1.2 Statement of the problem

In today's highly competitive marketplace, businesses invest significant resources in promotional activities to gain a competitive edge. However, the effectiveness of promotional strategies in influencing consumer purchase intention is subject to various factors and requires a deeper understanding. By investigating the influences of promotion on consumer behavior, marketers can make informed decisions and design targeted promotional campaigns that resonate with their target audience.

To survive in the competitive marketing environment, both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer hence long term relationships and growth in terms of productivity (Reid et al, 2005). Increased revenue, increased client-base and customer loyalty are measures of growth of any organization in the competitive market (Marquardt, 1994)

Many studies demonstrate the diverse aspects and contexts in which promotion can influence customer intention. They provide insights into the specific mechanisms through which promotional activities impact customer behavior, purchase intentions, brand equity, and customer trust. Further research in this area continues to contribute to our understanding of the complex relationship between promotion and customer intention in different industries and marketing contexts.

There are key problems/challenges seen in the impact of promotion on customer intention which can include accurately measuring the impact of promotion on customer intention. It can be difficult to isolate the specific effects of promotional activities from other factors that influence customer behavior, such as product quality, price, and external influences. Additionally, attributing changes in customer intention solely to promotion can be complex due to the presence of multiple marketing touch points and consumer decision-making processes.

In the current intensive competition, understanding the consumer's buying behavior towards their product is vital for the survival of a business. Consumers are the core of any business. A company must understand the consumers' preference towards their product to change it, further enhance it or totally shift its marketing communication. This helps a company to achieve a competitive advantage in the market and get a high market share.

In today's rapidly evolving market landscape, businesses face the critical challenge of effectively influencing customer intentions to drive sales and foster brand loyalty. The promotion mix—comprising advertising, sales promotions, public relations, direct marketing, and personal selling—serves as a key tool for companies to communicate value propositions and engage consumers. Despite its importance, there remains a significant gap in understanding how each component of the promotion mix individually and collectively impacts customer intention.

Many organizations deploy promotional strategies without a clear comprehension of their effectiveness, leading to miscalculated resources and sub-optimal marketing outcomes. Additionally, the rise of digital channels and changing consumer behaviors further complicate the dynamics of the promotion mix, necessitating a thorough examination of how these factors interplay in influencing customer decisions.

Most researchers concentrated on the broader aspect of promotion mix on various organizations and most of the research didn't target the specific influence tools on consumer buying behavior in developing country like ours. In addition, promotion mix of the food industry remain an understudied area. Therefore, this study sought to investigate the influence of those tools on consumer buying behavior.

Marketer/ business owners in our country either underestimate the influence of promotion mix or misuse it in the wrong way. This study aims to prove how consumer's intention is highly influenced by the promotion mix. Studying the effect of the tools throughout, we can be competitive in the market and be leading in the marketplace.

1.3 Research questions.

- ❖ How does promotion mix influence customer intention?
- ❖ How does sales promotion impact customer intention?
- ❖ How does of advertising impact customer intention?
- ❖ How does direct marketing impact customer intention
- ❖ How does of public relation impact customer intention
- ❖ How does personal selling impact customer intention

1.4 Objective of the study

1.4.1 General objective

- ✚ The primary objective of this study is to identify the influences of promotion mix on consumer purchase intention in light of promotion mix elements.

1.4.2. Specific Objective

- ✚ To identify the relationship between personal selling and consumers' purchase intention
- ✚ To identify the relationship between advertising and consumers' purchase intention
- ✚ To identify the relationship between sales promotion and consumers' purchase intention
- ✚ To identify the impact of public relations and customers' purchase intention
- ✚ To identify the relationship between direct marketing and customers' purchase intention

1.5 Scope of the study

The scope of this study is focused on measuring the impact of promotional mix elements on consumers buying intentions. Though consumer with different geographical area will behave and response differently because of cultural, ethnic, and lifestyle, the study is focused on Angela Burger.

1.6 Significance of the study

Understanding the most effective tools for competing in the market requires research on marketing tools. Marketers can use this information to make the most profit out of their resources. Therefore, this research will help understand consumers buying behavior influence, due to advertising and sales promotion and which tools is more effectively influence the buying decision of consumers over the other. Identifying and implementing the better tools will help the company to be the strongest competitor in the fast-food industry. Additionally, it provides detailed information about the customers and how various promotional tools influence their purchasing decisions.

The research has significance, for scholars and academic researchers. This study forms a platform on which future research on promotional mix elements would be established. The findings would be resourceful in providing viable information to academicians, researchers and profit-making companies on various concepts related to promotion mix influence.

This study will also provide an empirical literature on the area of promotion mix and consumer buying behavior and theoretical knowledge on the area of how promotion mix influence buying behavior of consumers, especially in the context of fast-food industry.

1.7 Limitation of the study

The study was focused only on Angela Burger among the other Fast-food industry.

Time and budget are the huge limitations to this study. These limitations can affect the depth and breadth of the research. Limited access to necessary information might cause trouble getting access to specific literature or niche data on the fast-food industry

In addition, the finding of this study was limited to consumer of Angela burger, thus the generalization of the result for analysis of others consumer or non-consumer individuals must be made with caution.

1.8 Organization of the paper

The study is organized in to five chapters. Chapter one deals with an introduction which includes background of the study, statement of the problem, basic research questions, objectives of the study, significance of the study, scope, and limitations of the study. Chapter two will cover a review of the relevant related literature. In this chapter, various articles relevant to the research area will be assessed. Theoretical literature related to promotion mix and consumer buying behavior is aimed to be assessed in this chapter. This chapter will also cover the model and conceptual framework that were employed in the study. Research design and methodology, population and sampling, and data collection and analysis are all covered in Chapter three. Justification of why such research design and methodology is chosen will be included. In chapter four results and discussion of the study will be presented. The last chapter deals with the summary, conclusions and direction for future study.

1.9. Definition of terms

Promotion: Promotion is a marketing tool; promotion serves as a means of communication between buyers and sellers.

Promotion Mix: Promotion mix is used to accomplish a particular marketing objective, a promotional mix consists of a blend of marketing techniques such as public relations, sales, advertising, and direct marketing.

Advertising: Advertising is a Paid form of non-personal presentation of ideas, goods or services through an identified sponsor.

Sales promotion: Sales promotion is A range of temporary incentives intended to promote the purchase or sale of a good or service are referred to as sales promotions.

Personal selling: Personal selling is a Direct, face-to-face communication with both present and potential customers

Public relation: Public relation is Managing communications between a company and its constituents, or the general public

Direct marketing: Direct marketing is Any marketing strategy that depends on reaching out to specific customers directly

CHAPTER TWO

2. LITRATURE REVIEW

2.1. Introduction

Consumer decisions regarding the selection and consumption of products and services can often be difficult and are important to consumers, marketers, and policymakers.

As a result, the study of consumer decision-making processes has become a focus of Consumer behavior (Bettman et al., 1998). This chapter reviews the relevant literature. About consumers and services, the consumer intention model, and previous studies on consumers' selection behavior. In line with the objective of the study, the chapter discusses theories related to consumer buying intentions and factors assumed to be important. The chapter builds on theoretical definitions and empirical reviews of past studies that have been done, which will be instrumental in constructing the conceptual framework.

Promotion is a tool that service providers use to engage, encourage, and remind consumers (Lovelock et al., 1998). Restaurant owners use advertising, sales promotion, and publicity as a form of promotion (Mill, 2007).

The term "promotion mix" describes the assortment of promotional instruments and tactics that a business employs to interact with its target market and advertise its goods and services. The promotional mix consists of the primary marketing communication tools available to organizations advertising, personal selling, sales promotion, public relations, and direct marketing. These elements must be carefully coordinated and integrated to deliver a cohesive brand experience across all customer touch points.

Advertising establishes the core messaging and brand positioning, which is then reinforced through personal selling, where sales representatives can provide more detailed information and drive conversions. Sales promotions create a sense of urgency and incentive immediate action, while public relations activities lend third-party credibility and shape the company's reputation. Finally, direct marketing channels enable more personalized interactions to nurture leads and build ongoing customer relationships. The seamless integration of these promotional mix components is the foundation of an effective IMC strategy that maximizes marketing impact.

Advertising, often utilizing mass media channels like TV print, and digital, establishes the foundation brand positioning and campaign themes. This creates broad awareness and shapes the initial impressions of the target audience.

Personal selling then allows the organization's sales force to have direct, one-on-one interactions to provide more detailed product information, address customer concerns, and ultimately drive conversions. The sales team can reinforce the brand messaging while customizing the approach for each individual buyer.

Sales promotions, such as discounts, free trials, and limited-time offers, create a sense of urgency and incentive immediate action, complementing the longer-term brand-building work of advertising.

Public relations activities, including Events, thought leadership, and media placements are initiatives that give third parties legitimacy and support the development of a favorable brand image in the marketplace. This can increase the effectiveness of the other marketing initiatives.

Finally, direct marketing channels like email, direct mail, and catalogs enable more personalized, targeted interactions to nurture leads, retain existing customers, and foster ongoing engagement.

One sort of decision-making that looks at the reasons behind a customer's decision to buy a particular brand is called purchase intention (Shah et al., 2012). Purchase intention, according to Morinezet al. (2007), is the tendency of a consumer to purchase a particular product under particular circumstances. Making a purchase is a complicated process for customers. Consumer behavior, attitudes, and perceptions are typically linked to purchase intention. One important way for customers to access and assess a particular product is through their purchasing behavior. Purchase intention is a useful tool for forecasting the purchasing process, according to Ghosh (1990). Price or perceived value and quality can influence a buyer's intention to buy. Additionally, during the purchasing process, consumers are influenced by both internal and external motivations (Gogoi, 2013).

Before choosing to purchase a product, researchers have suggested six steps: awareness, knowledge, interest, preference, persuasion, and purchase (Kotler & Armstrong, 2010). (Kawa

and others, 2013). Consumers always believe that buying a product that is inexpensive, has simple packaging, and is not well-known is risky because the quality of these items is unreliable (Gogoi, 2013). The primary determinant of consumer behavior is their intention to buy, which is defined in the literature as the circumstance in which a customer feels comfortable conducting business with a retailer. Purchase intention is taken into consideration when a customer is most likely trying to buy a good or service, according to Dodds, Monroe, and Grewal (1991). Purchase intention has a lot of significance for marketers because it is what they anticipate.

2.2. Sales promotion

One of the four components of the marketing mix is promotion. According to Talar (2012), it is as follows: Promotion includes all of the marketing communications activities, such as public relations, sales promotions, advertising, and personal selling. whereas Sales promotion is giving some extra things to the customers, rewarding them for their behavior on this purchase decision (Kotler,2003).

According to Dainora (2010), sales promotion has become an integral part of the promotion schemes for both manufacturers and retailers of durable as well as nondurable consumer goods. It takes up an extremely large number of marketers' promotional budgets. Some developed nations have allocated a much larger portion of their promotion budget to sales promotion than to advertising. Moreover Dainora (2010) defines sales promotion as short-term programs aimed at building interest in, or encouraging purchase of, a good or service during a specified time.

To put it into perspective, he provides a comparison of sales promotion and advertising: Whereas advertising says, buy our product, and sales promotion says, buy it now. But he argues that sales promotion effects are often short lived, however, and often are not as effective as advertising or personal selling in building long-run brand preference. In summary, it could be stated that sales promotion is a short- term tool, aimed at immediately increasing sales volume, especially in seasonal sales place.

With the primary goal of generating immediate sales, sales promotion is defined as a direct inducement that provides distributors, sales representatives, or the final customer with an additional value or incentive for the product (Goerge, 1998).

According to George and Michael (2003) sales promotion can be broken into two major categories: consumer-oriented promotions and trade-oriented promotions. The various activities involved in consumer-oriented sales promotion include couponing, sampling, premiums, bonus packs, price-offs, rebates, contests, sweepstakes, and event sponsorship. These promotions are directed at the inducement of purchase of the marketer's brand.

George and Michael (2003) suggest that consumer-oriented promotions are part of a promotional "pull strategy" and work along with advertising to encourage consumers to purchase a particular brand and thus create demand for it.

Sales promotion creates a financial incentive to buy by lowering the price for a specific amount of a product or increasing the quantity for the same price (Raghubir & Corfman, 1995). It is a method that salespeople use to help clients meet their financial demands (Raghubir & Corfman, 1999). Sales promotion is a common tactic used by marketers to promote brand switching, product trials, and repeat purchases (DeIvecchio et al., 2006). Sales promotion offers customers quick money benefits (Chandon, 2000), but it may endanger a brand by diverting customers' focus from quality to a temporal financial incentive (Aaker, 1996). Price-sensitive customers who are willing to forgo quality in favor of a lower price or who consider all products in a particular product category to be equivalent are drawn to sales promotions (Brown, 1974). Given that sales promotions are a typical form of advertising used in the food service sector, including restaurants, to draw clients and make money right away (Huang, 2014), it is crucial to determine how they are likely to influence customers' restaurant choices.

Sales promotion is essentially an acceleration tool that is designed to speed up the selling process and is often used to maximize sales volume. Sales promotion strategies can encourage consumers to buy more of a brand by offering an additional incentive, or they can shorten the trade or consumers' purchase cycle by motivating them to act more quickly. To speed up the purchasing process, businesses may also use time-limited promotions like price reductions for retailers or coupons with an expiration date. By encouraging consumers who have not responded to advertising or other attempts to buy a brand, sales promotion aims to increase sales volume.

George and Michael (2003) explain that sales promotions are often the best means of stimulating sales, over reliance on sales promotions can damage a firm and its brand equity. Each organization

must carefully weigh the advantages and disadvantages of each promotion and choose only those that fit their operational position, firm image, customer value package, and sustainable competitive advantage. Firms have eight major consumer-oriented sales promotion options

2.2.1. Types of sales promotion: here are some sales promotion types:

Price discount: This is referred to as the simplest method. In addition to being the most popular, it is also the most straightforward and widely applied sales promotion strategy (Nakarmi, 2018; Shahzad et al., 2020; Khan et al., 2019).

Coupons: When a customer buys a specific product, they can use this promotional code or number to receive a discount (Ofosu-Boateng, 2020, Shahzad et al., 2020, Khan et al., 2019).

Free Samples: By introducing a new product to consumers, a free sample helps generate demand. Samples serve as a representation of your product since large quantities are required to provide the intended market with an amazing experience. Free samples should be discontinued when product demand increases (Ali & Muhammad, 2021, Ofosu-Boateng, 2020).

Extra Pack (Buy one get one free): One of the most popular consumer sales promotions is the "extra pack" (buy one, get one free) offer, which entices customers to buy a product by giving them a free one in exchange for their purchase. This approach makes it easy to convince customers to buy because there is no additional expense. Customers often find it impossible to pass up such a great deal because there is no extra expense (Ofosu-Boateng, 2020; Chandra et al., 2018).

Contests: These are a type of competition where clients can win something without having to pay more. Customers are excited by these kinds of competitions. In order to win a prize, contestants compete against one another according to their skills or abilities; judges choose the winners (Ofosu-Boateng, 2020).

Sweepstakes: A sweepstake is a sales promotion tool in which participants are asked to enter their names and email addresses in order to enter to win cash, vacations, or goods and services. Luck is the sole determinant of the winners (Ofosu-Boateng, 2020).

Loyalty Points: Customers consistently value the sellers' personalized attention. In this situation, loyalty points would be the marketing strategies used to keep the devoted clients for life. Each time a customer buys something.

Sales promotion is a critical element influencing customer intention, as it directly impacts consumers' purchasing decisions and behaviors. Various studies have highlighted the effectiveness of different sales promotion tools in enhancing customer satisfaction and driving purchase intentions. These promotional tools not only attract new customers but also encourage repeat purchases from existing customers, thereby fostering brand loyalty.

Moreover, the psychological aspects of sales promotions play a vital role in shaping customer intentions. Promotions that create a sense of urgency, such as limited-time offers, can lead to impulsive buying behaviors. Research indicates that consumers often respond favorably to promotions that emphasize scarcity, as they perceive these offers as opportunities that must be seized quickly. This urgency can enhance the likelihood of immediate purchases, demonstrating the power of sales promotions in influencing consumer behavior.

Additionally, the effectiveness of sales promotions is often linked to the perceived value they provide to consumers. Studies have shown that promotions offering tangible benefits, such as significant discounts or added value through bonus products, are more likely to enhance customer intention to purchase. Consumers evaluate these promotions based on the perceived utility they receive relative to the price paid, which can significantly affect their buying decisions.

Sales promotions serve as a powerful tool for marketers to influence customer intention. By strategically implementing various promotional tactics, businesses can enhance customer satisfaction, create urgency, and provide perceived value, all of which contribute to increased purchasing behavior.

Gao and Wu (2017) found that sales promotions significantly increase purchase intentions in retail settings, with both price discounts and value-added offers proving effective. Sharma and Pansari (2019) emphasized that well-designed promotions not only enhance immediate purchases but also foster long-term brand loyalty by positively influencing consumer perceptions. Khan and Raza

(2016) highlighted the strong impact of discounts and combo offers on impulsive buying behavior in the fast-food industry in Pakistan.

Chinomona and Sandada (2013) indicated that promotions creating a sense of urgency, such as time-limited offers, effectively motivate consumers to buy. Finally, Buil, Chernatony, and Martinez (2013) demonstrated that sales promotions enhancing perceived value are crucial for increasing purchase intentions. Overall, these findings underscore the strategic role of sales promotions in driving consumer behavior, highlighting the importance of urgency, perceived value, and alignment with customer expectations to maximize effectiveness and encourage repeat purchases.

The effectiveness of sales promotions is often influenced by the context in which they are applied. For instance, cultural factors and consumer expectations can shape how promotions are received. Overall, these findings underscore the multifaceted role of sales promotions in driving consumer behavior, highlighting the importance of urgency, perceived value, and alignment with customer expectations to maximize effectiveness. By strategically leveraging these insights, marketers can craft promotions that not only boost immediate sales but also build lasting customer relationships and brand loyalty.

2.3. Advertising

Any sort of compensated non-personal presentation and promotion of concepts, products, or services by a named sponsor is referred to as advertising (Mill, 2007, p. 83). Advertising can be found on television, newspapers, radio, magazines, and the internet (Mill, 2007). Pedraja and Yague (2001) presented the argument that while looking for other sources of information, consumers used information from advertising and the information offered at the restaurant. Reducing perceived risk and uncertainty was accomplished by using the information from advertising (Pedraja & Yague, 2001).

The Latin word "advert" (to turn around) is where the word "advertising" comes from. Therefore, advertising refers to the methods used to highlight any goals or items. Any paid, impersonal presentation and promotion of concepts, products, or services by a designated sponsor is referred to as advertising in the context of marketing (Ramaswamy and Namakumari, 2003:9–13).

Advertising is just one component of the marketing process in which it is the delivery of the message through various mediums, to promote and sell the product. Goldman (1984:3) in his book of Public Relations in the Marketing Mix says, the best way to distinguish between advertising and marketing is to think of marketing as a pie, inside that pie having slices of advertising, market research, media planning, public relations, product pricing, distribution, customer support, sales strategy, and community involvement. Advertising only makes up a single portion of the strategy. In order to achieve the larger objective, each of these components must not only function independently but also in concert. For a marketing plan to be successful, hours of research may be required. Marketing is a time-consuming process.

A framework for advertising that provides a strong basis for the 5 M's concept. Mission, Money, Message, Media, and Measurement are these five components. The 5 Ms of advertising—Mission, Money, Message, Media, and Measurement—provide a comprehensive framework for developing effective advertising campaigns.

Mission refers to the objectives of the advertisement, such as increasing brand awareness, generating leads, or promoting a specific product. The "Mission" component of the 5 Ms in advertising is shaped by several key factors that define the overarching purpose and goals of a campaign. A strong brand identity is essential, as it reflects the core values and vision that the mission should embody. Understanding the target audience's demographics, preferences, and behaviors is equally important, as the mission must resonate with their needs and aspirations. Additionally, current market trends can highlight emerging opportunities or challenges, guiding the mission's direction. Clear and measurable objectives, whether aimed at increasing brand awareness, driving sales, or entering new markets, play a crucial role in shaping the mission's focus.

The "Money" component of the 5 Ms in advertising is influenced by several key factors. Budget allocation plays a critical role, as the overall marketing budget determines how much can be devoted to advertising. This includes considerations such as the cost of various media channels, which can vary significantly, and production costs related to creating high-quality advertisements. Additionally, the characteristics of the target audience can impact spending, as niche markets may require more targeted and potentially expensive strategies. Competitor spending, geographic

considerations, and specific advertising goals also shape budget decisions, with high competition often necessitating increased investment to maintain visibility.

The "Message" component of the 5 Ms in advertising is crucial for effectively communicating with the target audience, and several factors significantly influence its development and impact. Understanding the demographics, preferences, values, and behaviors of the target audience is essential for crafting a message that resonates with their interests and needs. Additionally, the message must align with the brand's identity and core values, ensuring consistency in tone, style, and overall communication. Market trends play a vital role as well; staying attuned to consumer behavior, industry developments, and cultural shifts allows brands to create relevant and timely messages that engage the audience. The specific objectives of the advertising campaign—whether to increase awareness, promote a new product, or drive sales—also shape the focus and effectiveness of the message.

The "Message" component of advertising is deeply intertwined with illustration and production, as both elements significantly influence how the message is conveyed and received by the target audience. Effective illustrations and high-quality production can enhance the clarity, appeal, and emotional impact of the message.

Illustration plays a vital role in reinforcing the advertising message. Visual elements can simplify complex ideas, making them more accessible and engaging for the audience. The choice of illustrations—whether they are photographs, graphics, or custom artwork—should align with the core message and brand identity. For example, playful and vibrant illustrations may be suitable for a children's product, while sleek and minimalist designs may better represent a luxury brand. Additionally, illustrations can evoke specific emotions or associations, further enhancing the message's effectiveness. When illustrations are thoughtfully integrated into the overall design, they can draw attention to key points and create a memorable visual narrative.

The "Media" component of the 5 Ms in advertising is shaped by various factors that influence the choice and effectiveness of advertising channels. One primary factor is the target audience's media consumption habits. Understanding where the audience spends their time—be it traditional media like television and print, or digital platforms such as social media and websites—can significantly impact media selection. The effectiveness of different media types in reaching specific

demographics also plays a crucial role, as some platforms may offer better engagement and reach for particular audiences.

Here's an overview of the types of media categorized into indoor and outdoor advertising: Indoor media encompasses various advertising formats designed to engage consumers in enclosed spaces. Key types include print advertising, such as posters and banners placed in high-traffic areas like malls and transit stations, as well as brochures and flyer distributed in retail locations or events. Digital displays, including LED screens found in shopping malls, airports, and sports arenas, provide dynamic content that can capture attention effectively. Furthermore, interactive kiosks let users interact directly with the content. Counter displays and shelf talkers are examples of point-of-sale (POS) displays that are placed strategically to promote impulsive purchases at checkout areas. Ambient advertising further enhances the retail experience with creative installations and digital signage that blend seamlessly into the environment.

Outdoor media, on the other hand, focuses on advertising in public spaces and encompasses a variety of formats aimed at reaching a broad audience. Billboards are among the most recognizable outdoor advertisements, including traditional static options and digital billboards that can display multiple ads. Transit advertising leverages public transportation, with ads placed on buses, trains, and in stations, effectively reaching commuters. Street furniture, such as bus shelters and benches, also serves as a medium for advertisements, providing visibility in high-traffic areas. Additionally, street posters and flyer distribution in urban spaces contribute to outdoor advertising efforts. Each type of media offers unique advantages, allowing advertisers to select the most effective formats based on their target audience, budget, and campaign objectives.

The "Measurement" component of the 5 Ms in advertising is influenced by several critical factors that determine how effectively advertising performance can be assessed. One essential factor is the clarity of objectives. Clear, measurable goals—such as increasing brand awareness, generating leads, or boosting sales—provide a framework for evaluating success. Without specific objectives, it becomes challenging to measure effectiveness accurately. Additionally, the choice of metrics plays a crucial role; selecting the right key performance indicators (KPIs), such as click-through rates, conversion rates, or return on investment (ROI), directly affects how well performance can be evaluated.

Measuring advertising effectiveness involves both pre-campaign and post-campaign assessments, each serving distinct purposes. Pre-campaign measurement focuses on establishing a baseline and setting clear objectives. This involves gathering information about the preferences and behaviors of the target audience through focus groups or surveys. A framework for assessment is provided by setting clear, quantifiable objectives, such as producing 500 leads or raising brand awareness by 20%. Additionally, audience segmentation allows for customized messaging, and competitor analysis aids in setting benchmarks. Post-campaign measurement assesses the impact of advertising efforts after the campaign concludes. It involves collecting data on key performance indicators (KPIs) such as sales figures, website traffic, and social media engagement. By comparing pre-campaign baseline data with post-campaign results, advertisers can evaluate changes and overall effectiveness. Calculating return on investment (ROI) by comparing campaign costs against revenue generated is crucial. Furthermore, consumer feedback through surveys or social media monitoring helps understand audience reactions. Ultimately, identifying successes and areas for improvement informs future campaigns, fostering continuous enhancement of advertising strategies.

Liu and Shrum (2002) demonstrate that advertising enhances brand recognition and positively affects purchase decisions by creating favorable brand associations. Keller (2001) emphasizes the critical role of brand awareness and image, both shaped by effective advertising, in building strong brand equity that fosters consumer loyalty. Aaker and Jacobson (2001) find that positive brand attitudes generated through advertising lead to a higher likelihood of purchases.

Additionally, Pechmann and Stewart (1990) highlight that repeated advertising enhances recall and recognition, further boosting purchase intentions. Finally, Batra and Keller (2016) discuss the importance of integrating marketing communications, asserting that consistent messaging across various platforms enhances consumer engagement and purchase likelihood. Collectively, these studies illustrate how strategic advertising efforts can significantly influence consumer behavior and decision-making.

Dahl and Moreau (2002) demonstrate that creative and unconventional advertisements capture attention and lead to higher purchase intentions compared to traditional ads. Finally, Bennett and Rundle-Thiele (2005) underscore the importance of strategic advertising in brand management,

finding that well-executed campaigns enhance brand equity and influence consumer purchasing decisions. Collectively, these studies illustrate the multifaceted impact of advertising on consumer behavior, highlighting the significance of creativity, emotional engagement, and strategic execution in driving purchase intentions.

Customers are realistic and practical by nature, so when creating product advertisements, marketers should provide as much information as possible about their products. This will have a significant impact on consumers' intentions to buy and their purchasing behavior.

According to Hakimi et al. (2011), there is a correlation between the positive brand image and the attributes of celebrity endorsements, which in turn leads to positive purchase intentions and behaviors among consumers. Celebrity endorsement is a contemporary communication strategy used in marketing mix communication, wherein celebrities serve as spokespersons for companies promoting their goods and brands.

According to research by Majeed and Razzak (2011), the global business environment is unstable and dynamic. The level of competition in this cutthroat world has skyrocketed, making it impossible for businesses and organizations to draw in and hold on to both current and potential clients. Advertising was the most significant and well-known strategy used by any company to draw in potential customers for their goods. They also look into how consumers' intentions to purchase detergent are affected by television advertising, including the variables of celebrity endorsement and ad repetition.

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2.4. Direct marketing

Direct marketing is a powerful tool in the promotion mix, fostering direct relationships between businesses and consumers. By leveraging its personalized, targeted nature, companies can enhance marketing effectiveness and achieve better results.

Direct marketing enables businesses to deliver tailored messages that resonate with individual consumers, enhancing engagement. Based on their behavior and preferences, businesses can target particular demographics, resulting in more successful campaigns. Zook, Z., and Smith, P. R. (2016).

Direct marketing campaigns are easily trackable, providing clear metrics for performance evaluation and ROI. It includes various channels such as email, direct mail, telemarketing, and social media, offering flexibility in outreach. (Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing*. Pearson Education.)

Direct marketing significantly influences customer intention by creating personalized and targeted communication that resonates with individual consumers. It emphasizes that tailored messages enhance engagement and make customers feel valued, thereby increasing their purchase intentions. By segmenting audiences and addressing specific needs, direct marketing campaigns effectively capture attention and drive interest. Additionally, consistent and relevant outreach helps build trust between consumers and brands, which is crucial for influencing purchasing decisions. Clear calls to action prompt immediate responses, while feedback mechanisms allow businesses to refine their strategies based on customer input. Overall, effective direct marketing not only boosts customer intention but also fosters long-term relationships, contributing to brand loyalty and repeat purchases.

Direct marketing encompasses several types of strategies that allow businesses to communicate directly with consumers. Each of these methods serves to create a direct line of communication between businesses and their target audiences, facilitating engagement and driving sales.

2.4.1. Email marketing is one of the most popular forms, enabling businesses to send personalized messages and promotions directly to customers in boxes (Chaffey & EllisChadwick, 2019). Direct

mail involves sending physical promotional materials, such as postcards or catalogs, to targeted individuals, which can be particularly effective for local businesses (Smith & Zook, 2016).

2.4.2 Telemarketing is another method, where companies reach out to potential customers via phone calls to promote products or services.

2.4.3 Social media marketing leverages platforms like Facebook and Instagram to engage users through targeted ads and direct messaging (Ryan, 2016). Lastly,

2.4.4 SMS marketing allows businesses to send promotional texts directly to consumers' mobile devices, capitalizing on the immediacy of mobile communication.

2.4.5 Catalog Marketing involves creating and distributing a catalog of products to potential customers. This can be done through direct mail or online platforms, providing consumers with a comprehensive view of available offerings.

2.4.6 Event Marketing involves direct engagement with consumers through events such as trade shows, product launches, or promotional events. This face-to-face interaction allows for building relationships and generating leads.

2.4.7 Vending machine advertising is a unique form of advertising that leverages the physical presence of vending machines to promote products and brands. Here are some common types of vending machine advertising:

2.4.8 Kiosk marketing involves the use of interactive kiosks—self-service terminals or digital displays—placed in strategic locations to engage consumers and promote products or services. Here are key aspects and benefits of kiosk marketing

Research on direct marketing highlights its pivotal role in shaping customer intention and driving consumer behavior across various contexts. Direct marketing strategies, which include personalized communications such as targeted emails and direct mail, have been shown to significantly enhance consumer engagement and increase purchase intentions. For instance, Kumar and Reinartz (2016) underscore the value of personalized messaging in maximizing customer lifetime value, indicating that tailored interactions foster stronger connections between

brands and consumers. Similarly, De Pelsmacker and Van Tilburg (2008) demonstrate that targeted marketing techniques lead to higher response rates, as consumers are more likely to engage with messages that resonate with their preferences and needs.

Furthermore, Bennett and Rundle-Thiele (2005) emphasize that effective direct marketing not only drives immediate sales but also builds brand loyalty, as ongoing communication helps establish lasting relationships with customers. In the digital realm, Chaffey and Smith (2017) explore how online direct marketing strategies, such as social media advertising and email campaigns, can create real-time engagement opportunities that enhance customer satisfaction and intention to purchase. Additionally, Gonzalez-Benito and Gonzalez-Benito (2005) provide a thorough review of the direct marketing literature, highlighting the evolution of direct marketing practices and suggesting areas for future research to better understand its impact on consumer behavior.

Overall, these studies collectively illustrate that direct marketing is not just a tool for immediate sales; it is a strategic approach that fosters deeper consumer relationships, enhances brand loyalty, and ultimately influences purchasing decisions. By leveraging personalized, targeted, and engaging marketing strategies, businesses can effectively influence customer intentions and drive long-term success

2.5. Personal selling

Personal selling as a verbal communication and face-to-face interaction with one or more of the potential buyers in order to provide the product or service, or to answer questions, or to respond to requests or others. McCarthy and Perrault. (2004). According to Ennew and Waite (2007), personal selling is an effective way to manage personal customer relationships. The organization is represented by the salesperson. They typically have extensive training in personal selling methods and strategies. Salespeople should only be employed in situations where there is a real return on investment, though, because they are highly costly.

In addition, due to its expensiveness the bank should only/may apply personal selling in order to approach and grasp potential customers who had the ability to attract others through word-of-mouth and the like means. For instance, salespeople are frequently used to sell vehicles or home

renovations where there is a large profit margin. According to Kotler (1988, p. 661), sales promotion is "a varied collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of particular products/services by consumers."

Personal selling plays a vital role in influencing consumer behavior and driving sales. This approach involves direct interaction between sales representatives and potential customers, allowing for personalized communication that can address individual needs and concerns. By building rapport and trust, salespeople can effectively convey the value of products or services, thereby enhancing the customer's perception of the offering. Personal selling also allows for immediate feedback, enabling sales representatives to adapt their strategies in real time based on customer responses. Additionally, this method can provide in-depth product knowledge, which is crucial for complex purchases that require more information and reassurance. Ultimately, the influence of personal selling lies in its ability to create meaningful connections with customers, facilitating not only immediate sales but also long-term relationships and brand loyalty.

Personal selling significantly influences consumer behavior by establishing a direct line of communication between sales representatives and potential buyers. This approach allows for tailored interactions, where salespeople can assess individual customer needs, provide personalized recommendations, and address specific concerns. By fostering rapport and building trust, personal selling enhances the customer's perception of the brand and its offerings, making them more likely to make a purchase.

Moreover, personal selling is particularly effective for complex products or services that require detailed explanations and demonstrations, as salespeople can provide in-depth knowledge that empowers customers to make informed decisions. This method not only facilitates immediate transactions but also lays the groundwork for long-term relationships, as satisfied customers are more likely to return and refer others. Ultimately, the influence of personal selling extends beyond individual sales, contributing to overall brand loyalty and customer retention.

Personal selling encompasses several types that cater to different sales environments and customer needs. Transactional selling focuses on quick sales transactions, often used in retail settings where the goal is to close deals rapidly with minimal relationship-building. In contrast, relationship

selling emphasizes long-term connections with customers, fostering trust and loyalty through ongoing engagement and personalized service. Consultative selling involves understanding a customer's needs and providing tailored solutions, making it particularly effective in B2B contexts where complex products require in-depth discussions. Solution selling goes a step further by identifying specific problems faced by customers and positioning products or services as comprehensive solutions to those issues. Additionally, team selling involves collaboration among multiple sales professionals, leveraging diverse expertise to meet the needs of larger clients or more complex sales scenarios. Each type of personal selling plays a crucial role in enhancing customer interactions and driving sales success across various industries.

Direct communication between a salesman and a prospective client is known as personal selling, and its objective is to influence the client to buy. Relationship development and individualized communication are made possible by this strategy. The following are a few typical forms of personal selling:

2.5.1. B2B Sales (Business-to-Business) involve transactions between businesses rather than individual consumers. Salespeople in this category often engage in longer sales cycles, focusing on building relationships and understanding the specific needs of their business clients. This type typically includes consultative selling, where the salesperson acts as a trusted advisor.

2.5.2 B2C Sales (Business-to-Consumer) involve direct selling to individual consumers. This can occur in retail settings, where sales associates interact with customers to help them choose products, answer questions, and close sales. B2C sales often emphasize customer service and personal engagement to enhance the shopping experience.

2.5.3 Consultative Selling concentrating on comprehending client needs and offering customized solutions. This method is frequently used in complex sales, like those in financial services or technology, where the salesman helps the client make decisions.

2.5.4. Solution Selling focuses on identifying and solving specific problems faced by the customer. Salespeople work to understand the challenges the customer is experiencing and present their products or services as effective solutions. This approach is common in industries like IT and health care.

2.5.5. Relationship Selling emphasizes building long-term relationships with customers rather than focusing solely on immediate sales. Salespeople engage with customers regularly, providing value and support over time to foster loyalty and repeat business. This approach is particularly effective in industries with high customer retention rates.

2.5.6 Inside sales involve salespeople working from an office environment, using phone calls, emails, or online meetings to connect with potential customers. This approach is often more cost-effective than field sales and can cover a wider geographic area.

2.5.7 Outside Sales involve sales representatives traveling to meet clients in person. This type typically requires more time and resources but can be effective for building strong relationships and closing high-value deals, especially in B2B contexts.

2.5.8 Direct sales involve selling products directly to consumers through personal relationships, often in a non-retail environment. This includes home parties, demonstrations, and one-on-one presentations, commonly seen in industries like cosmetics and cookware.

2.5.9 Telemarketing involves making phone calls to prospects to sell products or services. This method can be effective for reaching a large audience quickly, though it requires skilled salespeople to engage potential customers effectively.

Here's an overview of the specific types of salespeople: Counter salespeople work primarily in retail or service environments, engaging directly with customers at a sales counter. Their responsibilities include providing product information, answering questions, and assisting

customers in making purchases. They handle order processing, manage transactions, and often oversee inventory at the point of sale. A key aspect of their role is building relationships with customers, which fosters a positive shopping experience and encourages repeat business. To be effective, counter salespeople must possess a deep understanding of the products or services they offer, enabling them to make informed recommendations and enhance customer satisfaction.

Missionary salespeople, on the other hand, do not focus on direct selling but rather on promoting a brand or product line to potential customers. Their primary responsibilities include educating customers about the benefits and features of products, particularly in industries like pharmaceuticals or technology. By building relationships with potential clients, missionary salespeople help create demand for products without the pressure of immediate sales. They often work alongside direct sales teams, providing crucial support and information that can facilitate closing deals. Additionally, they gather market insights and customer feedback, which can inform marketing strategies and product development.

Sales engineers combine technical expertise with sales skills to sell complex products, often in fields such as technology, engineering, and manufacturing. Their role requires them to possess in-depth knowledge of the products they represent, allowing them to understand technical specifications and applications thoroughly. Sales engineers are adept problem solvers, working closely with clients to tailor solutions that meet specific needs. They also conduct product demonstrations and technical presentations to showcase how a product works and its benefits, ensuring alignment with client expectations and requirements.

Creative salespeople approach the sales process with innovative strategies and a focus on unique selling propositions. They develop unconventional tactics to attract attention and engage customers, often employing storytelling techniques to make the product more relatable and compelling. In retail settings, creative salespeople enhance product displays and presentations to capture customer interest effectively. Their adaptability is crucial, as they continually seek new ways to connect with customers and differentiate their offerings in a competitive market. By

leveraging creativity, these salespeople can create memorable experiences that resonate with consumers and drive sales.

Research on the influence of personal selling on customer intention highlights the critical role that salespeople play in shaping consumer behavior and driving purchase decisions. Weitz, Sujan, and Sujan (1986) argue that the knowledge and motivation of salespeople are vital for adapting their selling strategies to meet customer needs effectively, which enhances customer satisfaction and purchase intentions. Similarly, Wang and Zha (2015) find that customers' perceptions of a salesperson's competence significantly moderate the relationship between personal selling and customer satisfaction, suggesting that knowledgeable salespeople are more likely to positively influence purchase decisions.

Crosby, Evans, and Cowles (1990) explore the concept of relationship quality in personal selling, revealing that strong interpersonal relationships between salespeople and customers foster trust and satisfaction, which in turn enhances customer intentions to purchase. Brodie and Homburg (2004) emphasize the strategic importance of personal selling within customer relationship management, indicating that effective personal selling enhances customer engagement and loyalty, ultimately influencing purchasing behavior through personalized interactions. Finally, Leigh and Sommer (2002) investigate the role of personal selling within the marketing mix, demonstrating its effectiveness in complex sales situations where customers require detailed information and reassurance before making a purchase decision.

Together, these studies illustrate that effective personal selling can significantly drive customer intentions and build long-term relationships, highlighting the importance of salesperson competence, relationship quality, and strategic engagement in influencing consumer behavior.

Additionally, Leigh and Sommer (2002) investigate the role of personal selling within the marketing mix, demonstrating its effectiveness in complex sales situations where customers require detailed information and reassurance before making a purchase decision. In these scenarios, the salesperson acts as a trusted advisor, providing insights and addressing concerns that facilitate the decision-making process.

Additionally, Leigh and Sommer (2002) investigate the role of personal selling within the marketing mix, demonstrating its effectiveness in complex sales situations where customers require detailed information and reassurance before making a purchase decision. In these scenarios, the salesperson acts as a trusted advisor, providing insights and addressing concerns that facilitate the decision-making process.

Moreover, the integration of technology in personal selling, such as customer relationship management (CRM) systems, has further enhanced sales effectiveness by allowing salespeople to access valuable customer data and tailor their approaches accordingly. This technological support enables sales teams to anticipate customer needs better and respond more efficiently, ultimately driving higher conversion rates.

2.6. Public relation

Public relations (PR) significantly influence customer intention by shaping perceptions and building trust between a brand and its audience. Effective PR strategies, such as press releases, media relations, and community engagement, help disseminate positive information about a company, enhancing its reputation and credibility (Grunig & Hunt, 1984). When consumers perceive a brand as trustworthy and socially responsible, they are more likely to develop favorable attitudes and intentions toward purchasing its products or services.

Additionally, PR efforts that highlight customer testimonials and case studies can further reinforce positive perceptions, making potential customers more inclined to engage with the brand (Coombs & Holladay, 2012). Moreover, proactive crisis management in PR can mitigate negative publicity, preserving customer trust and loyalty even in challenging situations. Ultimately, by fostering a positive brand image and facilitating open communication, public relations play a crucial role in influencing customer intention and driving sales.

Public relations (PR) play a crucial role in influencing customer intention by effectively managing brand perceptions and fostering trust. Through strategic communication efforts such as press releases, media engagement, and community outreach, PR helps create a positive image of the brand, reinforcing its credibility in the eyes of consumers (Grunig & Hunt, 1984). When customers

perceive a brand as transparent and socially responsible, they are more likely to develop favorable attitudes and intentions toward purchasing its products or services.

Additionally, PR campaigns that showcase customer testimonials, success stories, and corporate social responsibility initiatives can significantly enhance consumer trust and emotional connection to the brand (Coombs & Holladay, 2012). Furthermore, effective crisis communication strategies can mitigate the impact of negative events, ensuring that customer trust and loyalty are maintained even during challenging times. By prioritizing open dialogue and community engagement, public relations not only shapes consumer perceptions but also drives customer intention, ultimately leading to increased brand loyalty and sales. As a result, PR is an essential component of a comprehensive marketing strategy that seeks to influence consumer behavior positively.

Public relations encompass several types that serve different purposes and audiences, each tailored to enhance a brand's reputation and relationships.

2.6.1 Media relations involve building and maintaining relationships with journalists and media outlets to secure positive coverage and manage the brand narrative.

2.6.2 Community relations focus on fostering goodwill and engagement within local communities, often through sponsorship, events, and charitable initiatives.

2.6.3 Crisis management is a critical type of PR that prepares organizations to respond effectively to adverse events or negative publicity, aiming to protect the brand's reputation and maintain public trust.

2.6.4 Corporate communications involve managing internal and external messaging related to company policies, culture, and updates, ensuring that stakeholders are well-informed.

Additionally, social media relations leverage platforms like Twitter, Facebook, and Instagram to engage directly with audiences, respond to inquiries, and share content that enhances brand

visibility. Each type of public relations plays a vital role in shaping perceptions, building trust, and fostering positive relationships between organizations and their stakeholders.

Research on the impact of public relations (PR) on customer intention reveals its crucial role in shaping consumer perceptions and influencing purchasing behavior. Effective PR strategies are foundation for building trust and credibility, which are essential for fostering customer loyalty. When consumers perceive a brand as trustworthy, they are more likely to engage positively with it and make purchasing decisions. This relationship between trust and purchasing behavior underscores the importance of PR in establishing a strong brand image.

Corporate reputation, heavily influenced by PR efforts, is another significant factor in driving customer intention. A positive corporate image enhances the likelihood that consumers will choose to buy from a brand, as they tend to prefer brands they view favorably. This is particularly relevant in the context of corporate social responsibility (CSR), where effective PR communication about CSR initiatives can significantly boost customer trust and intentions to purchase. As consumers increasingly prioritize social responsibility, PR becomes a vital tool in fostering positive perceptions of brands.

Moreover, PR plays a critical role in enhancing brand image and perceived value, directly affecting customer intentions. By managing the narrative surrounding a brand, PR can influence how consumers perceive the value of products and services, thereby impacting their willingness to purchase. Additionally, effective internal communication within organizations strengthens corporate reputation, which positively influences customer interactions and further shapes customer intentions. Strategic public relations are essential for influencing consumer perceptions, enhancing brand loyalty, and driving purchasing behavior. By building trust, managing reputation, and effectively communicating about social responsibility, PR significantly impacts customer intentions and fosters long-term relationships between brands and consumers. This multifaceted role of PR highlights its importance in today's competitive marketplace, where consumer preferences are heavily influenced by brand reputation and perceived values.

Research on the influence of public relations (PR) on customer intention highlights the significant role PR plays in shaping consumer perceptions and driving purchasing behavior. Grunig and Hunt (1984) emphasize that effective PR strategies are foundational in building trust and credibility, which are crucial for fostering customer loyalty. When consumers perceive a brand as trustworthy, they are more inclined to engage with it positively and make purchasing decisions.

Fombrun (1996) further underscores the importance of corporate reputation, noting that it is heavily influenced by PR efforts. A strong and positive corporate image enhances customer intentions, as consumers are more likely to buy from brands they view favorably. This sentiment is echoed by Kim and Lee (2014), who find that effective PR communication regarding corporate social responsibility (CSR) initiatives significantly boosts customer trust and purchase intentions. As consumers increasingly prefer brands that demonstrate social responsibility, PR becomes a pivotal tool in fostering these perceptions.

Additionally, Sweeney and Soutar (2001) discuss how PR enhances brand image and perceived value, which directly impacts customer intentions. By effectively managing the narrative around a brand, PR can influence how consumers perceive the value of products and services, thereby affecting their willingness to purchase. Cornelissen and Thorpe (2002) explore the internal aspects of PR, revealing that effective internal communication strengthens corporate reputation and positively influences customer interactions, further affecting customer intentions.

Collectively, these studies illustrate that strategic public relations are essential for shaping consumer perceptions, enhancing brand loyalty, and driving purchasing behavior. By building trust, managing reputation, and communicating effectively about social responsibility, PR plays a critical role in influencing customer intentions and fostering long-term relationships between brands and consumers.

Public relations (PR) functions as a vital component of the promotion mix by enhancing brand visibility and shaping public perception. Through strategic communication efforts such as press releases, media relations, and product publicity, PR helps to generate positive media coverage and

engage target audiences. This not only informs the public about new products and services but also builds credibility and trust. By crafting compelling narratives and leveraging storytelling, PR can create emotional connections with consumers, making the brand more relatable and memorable.

Additionally, PR activities like event management, sponsorships, and community engagement play a crucial role in promoting a brand's image and values. Annual reports and magazines serve as tools for communicating achievements and showcasing the organization's commitment to its mission and stakeholders. By integrating these elements into the promotion mix, PR not only supports marketing efforts but also strengthens the overall brand strategy, fostering long-term relationships with customers and enhancing loyalty.

Public relations (PR) play a crucial role in promotion by enhancing a brand's image and fostering positive relationships with the public. Here are some key functions of PR in promotion:

Lobbying is a vital aspect of public relations aimed at influencing legislation and public policy to favor an organization or industry. Through strategic communication efforts, PR professionals build relationships with lawmakers and government officials, effectively conveying the organization's positions on key issues. Successful lobbying requires tailored messaging that highlights the benefits of proposed policies or changes, ensuring that decision-makers understand the organization's perspective and objectives.

Product publicity focuses on generating media attention and public interest in specific products. This involves crafting compelling press releases, organizing product launches, and coordinating media events that showcase the product's features and benefits. By engaging journalists and influencers, public relations teams can amplify their messaging and enhance the product's credibility, making it more appealing to consumers. Effective product publicity not only raises awareness but also drives sales and fosters brand loyalty.

Photographs play a crucial role in public relations by enhancing communication and storytelling efforts. High-quality visual content is essential for press materials, social media, and marketing campaigns, as it captures attention and conveys messages quickly. Photographs can create an emotional connection with the audience, making them more memorable. They are particularly important during product launches, events, and in annual reports, where visual storytelling can significantly impact public perception.

Annual magazines serve as comprehensive communication tools that highlight an organization's achievements and initiatives over the year. These publications are designed for various stakeholders, including customers, employees, and investors. By showcasing success stories, case studies, and future goals, annual magazines reinforce the organization's brand and culture. Through articles, interviews, and visuals, they provide a narrative that not only informs but also strengthens relationships with the audience, demonstrating transparency and commitment to growth.

2. 7 Purchase intention

A key idea in marketing and consumer behavior studies is purchase intention. It speaks to the possibility that a customer will purchase a good or service. Understanding the factors influencing purchase intention can help businesses tailor their marketing strategies effectively. This literature review synthesizes key findings from various studies on the determinants of purchase intention, highlighting psychological, social, and situational factors.

Several studies emphasize the role of psychological factors in shaping purchase intention. One prominent model is the Theory of Planned Behavior (TPB), which posits that attitudes, subjective norms, and perceived behavioral control significantly influence intentions (Ajzen, 1991). Positive attitudes toward a product, formed through prior experiences or marketing communications, increase the likelihood of purchase. Additionally, emotional factors such as brand loyalty and trust have been shown to enhance purchase intention (Chaudhuri & Holbrook, 2001). Research also indicates that cognitive dissonance can affect intention; consumers may adjust their beliefs about a product post-purchase to resolve any inconsistencies (Festinger, 1957).

Social influences, such as peer recommendations and social media interactions, also play a significant role in shaping purchase intentions. Studies have shown that consumers are more likely to purchase products endorsed by friends or online influencers (Katz & Lazarsfeld, 1955). Furthermore, situational factors, including the shopping environment and promotional activities, can impact consumer intentions. For instance, limited-time offers and discounts create a sense of urgency, prompting quicker purchase decisions (Cialdini, 2001). Environmental cues, such as store layout and product placement, also significantly affect consumers' likelihood of buying a product.

Advertising is one of the most recognized components of the promotion mix and has been extensively studied for its impact on consumer behavior. According to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), advertising effectiveness can vary based on how consumers process information. Emotional appeals in advertisements have been shown to enhance brand recall and positively influence purchase intentions (MacInnis & Jaworski, 1989). Additionally, research indicates that consistent and compelling advertising messages strengthen brand attitudes, leading to higher purchase intention (Keller, 2001).

Sales promotions, including discounts, coupons, and limited-time offers, are particularly effective in stimulating immediate purchase intentions. Raghunathan and Irwin (2001) found that promotional tactics create a sense of urgency, compelling consumers to make quicker purchasing decisions. Furthermore, studies have shown that the perceived value of a promotion directly correlates with increased purchase intention, as consumers are motivated by the opportunity to save money (Chandon, Wansink, & Laurent, 2000).

Public relations efforts significantly influence consumer perceptions, which in turn affects purchase intentions. Fombrun (1996) highlights that positive media coverage and community engagement foster brand credibility and trust. Research suggests that strong PR campaigns can enhance a brand's reputation, leading to increased loyalty and higher purchase intentions (Hutton, 2001). The role of PR in shaping public perception underscores its importance in the overall promotion mix.

Direct marketing strategies, including personalized emails and targeted advertisements, have been found to effectively influence consumer intentions. Kumar and Reinartz (2016) emphasize that personalized communications increase relevance and engagement, enhancing the likelihood of purchase. Similarly, personal selling, characterized by direct interaction with sales representatives, allows for immediate feedback and tailored information, significantly impacting purchase intentions (Ingram et al., 2013). The relationship-building aspect of personal selling can foster trust and facilitate decision-making among consumers.

Studies demonstrate that the promotion mix plays a pivotal role in shaping customer intentions. Advertising, sales promotions, public relations, direct marketing, and personal selling each contribute uniquely to influencing purchase behavior. Future research should explore the synergistic effects of integrating these promotional elements to maximize their impact on consumer intentions, especially in a rapidly changing marketplace. Understanding these dynamics will enable marketers to develop more effective strategies that resonate with consumers and drive sales.

2.8. Empirical review

One of the most crucial elements of a literature review in any kind of research study is empirical data. By outlining the gap, the researcher hopes to fill and the methodology used, this kind of literature greatly enhances the efficacy of the investigation. Here under the researcher reviews some important issues, which are directly related to the investigation under study.

Previous studies have identified in the context of the effect of promotion strategy on Market Growth of an organization. The empirical review presents a comprehensive summary of studies in to promotion mix to customer intention.

Several empirical review articles explore the influence of the promotion mix on customer intention, highlighting various aspects of this relationship. For instance, Kumar and Gupta (2020) examine how different elements of the promotion mix—such as advertising, sales promotion, public relations, and personal selling—affect consumer purchasing decisions in the retail sector. Similarly, Pelsmacker and Van Tilburg (2019) investigate the effects of integrated marketing communications, emphasizing how a cohesive promotion mixes influences consumer purchase

intentions. Choudhury and Hossain (2021) focus on the growing impact of digital promotion within the promotion mix and its effectiveness in shaping consumer intentions. Additionally, a meta-analysis by Mela and Kahn (2020) reviews multiple studies to quantify the overall effect of sales promotions on purchase intentions. Lastly, Coombs and Holladay (2018) explore the role of public relations as an integral part of the promotion mix and its impact on consumer intentions across various industries. Together, these articles provide valuable insights into how different components of the promotion mix influence customer intentions in diverse contexts.

Furthermore, a meta-analysis by Mela and Kahn (2020) consolidates findings from various studies, revealing a strong positive correlation between sales promotions and consumer purchase intentions, indicating that well-timed promotional efforts can significantly drive sales. Coombs and Holladay (2018) explore the impact of public relations within the promotion mix, revealing that strategic PR initiatives can substantially improve brand perception and foster consumer trust, which are essential for influencing purchase intentions. Additionally, research by Kotler and Keller (2016) emphasizes the importance of aligning promotional strategies with consumer insights to tailor messages effectively, thereby increasing the likelihood of conversion. Another study by De Pelsmacker and Van Tilburg (2020) examines the role of experiential marketing as a promotional tool, suggesting that immersive brand experiences can create emotional connections that significantly enhance consumer intention to purchase. Collectively, these articles illustrate how various elements of the promotion mix work synergistically to shape customer intentions, ultimately driving brand loyalty and enhancing competitive advantage across diverse market segments.

Buil, Catalán, and Martínez (2019) investigate the impact of advertising and sales promotions on consumer purchasing decisions within the fast-moving consumer goods (FMCG) sector. Kitchen and Schultz (2018) synthesize existing research on integrated marketing communications (IMC), demonstrating how a well-structured promotion mix enhances customer intentions. Ailawadi and Neslin (2019) examine the effects of different types of sales promotions on consumer buying behavior, offering insights into how these tactics shape purchase intentions. Lou and Yuan (2019) conduct a meta-analysis on the influence of social media marketing, highlighting its significant impact on consumer purchase intentions. Additionally, McCorkle and McCorkle (2020) explore the relationship between effective public relations strategies and consumer purchase intentions

across various industries. Awan and Bhatti (2021) focus on promotional strategies in emerging markets, while Huang and Benyoucef (2020) assess the effectiveness of online promotions in the e-commerce sector. Collectively, these articles underscore the critical role that various components of the promotion mix play in shaping consumer intentions and guiding effective marketing strategies.

The topic of sales promotion has gained more attention from academics and professionals during the past three decades. As a result, a large amount of literature and earlier research have examined the connection between promotions and their influence on consumer purchasing decisions.

Every company must let customers know what they will be providing (Jobber and Lancaster, 2006). A new definition of sales promotions is offered by Brassington and Pettitt (2000): a variety of marketing strategies created within a strategic marketing framework to enhance a product or service beyond its "normal" offering in order to meet predetermined marketing and sales goals. This added value could be a short-term strategy or a component of a longer-term franchise development initiative.

According to Jarvenpaa and Todd (1996), the kinds of sales promotions have had a significant impact on prospective customers' purchasing decisions. Targeted customers for various product types are different for each type of sales promotion. Coupons, samples, and retail shopper cards (also known as member or VIP cards) are four popular sales promotion strategies that significantly improve consumers' perceptions and purchasing decisions. Jones (2003) made the following argument: Increasing advertising spending only results in a small average volume of additional sales, which are frequently profitable. He divided the effects of advertising into three categories: short-, medium-, and long-term. Positive initial effects can serve as a precondition for longer-lasting effects.

The medium-term has both a detrimental impact on rival brands and a positive impact on the brand's own advertising. Constant brand improvement can have a lasting impact on consumers' perceptions and increase sales, both of which are highly advantageous. Additionally, he comes to the conclusion that price reductions only have a short-term impact and typically have no lasting impact on raising revenue to offset the higher costs.

In reality, promotion aims to inspire the consumer right away (Ngolanya et al., 2006). Among other things, the main goals of sales promotion are to launch new products, draw in new clients, encourage current clients to make larger purchases, help the business stay competitive, and boost sales during off-season. By offering additional value beyond what is included in the product at its regular price, sales promotions directly encourage consumers to take action (Sam and Buabeng, 2011). They claim that these short-term incentives are typically provided at the moment and location where the purchase decision is made. In an effort to influence consumers and grow their market share for the goods and services they provide, marketers have had to contend with increasingly sophisticated consumers.

. Among other sales promotion tactics, this persuasion takes the shape of discounts, freebies, bonuses, and airtime. Compared to other marketing communication activities, Yeshin (2006) asserts that these sales promotional activities generate a higher degree of immediate response. Even though it promotes competitive retaliation, it frequently has a detrimental effect on how customers perceive the brand. In contrast, Moorthy and Hawkins (2005) claimed that since consumers assume that high-quality products will receive more advertising than low-quality ones, advertising spending serves as a gauge of product quality for experience goods. He offers strong evidence in favor of the idea that ad repetition affects perceived quality.

Numerous studies and research have acknowledged the influence of promotions on consumer purchasing behavior, demonstrating that a wide range of factors can influence a consumer's decision to purchase or not (Nagar, 2009; Smelser and Baltes, 2001). Sales promotions significantly influence consumer purchasing behavior, including purchase time, product brand, quantity, and brand switching, according to Nijs et al. (2001). Additionally, people are more drawn to advertised products, and price sensitivity can influence consumer purchasing decisions (Bridges et al., 2006).

In their 2015 study, "Impact of Promotion Techniques on Consumers' Impulse Buying Behavior towards Apparels in Bangalore," Nagedeepa et al. propose that retailers and marketers employ sales promotion techniques to draw in customers and boost sales by offering various discounts and extra incentives to encourage customers to buy more products. Based on their research, they draw the conclusion that sales promotion strategies have a big impact on consumers' impulsive

purchases. The study also found that, out of the five promotional strategies they employ—the Rebate & Discount offer, Coupon, Loyalty Programs, Price Packs, and Contests—the Rebate & Discount offer is the most effective at encouraging consumers to make impulsive purchases. In order to create the ideal marketing strategy for their products, the marketer should concentrate on the remaining sales promotion tools.

Due to consumers' price consciousness, promotions caused a sharp rise in sales for retailers. beliefs that since there is no additional expense, customers would be readily convinced to purchase the goods. The other found that price reductions have a big impact on how customers try new products, which in turn draws in new customers. Product pricing affects how consumers perceive a product, and the nature of consumer behavior determines how much of an impact perception has (Nagadeep et al., 2015).

When making a purchase decision, Adcock et al. (2001) evaluate that unforeseen situational factors may influence the decision. According to them, some of these elements—like the store where the purchase is to be made, the quality to be purchased, and the time and method of payment—may be directly related to the purchase. In the majority of cases, businesses eliminate the need for this choice by either providing the necessities in the form of sales promotion tools like discounts, coupons, rebates, and samples. 29 customers' purchase behavior or decision is likely to be influenced by the extra benefit, whether in cash or in kind, that is provided to them through a sales promotion (Ngolanya et al., 2006).

The consumer decides what to buy after weighing their options, and their decision is influenced by their motivation for making the purchase (Kotler et al., 2003). They claim that customers may act swiftly, particularly if sales promotion tools are employed, or they may put off making any purchases. The consumer learns what goods and services are offered, their features and advantages, who sells them, their costs, and where to buy them before making a purchase (Stanton et al., 1994). Every time the company and its sales team try to communicate with customers by attempting to inform or convince them, they give them market information. Therefore, sales promotion offers a good connection by giving customers product samples so they can test them in small amounts and by giving them the information they need to know about the product (Ngolanya et al., 2006).

According to Ngolanya et al. (2006), sales promotion thus offers a good connection by giving customers product samples so they can test them in small amounts and by giving them the information they need to know about the product.

consequently, the purpose of sales promotion is to attract customers to the product, and because of the effectiveness of the sales promotional tool, they ultimately make an impulsive purchase (Ngolanya et al., 2006).

Davidson et al. (1984) describes that a buyer may choose to buy for objective or emotional reasons, the sale is always made in the buyer's mind rather than the seller's. The ability of a product to meet a need is what makes people buy it, not the product itself. By identifying the potential uses of the product, some of these promotional tools assist in directing consumers toward the most appropriate product (Cox and Britain, 2000). As a result, the customer receives pertinent information, has the chance to test the product and determine whether it meets their needs, and also benefits from a price reduction. Therefore, the purpose of sales promotion is to attract customers to the product, and because of the effectiveness of the sales promotional tool, they ultimately make an impulsive purchase (Ngolanya et al., 2006).

Recent research highlights the significant role of advertising in influencing customer intention. One study, "Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness," reveals that advertisements enhance brand awareness, which subsequently affects brand loyalty and purchasing behavior, with perceived quality moderating this relationship. Another article, "A Matching Study on the Influence of Advertised Information Expression and Product Type on Consumer Purchase Intention," explores how the presentation of advertised information (direct vs. metaphorical) impacts purchase intentions based on product type. It shows that aligning advertising expression with the product type enhances consumer intention, mediated by information-processing fluency and moderated by personal involvement. Additionally, the article "Driving Consumer Value Co-creation and Purchase Intention by Social Media Advertising Value" investigates the effectiveness of social media advertising in co-creating brand value, identifying factors such as entertainment, aesthetic appeal, interactivity, and trendiness that boost perceived advertising value and influence purchase intentions. Collectively, these studies underscore the importance of tailored advertising strategies that enhance brand

awareness, appropriately present information, and engage consumers, ultimately driving purchasing decisions.

Raj (1982) highlights how growing ad exposure influences brand choice by drawing in and keeping customers as well as its impact on brand purchases. Purchase information was gathered from households. The least square regression approach was used to interpret the data's results. Customers who attributed 50% of their purchases to brand A were categorized as extremely loyal, demonstrating that if people's perceptions of brand advertising improve overall, so will the number of purchases made by brand loyalists. The study's findings showed that advertising effectiveness varies depending on customer loyalty.

Moschis and Mitchell (1986) describes how teenagers' purchasing decisions are influenced by interpersonal communication and television advertising. In contrast to earlier research, this study measured teens' communication processes in relation to household decision-making. The effects of television commercial repetition, commercial length, and receiver knowledge are examined by Rethans et al. (1986). As per their findings, the impact on affect-related metrics, such as attitudes toward the commercial, the product, the company, and purchase intentions, was determined.

Khattak and Khan (2009) discuss the effects of television advertisements on college students' overall attitudes. They gathered information from a sample of respondents who were college students in large cities. Regression analysis, correlation, and descriptive statistics were used for the analysis.

Utilizing hypotheses developed by taking independent variables of advertisement attributes, such as attitude toward advertisements, media, information in advertisements, and other credibility of claim and relevance, Ahmed et al. (2010) study the impact of green marketing strategies on consumer behavior and purchase intentions. They also observed the moderating effect of perceived effectiveness of environmental behavior on the dependent variable of purchase intention. The findings of their study showed that although consumers who were citizens of the nation were exposed to a lot of advertisements in print and television media, they preferred television advertisements. Pakistanis were very concerned about the environment and planned to buy green products that were friendly to the environment.

Srinivasan, S. S., Anderson, R. T., & Ponnavaolu, K. (2002). "Customer Loyalty in e-Commerce: An Exploration of Its Antecedents and Consequences." *Journal of Retailing*, 78(1), 41-50. highlights the factors that contribute to customer loyalty in e-commerce settings, emphasizing the role of direct marketing. It finds that personalized email communications and direct promotions significantly enhance customer loyalty and purchase intentions, highlighting the importance of tailored marketing strategies in online environments.

Langen, N., and Koch, J. (2006). "A Study on the Effectiveness of Direct Marketing: Its Role in the Marketing Communication Mix." 103–119 in *Journal of Marketing Communications*, 12(2). The role of direct marketing in the larger marketing communication mix is investigated in this study. The authors come to the conclusion that, especially when combined with other marketing channels, direct marketing is a very powerful instrument for influencing consumer response and intention. The study highlights how direct marketing and conventional advertising techniques can work in concert.

Rundle-Thiele, S., & Bennett, R. (2001) investigates the lifecycle of brand loyalty and the role of direct marketing in each stage. The authors argue that direct marketing initiatives, such as loyalty programs and personalized offers, are crucial for nurturing customer relationships and enhancing purchase intentions over time. This study focuses on the impact of direct marketing on e-consumers' purchase decisions. The findings indicate that direct marketing techniques, such as targeted online promotions and personalized recommendations, significantly influence consumers' intentions to purchase, especially in online shopping environments.

Huang, R., & Sarigöllü, E. (2014). "The Impact of Direct Marketing on Consumer Behavior: A Study of the Food Industry." *Journal of Marketing Research*, 51(3), 307-324 explores the effects of direct marketing in the food industry, finding that direct marketing efforts, such as coupons and promotional offers, effectively drive consumer purchasing decisions. The study highlights the importance of timing and relevance in direct marketing campaigns to maximize their impact on consumer intention.

2.9. Conceptual Framework and Hypothesis

Promotion mix conceptual framework

A conceptual model shows how one theorizes the relationships among several elements identified as important to the research questions based on the theoretical and empirical literature available. With this under consideration, a conceptual model has been developed for this particular case at hand based on the reviews of previous knowledge to discuss the interrelationships among the tools of Promotion mix and the customer intention.

The framework has been developed considering similar empirical studies and the theoretical illustrations on the above sections of the literature. They are made based on the promotional mix tools in this study, i.e., advertising, sales promotion, direct marketing and personal selling, public relation affect the customer intention of Angela Burger positively and significantly.

The goal of promotion strategies is to directly influence consumer purchasing decisions, which suggests their immediate focus. Nonetheless, a company's brand image is impacted in some way by every facet of its communication.

A business with a premium brand positioning will be drawn to more innovative forms of promotion that do not rely on product discounts if the promotion process is better planned and all sales promotion strategies are closely examined, according to Shreshta (2015). Regardless of the medium or tool employed, messages will support one another when promotion is incorporated into the marketing communications plan. For example, advertising can be used to promote promotions, and competition can be used to improve public relations. These are examples of how tools can be related to one another. Managers will find it easier to create synergy between the methods if they are aware of the impact that each promotional tool has. If they have a premium brand positioning, they should definitely use the sales promotion elements that have been shown to be more effective in improving the company's image. Given all of its features, strategically integrating sales promotion could prove to be difficult for a business.

Today's and tomorrow's marketing managers really only have to decide whether to use these important tools effectively or ineffectively, not whether to use promotion at all. According to Kardes (1999), offering a free sample of sales promotion strategies will boost our revenue.

Businesses will develop new products and sell them, but people won't know about them. Thus, the company's marketing manager uses a variety of tools to try to boost sales or launch a new product. One of the tools used in sales promotion is the free sample. When offering a free sample, marketing managers visit the market to accommodate various traders or clients. Free samples are readily available, and people attempt to use them. Customers' purchasing decisions were influenced by the free sample (Shimp, 2003). Our sales have improved, according to the free sample (Lammers, 1991). The Fill (2002) discount is a straightforward method of providing customers with a product price reduction that is explicitly stated on the product packaging. Samples are provided to customers so they can experience your product as the real thing.

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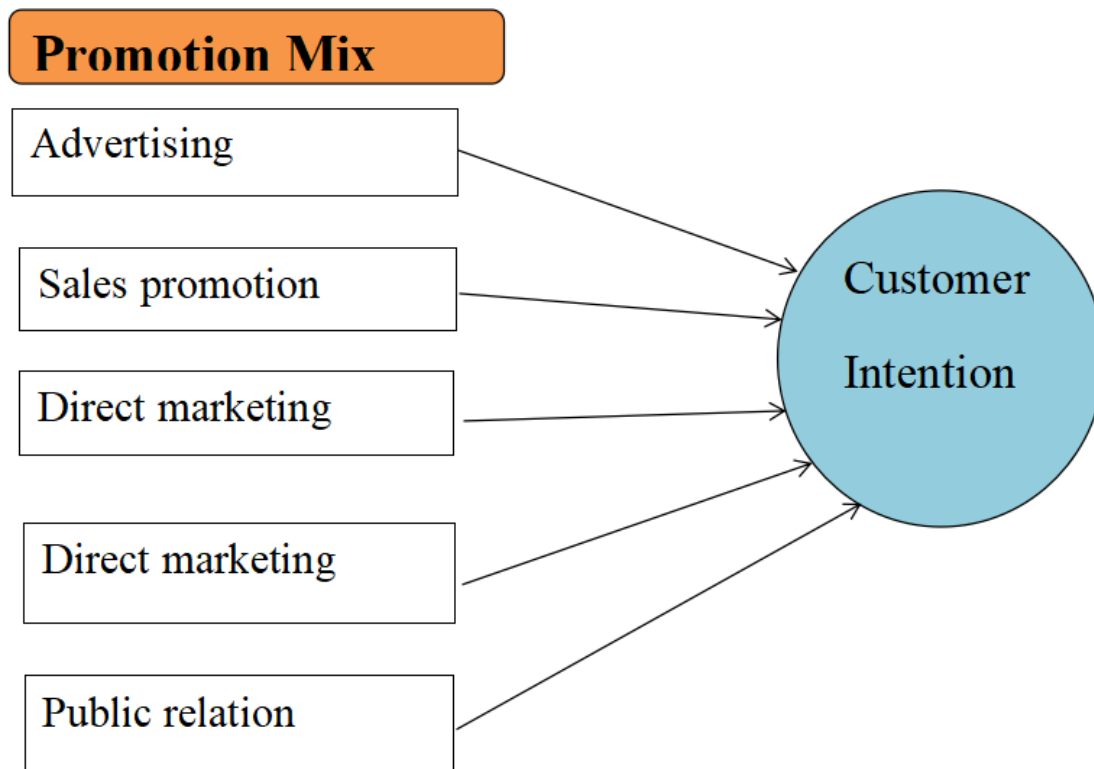


FIGURE 1: THE CONCEPTUAL FRAMEWORK of Promotion Mix on Customer intention

The foundation for comprehending the impact of the promotion mix on customer intention encompasses several vital components interacting to mold consumer behavior. The promotion mix comprises five basic elements: advertising, sales promotion, public relations, personal selling, and direct marketing. Advertising serves as mass communication through diverse media, including television, online platforms, and print, aimed at creating widespread awareness and shaping overall consumer perception. Sales promotions, in contrast, provide short-term incentives—discounts and contests, for instance—that direct attention to the immediate merits of a product and induce purchases that might not otherwise occur. Public relations is all about building the image and managing communication with the public to make a positive impression of the brand. Personal selling involves direct communication between sales representatives and consumers, focusing on establishing relationships and personalized communication. Finally, direct marketing

allows marketers to reach consumers with such messaging via email and direct mail to specific consumers.

The influence of these promotional activities on customer intention can be understood through several mechanisms. Advertising and public relations enhance brand visibility, reaching consumers with products and services. They also dictate consumer perception, impacting value and quality perceptions. Sales promotions stimulate urgency which can motivate consumers to make decisions quickly, and fast escalatory purchase intentions. This level of personal selling creates trust with customers, and helps to solidify relationships that facilitate repeat purchases. On the other hand, in direct marketing, messages can be personalized and relevant to the consumer, boosting consumer engagement and intent to purchase. In conclusion, this framework illustrates how the promotion mix influences customer intention through interconnected components. By leveraging a combination of advertising, sales promotions, public relations, personal selling, and direct marketing, businesses can effectively shape consumer perceptions, drive engagement, and influence purchasing behavior. Continuous evaluation and adaptation of the promotion mix based on consumer feedback and market trends are essential for maintaining effectiveness in reaching and influencing target audiences.

2.10. Hypothesis of the study

H1: Personal selling has significant and positive influence on customers' purchase intention.

H2: Advertising has significant and positive influence on consumer purchase intention.

H3: Sales promotion has significant and positive influence on consumers' purchase intention.

H4: Direct marketing has significant and positive influence on consumer purchase intention.

H5: Public relation has significant and positive influence on customers' purchase intention

CHAPTER THREE

3. Research methodology

3.1. Introduction

This chapter presents the research design and methodology used in the study. It specifically covers the following: research design, research approach, population, target population and sampling, data collection instruments, validity and reliability of research instruments, data collection procedure, data analysis techniques, operational definition of variables, followed by ethical considerations.

3.2. Research design

A research design is an investigation plan, structure, and strategy that is intended to provide answers to research questions or issues. The plan is the entire research program or scheme (Kumar, 2011). The study used both descriptive and explanatory research design also called cross sectional and causal design because it seeks to study cause and effect or relationship between different variables in the study. More specifically, cross-sectional research design is often called a social survey design. It comprises gathering information on multiple cases at a single point in time. In order to gather quantitative data related to two or more variables, which are subsequently analyzed to characterize traits and/or investigate patterns of correlation between variables (Bryman, 2016).

3.3. Research Approach

Numerous techniques exist, including mixed, qualitative, and quantitative approaches. According to Kumar (2011), qualitative research is a method for investigating and comprehending the significance that people or groups attach to a social or human issue. One way to test objective theories is through quantitative research, which examines the relationship between variables. These variables can then be measured, usually with instruments, allowing statistical procedures to be used to analyze numbered data. Research using mixed methods involves gathering both qualitative and quantitative data, combining the two types of information, and applying unique designs that may incorporate theoretical frameworks and philosophical presumptions. Therefore, the study will use a mixed research approach to conceptually address the research questions and examine the cause-and-effect relationship between determinants and the efficacy of the monitoring and evaluation system.

3.4. Target population and study population

There are two population types in this study. These are the study and target populations. The entire set of units for which inferences are drawn from survey data is known as the target population (Smyth, 2004). It is the population to which the researcher hopes to extrapolate the study's findings. The target population of the study consisted of all customers of Angla Burger

The study population, which is also known as accessible population, is the population that is derived from the target population for the smooth condition of the research in specific term. It is from the study population that researchers draw the sample. According to Smyth (2004), the geographic characteristics of the study population need to be delineated, as well as, types of units being included. Accordingly, the study population for this study is targeting at customers of Angla burger in Addis Ababa.

3.4.1. Sampling frame and technique

A sampling frame is a list from which research samples are selected. (Zikmund and others, 2013). Since there is no statistical estimate of the number of Angela Burger customers, the sampling frame in this study is infinite and undefined. The sampling technique that will be used for this study will be non-random sampling. Convenience sampling from the non-random sampling method will be used to choose samples for the study. Convenience sampling will be used because it's an easy and low-cost method of selecting samples. Convenience sampling will allow the researcher to gather data easily.

Angela Burger has 6 branches in present (2024 G.C). Equal number of samples from each branch will be drawn out.

3.4.2. Sample size

In the case of this study, the sampling frame is infinite and undefined because there is no statistical estimate of the number of consumers of Angela Burger. So, we are using the below method to identify the sample size

The sample size is directly proportional to the desired confidence level of the estimate(z) and to the variability of the phenomenon being investigated, and According to Corbetta (2003), it is inversely correlated with the amount of error the researcher is willing to tolerate. When the size of

the population is unknown and previous researches are unavailable to agree on the variability of an estimate over all possible samples, the sample size is designed for the least favorable case $p = q = 0.5$ (Corbetta, 2003). Since the population is infinite the following formula is used based on the suggestion of Corbetta (2003) in determining the standard deviation, 95% confidence interval, and 5% sampling error in calculating the sample size. $n = z^2 p * q / e^2$

Where: n = required sample size z =

Degree of confidence (i.e., 1.96)² p

= Probability of positive response

(0.5) q = Probability of negative

response (0.5) e = Tolerable error

(0.05) Therefore:

$$n = (1.96)^2 * 0.5 * 0.5 / (0.05)^2$$

$$n = 3.8416 * 0.25 / 0.0025$$

$n = 384.16 \dots$ Respondents (approximately 384 samples)

As mentioned in the sample framing above, there are 6 branches of Angela Burger.

We will take equal number of samples from each branch.

384 total samples / 6 branches

=64 samples from each branch

3.5. Method of data analysis

Several statistical tests were used in this study to examine the findings. First, the sample (demographics) and overall findings were described using frequencies, means, and standard deviations. A Pearson correlation will be used to test magnitude and direction of the relationship for all four variables. Although correlations also provided some data into construct relationships (and significant differences) with variables, the primary method of analysis was multiple regressions as it is useful in figuring out how each of the constructs—public relations, direct marketing, sales promotion, advertising, and personal selling—relates to the others.

The fundamental process of transforming raw data into information that can be easily described by describing its fundamental features aids the researcher in understanding, rearranging, and manipulating the data. This process is known as descriptive analysis. (Zikmund, Babin, Carr & Griffin, 2010). The collected data will be checked for completeness, edited, transcribed and coded.

Data from questionnaire was transferred to computer to statistical package for social science (SPSS 22.0) for analysis. Inferential analysis will be performed to analyze the influence of promotion mix on consumers' purchase intention. Correlation and regression analysis were deployed to determine the impact of each as well as aggregate impacts of the independent variables on the dependent variable.

To guarantee quick and simple data interpretation, representations such as tables and charts were employed. All of the collected data was analyzed using descriptive statistics, which were expressed as means, standard deviations, percentages, and frequencies. Inferential statistics was deployed to analyze the influence of promotion mix on customers' purchase intention for Angela burger. Ultimately, the data's interpretation and analysis produced findings and suggestions.

The researcher developed a model based on the conceptual frame work to analyze the relationship between dependent and independent variables; customers' purchase intention as a dependent variable and personal selling, advertising, sales promotion, direct marketing and public relation. To test the relationship, the linear regression model is one of the fundamental workhorses of econometrics and is used to model a wide variety of economic relationships.

By fitting a linear equation to observed data, linear regression aims to model the relationship between two variables. Personal selling, advertising, sales promotion, direct marketing and public relation are considered to be explanatory variables and consumers' purchase intention was considered as a dependent variable.

Because the study assumes a linear relationship between the dependent and independent variables, linear regression—which offers a useful numerical measure of association between two variables—was evaluated using the correlation coefficient, a number between -1 and 1 that indicates the strength of the association between the observed data for the two variables.

The general model assumes a linear relationship between a dependent variable (y) and one or more independent variables (x).. A 95% confidence level was used to test the factors' significance. The following equation is derived from the study model:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon$$

Where; Y = Dependent variable customers' purchase intention measured in terms of Personal selling, advertising, sales promotion, direct marketing and public relation)

α = the model intercept β = Coefficient of independent variables X1, X2, X3, X4 & X5 (X1 – personal selling, X2 - Advertising, X3 – Sales promotion, X4 –public relations, X5- direct marketing) ϵ = Error Term

Thematic analysis is used to identify, analyze, and report patterns (themes) within data. It is particularly useful for interpreting various forms of qualitative data, such as interview transcripts, open-ended survey responses, or observational notes.

3.6. Types of data

The type of the data in the study involves both primary and secondary data. The sources of primary data were customers of the six branches of Angela burger in Addis Ababa who are consumers of the product. Secondary data were collected from books, various publications and websites which are directly related with the subject.

3.7. Method of data collection

Primary data were collected from customers of the six branches of Angela burger in Addis Ababa who are consumers of the product through questionnaires which was distributed to a total of 384 customers in all the branches. Both the distribution and the collection of the questionnaire were made in person. In addition, 10 interview were conducted for further and deep understanding. 5 customers and 5 manager/ supervisor were interviewed.

Further data was collected from various books written on determinants of monitoring and evaluation on projects and programs. Websites, different issues of magazines and newspapers focusing the subject will also be included.

3.8. Reliability and validity

The degree to which data collection methods or analysis processes produce consistent results is known as reliability (Saunders, 2009). The Likert scale questionnaires were tested with a sample of selected customers before the questionnaires are distributed.

Regarding validity, the questionnaire was given to seniors who can judge its appropriateness and measure important aspects of the study. Based on the feedback, issues which are commented it was improved so that the validity of the study can be enhanced. Furthermore to measure the reliability of the data collection instruments an internal consistency technique Cronbach's alpha was computed using SPSS 22.

3.9. Ethical considerations

The problem of research ethics is a crucial factor that a researcher should not ignore. The researcher, in accordance with this, took steps to make sure that no respondent in this research work will be harmed in any way. The researcher must first ensure that consent was obtained, that the respondents were informed of the study's goals and objectives, and that the questionnaire made it clear to the respondents who is conducting the study and why. Moreover, the voluntary participation of respondents was done and to follow anonymity and confidentiality ethics of the research, the researcher clearly informed respondents in written form that not to write their names on the questionnaire.

CHAPTER FOUR

4. Data presentation, interpretation and discussion

In this chapter, the collected data are summarized and interpreted in order to realize the ultimate objective of the study. The results of descriptive analysis and inferential analysis are presented and are discussed according to their relation to each of the relevant research objectives. SPSS version 20 was utilized for the analysis of the data.

4.1. Response rate

From the 384 questionnaires were distributed of which 362 of them were returned out of which 22 were not responded. Of the 362 returned, 9 were found to be incomplete and thus the research consumed 353 responses. such the response rate is 91.9%. According to Duplesis (2008) a response rate above 85% for a sample size is excellent to constitute a valid response. As a result, this study has an outstanding response rate.

4.2. Reliability of responses

Cronbach's alpha was used to check the reliability of the data collected. According to Taneja & Kaushik (2007), Cronbach's alpha values higher than 0.6 shows data reliability. Upon calculating the Cronbach's alpha using SPSS the following result was obtained which showed that all the dependent and dependent variables scored Cronbach's alpha value which is above the benchmarked value which is 0.6.

Item	Cronbach's Alpha	No of items
Personal selling	.824	4
Advertising	.953	6
Sales promotion	.915	6
Public relations	.858	5
Direct marketing	.750	5
Promotion mix	.950	5

Source: SPSS output, 2024

4.3. Demographic distribution of respondents

The demographic distribution of the respondents is summarized by the following table 4.2.

Table 4.2. Demographic information of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	159	45.0	45.0	45.0
	Male	194	55.0	55.0	100.0
Age of respondents	Below 18 years	33	9.3	9.3	9.3
	18-35 years	178	50.4	50.4	59.7
	36-50 years	123	34.8	34.8	94.6
	Above 50 year	19	5.4	5.4	100.0
Educational background	Below first degree	51	14.4	14.4	14.4
	First degree	178	50.4	50.4	64.8
	Masters' degree	63	17.8	17.8	82.7
	PHD and others	61	17.3	17.3	100.0
Nature of employment	Unemployed	35	9.9	9.9	9.9
	Self employed	184	52.1	52.1	62.0
	Private employee	88	24.9	24.9	87.0
	Public employee	46	13.0	13.0	100.0
Income level	Less than 5,000 birr	56	15.9	15.9	15.9
	5,001 Birr to 10,000 birr	183	51.8	51.8	67.7
	10,001-15,000 birr	58	16.4	16.4	84.1
	Above 15,000 birr	56	15.9	15.9	100.0

Source: Own survey, 2024

As summarized by the table above the respondents were found to be composed of both genders. Overall, 159 (45.50%) female and 194 (55.0%) male respondents participated in responding the questionnaire.

Age wise, 33 (9.3% of the respondents were below 18 years 178(50.4%) of the respondents were found in the below 19-35 years category while 123(34.8%) of them were in 36-50 years, 19(5.4%) were in the above 50 years old age category. This shows that the respondents' are all at rational age range to be trusted that they answer the questions responsibly and logically.

Coming to their educational background, 51 (14.4%) of the respondents were found to be in the under first degree category, 178 (50.4%) of the respondents have first degree, 63(17.8%) of them have masters degree and 61 (17.3%) of them have PHD and others.

Concerning their nature of work experience only 35(9.9%) respondents were found to be unemployed 184(52.1%) of them are self-employed 88(24.9% of the respondents were found to be private employees and 46(13.0%) of them were public employees.

As of their income level, 56(15.9%) respondents were found have income below 5000 birr, 183(51.8%) of them are between 5000 and 10000, 58(16.4% of the respondents were found to have income ranging from 10000 to 15000 and 56(15.9%) of them were found to have more than 15000 birr income.

As a result, information is gathered from respondents who frequent Angela Burger and span all age groups, educational backgrounds, income brackets, and job types, making it logical to use the information for a study.

4.4. Descriptive statistics

This section presents the data analysis of each of the elements, which are grouped under tangibility, reliability, responsiveness, assurance and empathy separately by using descriptive analysis. The responses under rating 1-strongly disagree, 2-disagree, 3-neutral, 4-agree and 5-strongly agree have been combined to indicate agreement or disagreement with a statement. The mean values show that the average of all the responses in each question and then by grand mean for one dimension.

The following formula is used to determine the intervals for breaking the range when measuring each variable using five-point scales:

$$\frac{\text{Max} - \text{MIN}}{5} = \frac{5-1}{5} = 0.8$$

It means that the scores falling between the following ranges can be considered as agreement score:

Hence,

- 1-1.80 means strong disagreement, (very low)
- 1.81 - 2.60 means disagreement, (low)
- 2.61 - 3.40 means neutrality, (moderate)
- 3.41 - 4.20 means agreement (high) and
- 4.21 - 5.00 means strong agreement (very high)

In this part, the researcher tried to assess the level of agreement of the respondents for each construct, namely: Personal selling, Advertising, sales promotion, public relations and direct marketing..

This assessment helps to assess the degree of influence of promotion mix on purchase intention customers of Angela burger. The mean, standard deviation, and other details that are not visible in the raw data were examined using descriptive statistics.

The tables and discussions below contain descriptive data (mean and standard deviations) for the subscale of contribution of personal selling, advertising, sales promotion, public relation and direct marketing to purchase intention of customers of Angela burger as rated by the respondents.

4.1.1. Personal selling

The tale below shows the descriptive results of personal selling

Table 4.3. Descriptive statistics: Personal selling	N	Mean	Std. Deviation
My relationship with the personal sales force/agents impact my purchase intention	353	3.42	1.264
The way products are demonstrated by the personal sales force impacts my purchase intention	353	3.51	1.202
The effectiveness of the sales person (order taker) impacts my purchase intention	353	3.41	1.274
Support through new technologies (electronic detailing) impacts my purchase intention	353	3.37	1.216
Source: Own survey, 2024			

As the data summarized by the table indicates the fact that the relationship with the personal sales force with purchase intention is agreed by the majority of the respondents with a mean value of 3.42.

Similarly, the facts that the way products are demonstrated impacts purchase intention of the customers is also agreed by the majority with mean values of 3.51 and with a mean score of 3.41 the fact that the effectiveness of the sales person or care taker impacts purchase intention is agreed upon by the majority of the respondents. Electronic detailing or supports through technologies scored the least mean 3.37 falling in the indifference category as to the level of impacting purchase intention of customers of Angela burger in Addis Ababa.

4.1.2. Advertising

The following table shows the descriptive statistics of Advertising

Table 4.4. Descriptive statistics: Advertising	N	Mean	Std. Deviation
Television Advertising	353	3.49	1.209
Radio Advertising	353	3.22	1.255
Social media	353	3.33	1.177
Newspapers	353	3.13	1.253
Posters	353	3.12	1.268
Leaflets, brochures, price lists, catalogues etc.	353	3.83	1.031
Source: Own survey, 2024			

As the data summarized by the table indicates the fact that Television advertising is related with purchase intention is agreed by the majority of the respondents with a mean value of 3.49. The statement stating Leaflets, brochures, price lists and catalogues impact purchase intention is also agreed by the majority of the customers responded the questionnaire with a mean value of 3.83.

The remaining four means of advertising radio advertising, social media, newspapers and posters presented to be rated by the respondents ended up with an indifferent response category with mean values of 3.22, 3.33, 3.13 and 2.12 respectively showing that their impact on purchase intention is less.

4.1.3. Sales promotion

The descriptive statistics for sales promotion are displayed in the following table.

Table 4.5. Descriptive statistics: Sales promotion	N	Mean	Std. Deviation
Premium and gifts are the most enhancing promotions impacting my purchase intention	353	3.05	1.261
Free sample distribution are powerful and impact my purchase intention	353	3.40	1.183
Trade fair and exhibitions are strong factors which impact my purchase intention	353	3.33	1.156
Discounts and allowances highly impact my purchase intention	353	3.42	1.305
Buy one and get one (BOGOF) offers have great impacts on my purchase intention	353	3.48	1.256
Event sponsoring highly impacts my purchase intention	353	3.12	1.291
Source: Own survey, 2024			

In case of the sales promotion the facts that premium gifts, free sample distributions, trade fairs and exhibitions and event sponsoring are responded indifferent by the respondents with mean values of respectively 3.05, 3.40, 3.33 and 3.12 showing that their impact on purchase intention of Angela burger is less.

On the other hand buy one and take one as well as discounts and allowances are agreed by the majority of the customers of Angela burger with respective mean values of 3.42 and 3.48 showing that they moderately affect purchase intention of customers of Angela burger.

4.1.4. Public relations

In this regard with the exception of civic activities all the factors stated ended up in an indifference response; The table below presents the descriptive statistics for public relations

Table 4.6. Descriptive statistics: Public relations	N	Mean	Std. Deviation
Product publicity	353	3.07	1.285
Annual magazine	353	3.31	1.288
Event sponsorship	353	3.21	1.273

Civic activities	353	3.44	1.285
Community relationship(Corporate social responsibilities)	353	3.26	1.235
Source: Own survey, 2024			

The respondents agreed to the impact of civic activities on their purchase intention with a mean value of 3.44 indicating moderate relationship. However they responded indifferent for product publicity, annual magazine, event sponsorship, and community relationships with respective mean values of 3.07, 3.31, 3.21 and 3.26 showing that the impact these items put on their purchase intention is less.

4.1.5. Direct marketing

The table down here shows the descriptive results of direct marketing.

Table 4.5. Descriptive statistics: Direct marketing	N	Mean	Std. Deviation
Catalogues,(Product lists, Price lists,, New introduction	353	3.59	1.157
Mailing (Individual and groups of customers	353	3.67	1.197
Telemarketing	353	3.59	1.226
Web based marketing	353	3.50	1.246
Kiosk marketing	353	3.53	1.036
Source: Own survey, 2024			

Concerning the factors provided for rating under the direct marketing category, all the items were agreed to impact the purchase intention of customers moderately. Catalogues, mailings, telemarketing, web based marketing, and kiosk marketing scored mean values of 3.59, 3.67, 3.59, 3.50, and 3.53 all being rated as moderately affecting factors for purchase intention.

4.2. Results of Multiple Regression analysis:

Multiple regressions are used to predict dependent variables by utilizing two or more independent variables. In multiple Regressions we want to see how well linear combinations of independent variable (personal selling, advertising, sales promotion, public relation and direct marketing) can predict the dependent variable (customers' purchase intention).

4.2. Assumptions and Diagnostic Test

4.2.1. Test for Normality Test

The normality test was first conducted by looking into the skewness and kurtosis and the result is tabulated here under.

Descriptive Statistics							
Table 4.7. Skewness and Kurtosis	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Personal selling	353	3.34	1.140	-.255	.130	-1.059	.259
Sales Promotion	353	3.05	1.261	-.298	.130	-1.290	.259
Advertising	353	3.49	1.209	-.833	.130	-.371	.259
Public relations	353	3.52	1.077	-.474	.130	-.867	.259
Direct marketing	353	3.07	1.282	-.391	.130	-1.266	.259
Promotional mix	353	3.35	.924	-.449	.130	-.637	.259

Source: SPSS output, 2024

The independent variables in the analysis must have a normal distribution in order to use multiple regressions. The skewness statistics for all variables are within the acceptable range for normality (-2.0 to +2.0). As can be seen by the above table, all the variables meet the assumption of normality in this regard.

4.2.2. Test for average value of the error term is zero ($E(u_t) = 0$);

The average value of the errors must be zero as the first presumption. In actuality, this assumption will never be broken if the regression equation contains a constant term. The average value of the error term in this study is therefore anticipated to be zero since the constant term (i.e., a) was incorporated into the regression equation.

4.2.3. Independence of Residuals

The independence of residuals was tested by Durbin Watson Statistics and the results is tabulated down here.

Model	R	Std. Error of the Estimate	Durbin-Watson
1	.876 ^a	.449	1.837

Source: Survey result SPSS Output, 2024

Independent of residuals is tested using the Durbin-Watson statistic. The Durbin Watson statistic has a value between 0 and 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50. In this case, Durbin-Watson is 1.837, close to 2 and within the acceptable range. We can assume independence of residuals.

4.2.4. Multicollinearity

Multi- co-linearity was tested through calculating the VIF and the result is presented down here.

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Personal selling	.468	2.139
	Sales Promotion	.923	1.083
	Advertising	.799	1.252
	Public relations	.479	2.086
	Direct marketing	.931	1.075

When the tolerance is less than .10 and the VIF is less than 2.5, multi-collinearity is present. In this case, all of the tolerance values are greater than .10 and the VIF is less than 2.5. We will assume multicollinearity is not a problem.

4.3. Overall Model Fit

The following ANOVA (analysis of variance) was performed to check the overall model fit.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	230.531	5	46.106	228.847	.000 ^b
	Residual	69.911	347	.201		
	Total	300.442	352			
a. Dependent Variable: Promotional mix						
b. Predictors: (Constant), Direct marketing, Personal selling, Sales Promotion, Advertising, Public relations						
Source: Own Analysis, SPSS, 2024						

When doing regression analysis we determine whether or not there is a relationship between the independent variable and the dependent variable by examining the ANOVA table. This can be thought of as the overall fit of the regression model. If the F statistic is significant, we can assume the independent variable, taken together, have a relationship with the dependent variable. In this case, the probability of the F statistic for the regression analysis is 0.000 less than the level of significance of 0.05. We reject the null hypothesis that there is no relationship between the independent variables and the dependent variable.

4.4. Model Summary

The following model summary is produced to analyze the degree of impacts of the independent variables as a whole on the dependent variable.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.876 ^a	.767	.764	.449	1.837
a. Predictors: (Constant), Direct marketing, Personal selling, Sales Promotion, Advertising, Public relations					
b. Dependent Variable: Promotional mix					
Source: Own Analysis, SPSS, 2024					

A version of R-squared that has been modified to account for the number of predictors in the model is called adjusted R-squared. The R Square statistic tells us the proportion of variance in the dependent variable that is accounted for by the independent variables. In this case the model accounts 76.7% of the variance in the dependent variable, customers' purchase intention. Table 4.11 indicated the multiple regression analysis model of the relationship between the independent variables and dependent variable.

The coefficient of determination (R^2) and correlation coefficient (R) shows the degree of association between the two. The results of the analysis posited that $R^2=0.767$ and $R = 0.876$ which indicates that there is a positive relationship between independent variables and dependent variable. Adjusted R squared is usually positive rather than negative. It consistently falls short of the R-squared.

Is a low R-squared bad?

The nature of the problem being solved will determine this entirely. An R-squared of 0.5 might even be regarded as good in some difficult-to-model problems. There is no general guideline to determine whether the R-squared is good or bad. Nevertheless, a very low R-squared suggests underfitting, and employing a complex model or including more pertinent features may be beneficial (Muralidhar, 2021).

Is a high R-squared good?

R-squared is higher and the R-squared of the validation set is much lower, it indicates over fitting. If the same high R-squared translates to the validation set as well, then we can say that the model is a good fit (Muralidhar, 2021)

4.5. Regression model

A dependent variable, y, and one or more independent variables, x, are assumed to have a linear relationship in the general model. A 95% confidence level was used to test the factors' significance. The following equation is derived from the study model:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \epsilon$$

Where; Y = Dependent variable customers' purchase intention measured in terms of Personal selling, advertising, sales promotion, direct marketing and public relation)

α = the model intercept β = Coefficient of independent variables X1, X2, X3, X4 & X5 (X1 – personal selling, X2 - Advertising, X3 – Sales promotion, X4 –public relations, X5- direct marketing) ϵ = Error Term

4.6. Hypothesis Testing

Testing the hypothesis depend on the table below

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error				Beta	Tolerance
1	(Constant)	-.352	.112		-3.126	.002		
	Personal selling	.199	.031	.246	6.492	.000	.468	2.139
	Sales Promotion	.209	.020	.285	10.591	.000	.923	1.083
	Advertising	.269	.022	.353	12.167	.000	.799	1.252
	Public relations	.205	.032	.239	6.391	.000	.479	2.086
	Direct marketing	.239	.019	.332	12.372	.000	.931	1.075
a. Dependent Variable: Promotional mix								
Source: Own Analysis, SPSS, 2024								

The regression results shows that there is a positive significance relationship between promotion mix elements and customers' purchase intention.

All the promotion mix element have has positive insignificance influence on the consumers' purchase intention of Angela burger.

Comparatively, Advertising and direct marketing are found to be the highest influencers of purchase intention in Angela burger with Beta values of .353 and .332 at sig level (.000) respectively.

Whereas personal selling, public relations and sales promotion are found to be relatively lower influencers of customers' purchase intention in Angela burger with beta values of .246,.239 and .285 at sig .000 respectively.

Personal selling

H1: Personal selling and purchase intention have positive and significant relationship.

The Sig. level for the variable "personal selling" is .00, which is less than our alpha level of .05. We reject the null hypothesis and conclude that it is significantly related to the purchase intention. Looking at the β coefficient, we see that it is positive, indicating that as personal selling increases purchase intention increases. We would expect that for every one unit increase in personal selling, there would be a .246 unit increase in purchase intention. These findings support our research hypothesis and we conclude that personal selling is a positive and significant predictor of purchase intention in Angela burger.

Advertising

□ H2: Advertising and purchase intention have positive and significant relationship

The Sig. level for the variable "Advertising" is .00, which is less than our alpha level of .05. We reject the null hypothesis and conclude that it is significantly related to the purchase intention. Looking at the β coefficient, we see that it is positive, indicating that as personal selling increases purchase intention increases. We would expect that for every one unit increase in personal selling, there would be a .353 unit increase in purchase intention. These findings support our research hypothesis and we conclude that personal selling is a positive and significant predictor of purchase intention in Angela burger.

Sales promotion

□ H3: Sales promotion and purchase intention have positive and significant relationship

The Sig. level for the variable “personal selling” is .00, which is less than our alpha level of .05. We reject the null hypothesis and conclude that it is significantly related to the purchase intention. Looking at the β coefficient, we see that it is positive, indicating that as personal selling increases purchase intention increases. We would expect that for every one unit increase in personal selling, there would be a .285 unit increase in purchase intention. These findings support our research hypothesis and we conclude that personal selling is a positive and significant predictor of purchase intention in Angela burger.

Public relation

□ H4: Public relation and purchase intention have positive and significant relationship

The Sig. level for the variable “personal selling” is .00, which is less than our alpha level of .05. We reject the null hypothesis and conclude that it is significantly related to the purchase intention. Looking at the β coefficient, we see that it is positive, indicating that as personal selling increases purchase intention increases. We would expect that for every one unit increase in personal selling, there would be a .239 unit increase in purchase intention. These findings support our research hypothesis and we conclude that personal selling is a positive and significant predictor of purchase intention in Angela burger.

Direct marketing

□ H5: Direct marketing and purchase intention have positive and significant relationship

The Sig. level for the variable “personal selling” is .00, which is less than our alpha level of .05. We reject the null hypothesis and conclude that it is significantly related to the purchase intention. Looking at the β coefficient, we see that it is positive, indicating that as personal selling increases purchase intention increases. We would expect that for every one unit increase in personal selling, there would be a .332 unit increase in purchase intention. These findings support our research hypothesis and we conclude that personal selling is a positive and significant predictor of purchase intention in Angela burger.

4.7 Presentation of Interview Data

The interviews conducted with both customers and managers at Angela Burger provide valuable insights into the effectiveness of promotional strategies and their impact on consumer behavior and brand perception. This discussion synthesizes the key findings from both perspectives, highlighting common themes and contrasting viewpoints.

Customer Insights

- **Length of Engagement:**
Customers reported varying lengths of time they have been consuming at Angela Burger, ranging from six months to five years. This suggests a stable customer base, with opportunities for attracting new patrons as well.
- **Awareness and Promotion Channels:**
Customers primarily learned about Angela Burger through social media, recommendations from friends, and advertising. This emphasizes the importance of maintaining a strong digital presence and leveraging word-of-mouth marketing.
- **Promotion Awareness:**
Customers appreciate learning about promotions social media, and in-store communications. Specific promotions, such as "Buy One, Get One Free" deals and loyalty programs, were particularly effective in motivating purchases.
- **Customer Experience:**
Positive interactions with staff significantly influenced customers' purchasing decisions. Friendly and knowledgeable employees who recommend items enhance the overall dining experience, leading to increased customer loyalty.
- **Community Engagement:**
Customers expressed appreciation for Angela Burger's community involvement, such as sponsoring local events. This involvement fosters a positive brand image and strengthens customer loyalty.

Manager/ sales supervisor Insights

- Promotional Strategies:

Managers highlighted a diverse range of promotional strategies, including digital marketing, loyalty programs, and seasonal offers. They noted that social media and in-store promotions are particularly effective in engaging customers and driving sales. They mentioned that they use all the 5 promotions mix but some more than the others. Advertising and promotion are used the highest. personal selling, public relation and Direct marketing is used the least in that order.

- Impact of Advertising:

Managers emphasized that advertising plays a crucial role in brand awareness and perception. Successful campaigns have resulted in increased foot traffic and sales, particularly during peak seasons.

- Sales Promotion Effectiveness:

Recent sales promotions are evaluated through metrics such as sales volume and customer feedback. Managers reported that limited-time offers and family meal deals have been particularly successful in influencing consumer purchase intentions.

- Direct Marketing and Customer Feedback:

Managers utilize direct marketing strategies, such as email and text promotions, to reach customers. The positive response indicates that customers value timely updates on offers. Feedback from customers is actively gathered and influences future marketing decisions.

Challenges in Implementation:

Managers face challenges such as training staff on promotions and budget constraints. Regular training sessions and prioritization of high-impact promotions are strategies employed to overcome these obstacles.

Common Themes

Effectiveness of Promotions: Both customers and managers agree that promotions significantly influence purchasing decisions. Customers are motivated by attractive deals, while managers recognize the importance of these promotions in driving sales.

Customer Engagement: The role of staff in enhancing the customer experience is a recurring theme. Positive interactions can lead to increased sales and customer loyalty, highlighting the need for effective training and engagement strategies.

Community Involvement: Both groups appreciate Angela Burger's community involvement, indicating that such initiatives can enhance brand loyalty and customer perception.

Contrasting Perspectives

While customers are primarily focused on the immediate benefits of promotions, managers are more concerned with the overall strategy and long-term brand positioning. Managers recognize the need for ongoing innovation in promotional strategies to maintain customer interest and engagement.

In conclusion, the interviews reveal a strong alignment between customer preferences and managerial strategies at Angela Burger. By continuing to focus on effective promotional tactics, community engagement, and positive customer interactions, Angela Burger can enhance its brand image and drive sales. Future strategies could involve expanding digital marketing efforts and exploring new promotional ideas to meet evolving customer needs.

CHAPTER FIVE

5. Summary, Conclusion and recommendation

5.1 Summary

This thesis investigates the impact of various promotional strategies on consumer behavior within the fast food industry. The study focuses on five key elements of the promotion mix: advertising, personal selling, sales promotion, public relations, and direct marketing. Utilizing a mixed-methods approach, data was collected from 384 respondents through questionnaires, with a final sample of 353 being analyzed. The research aims to understand how these promotional tools influence consumer purchase intentions, particularly in a competitive market like that of fast food.

The findings reveal that all promotional mix elements significantly affect consumer purchase intention, with advertising and direct marketing being the most influential. Regression analysis demonstrated positive relationships between each promotional element and the likelihood of purchase. Specifically, advertising had the highest beta value, indicating that effective advertising strategies can greatly enhance consumer engagement and drive sales. The study also highlights the importance of understanding consumer preferences and behaviors to tailor promotional efforts effectively.

In addition to the primary research, the literature review underscores the theoretical frameworks underpinning consumer behavior and marketing strategies. It discusses the importance of employing an integrated marketing communication approach, where various promotional tools work in harmony to enhance brand visibility and consumer trust. The research concludes that businesses, like Angela Burger, must optimize their use of the promotion mix to improve customer retention and attract new clients, thereby ensuring sustained growth in a competitive landscape.

5.2 Conclusions

The basic aim of this study was to analyze the impact of promotion mix elements on purchase intention of customers in Angela burgers. In doing so five elements of promotion mix namely personal selling, advertising, sales promotion, public relation and direct marketing were taken as independent variables. As evidenced by the existing body of literature these set of variables are

predicting variables of purchase intention in various degrees depending upon the nature of the business and other factors.

After analyzing the data collected through validated means it is hereby concluded that all the promotion mix elements considered in this study were found to have strong and positive relationship with customers' purchase intention in varying degree.

Accordingly advertising and direct marketing are found to be the highest influencers of purchase intention with Beta values of 3.53 and 3.32 followed by sales promotion, personal selling and public relations scoring Beta values of 2.85, 2.46 and 2.39 respectively.

The implications of these findings extend beyond the fast-food industry. They suggest that marketers across various sectors should prioritize understanding how different promotional tactics affect consumer decisions. By leveraging insights from this research, businesses can design more effective marketing campaigns that resonate with their target audiences. Moreover, the study emphasizes the need for continuous evaluation and adaptation of promotional strategies based on consumer feedback and market trends, which is vital for maintaining competitive advantage.

5.3 Recommendations

Identifying and winning the factors influencing purchase intention of customers is one of the vital tasks of a firm in order to enhance purchase decisions. As such the fact that the five elements of promotion mix are found to be positively related to purchase intention and are influential indicates that the company must work hard in this regard.

Therefore

- Angela burgers must reinforce its advertising and direct marketing strategies to enhance the existing customers' purchase intention and proceed buying its products.
- It must also consider the sales promotion, the personal selling and the public relation elements and operate to win more customers and retain the existing ones as these factors are found to have strong and positive influential capacity to impact purchase intention.
- Though ranked according to the finding of this study that their effect varies one another, the overall analysis indicated that the total effect of the five elements considered here is

high which more than 75%. Therefore, Angela burgers must consider every aspect of the marketing mix seriously and take action to improve the way it is now implementing the promotion mix elements.

- Based on the insights gathered from the interviews with both customers and managers at Angela Burger, increase investment in social media advertising to reach a broader audience. Create engaging content that showcases promotions, new menu items, and customer testimonials. Collaborate with local influencer and food bloggers to generate buzz and attract new customers through authentic recommendations.
- In addition, Develop and promote seasonal menu items and limited-time offers to create excitement, urgency among customers and establish multiple channels for customers to provide feedback, including online surveys, in-store comment cards, and social media polls. Use this feedback to refine promotional strategies and menu offerings

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Appendix

Questionnaire

ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
MBA PROGRAM IN MANAGEMENT
Questionnaire to Be Filled by Consumers

Dear respondent:

This questionnaire is designed by the final year post graduate students of Addis Ababa University, entitled: “The influence of promotion mix on consumer purchase intention” for the partial fulfillment of the requirement of MBA thesis. The information supplied by you will be held strictly confidential and used for academic purposes only. You will not be held responsible for anything arising thereof.

For further information, I will be available with the following address;

Name: Saron Bekure

Email: saronbekure78@gmail.com

Tel: +251 939956746

Thank you in advance for your kind cooperation!

Instruction:

- **No need to write your name**
- **Please put a tick “√” on the question that suit your choice**
- **Duly filled and return the questionnaire promptly**

SECTION 1: BACKGROUND INFORMATION OF RESPONDENTS

1. Age?

Under 18 years

18-25 years

26-35 years

36-50 years

Above 50 years

2. Gender?

Male

Female

3. Nature of employment?

Unemployed

Self employed

Private

Public

4. Levels of income?

Less than 5,000 birr

ETB 5001- 10,000 birr

ETB 10,001- 15,000 birr

Above 15,000 birr

5. Levels of education?

Under BA degree

Ba degree

Masters' degree

PhD and others

SECTION 2: On a scale of 1-5. How would you **rank the effectiveness** of the following promotion mix elements on customer intention? Using the 5 points Likert’s scale where (1- Strongly Disagree,2 -Disagree, 3-Neutral. 4-Agree ,5-Strongly Agree)

	(1)	(2)	(3)	(4)	(5)
i) Personal Selling:					
I like it when a personal sales forces/agent approaches me					
I like the when products are demonstrated by the personal sales force					
The effectiveness of the Salesperson (order taker) depends on the approach they take					
I like when there is a Support through new technologies (electronic detailing)					
(ii) Sales Promotion:					
I like Premium and gifts (e.g. pens, calendars)					
I like Free Sample distribution					
I like Trade fair and exhibition					
I like Discount and Allowances					
I like Buy –one and get one (BOGOF)					
I like Event sponsoring					
(iii) Advertising; Please rate the following advertising factors according to the level they impact your purchase intention					
I like Television advertng					
I like Radio advertng					
I like social media					
I like Newspaper					
I like Posters					
I like Leaflets, brochures, price list, catalogue, etc					

(iv) Public Relations: Please rate the following public relation factors according to the level they impact your purchase intention

I like Product publicity					
I like Annual Magazine					
I like Event sponsorship					
I like Civic activities					
I like Community relations (corporate social responsibility)					

(V)Direct marketing: Please rate the following direct marketing factors according to the level they impact your purchase intention

I like Catalogs (product lists, price lists, new introductions)					
I like Mailings (Individuals and groups of customers)					
I like Telemarketing					
I like E-mail					
I like Web based marketing					
I like Kiosk Marketing					

Section 3: On a scale of 1-5. How would you rank **the extent of use** of the following promotion mix elements by Angela burger? (1-Strongly disagree,2 -Disagree, 3 -Neutral, 4Agree, 5-Strongly Agree)

Items	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly disagree (5)
Promotional Mix elements					
I like Advertising the most					
I like Sales promotion the most					
I like Personal selling the most					
I like Public Relation the most					
I like Direct Marketing the most					

Section 4: To what extent do you think your **customer intention improved as a result of adopting Promotional mix elements**. Use (1-Strongly disagree,2 -Disagree, 3 -Neutral, 4Agree, 5-Strongly Agree)

Items for performance	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly disagree (5)
I have more brand awareness					
I consume more					
I spend more					
I am loyal to the product					

Interview questions

Section A: Manager/ Supervisor

1. How long as a manager/supervisor have you been working at Angla burger?
2. Can you describe the current promotional strategies used by Angela Burger? Which elements of the promotion mix do you find most effective?
3. How do you think your promotional efforts affect consumer awareness and perception of the Angela Burger brand?
4. What types of sales promotions have been implemented recently, and how do you measure their success in influencing consumer purchase intentions?
5. In your opinion, how does advertising contribute to driving sales at Angela Burger? Are there specific campaigns that stand out?
6. How does Angela Burger utilize direct marketing strategies? What has been the response from customers?
7. Can you discuss the role of personal selling in your promotional mix? How do your staff engage with customers to enhance their purchase intentions?
8. What public relations strategies does Angela Burger employ to build and maintain a positive brand image? How do you see this impacting customer loyalty?
9. How do you gather feedback from customers regarding promotional strategies, and how does this feedback influence future marketing decisions?
10. What challenges do you face in implementing promotional strategies effectively? How do you overcome these challenges?

Section B: Customer

1. How long have you been consuming at Angla burger
2. Through which medium did you get to know about Angela burger
3. How do you typically learn about promotions or offers at Angela Burger? Can you give specific examples?
4. What types of advertising (TV, social media, print, etc.) do you recall seeing from Angela Burger? How do these ads affect your perception of the brand?
5. Can you describe a recent sales promotion that caught your attention? Did it motivate you to make a purchase?
6. Have you had any interactions with staff at Angela Burger that influenced your purchase decisions? If so, can you share that experience?
7. How do you feel about Angela Burger's community involvement or public relations efforts?
8. Have you ever received direct marketing communications (like emails or texts) from Angela Burger?(how would you feel about them?)
9. What factors do you consider most important when deciding to purchase from Angela Burger?
10. Do you feel the promotions offered by Angela Burger meet your needs as a customer? How could they be improved?
11. How would you describe your overall perception of Angela Burger compared to other fast food options? How do promotions influence that perception?

Transcript answers for each of the interview questions regarding customer experiences at Angela Burger:

Customer one

1. I've been going to Angela Burger for about three years now
2. I first heard about Angela Burger from social media ads.
3. I usually see TikTok post about special promotions and limited-time offers.
4. I've seen their ads on TV during prime time, which made me curious to try them
5. They had a 'Buy One, Get One Free' burger promotion last month, which I couldn't resist
6. Yes, the cashier was really helpful in suggesting a meal combo that was on special
7. I appreciate that they sponsor local events; it shows they care about the community
8. No, I do not receive emails about promotions, and I find them very helpful
9. Quality of food is my top priority; I want something delicious
10. Overall, I think their promotions are great, but I'd love to see more variety
11. Angela Burger feels more upscale compared to other fast-food places, especially with their promotions

Customer two

1. I started eating there when they opened in my street, so it's been around five years
2. A friend mentioned it during a lunch outing, and I decided to try it.
3. Their Instagram account is where I see the latest deals and promotions
4. Their social media presence is strong; I often see colorful ads on Instagram
5. I saw a deal for a free drink with any burger purchase, and it definitely made me stop by
6. A staff member once recommended a new dipping sauce, and I loved it
7. Their involvement in charity initiatives makes me proud to support them
8. I got a coupon with a special offer, and it made me excited to go visit
9. Price is very important; I always look for good deals.
10. Yes, they usually meet my needs; I appreciate the combo deals."
11. I think they offer better quality and service than many competitors, which is reflected in their promotional efforts

Customer three

1. I've been a loyal customer for about 18 months; I really enjoy their menu.
2. I saw a flyer advertising their grand opening.
3. I often learn about promotions from the ads they run on Facebook
4. I got a flyer and it highlighted some great deals
5. Their discount promotion was great; I ordered it for a family gathering
6. I asked for a recommendation, and the employee's enthusiasm convinced me to try a specific burger.
7. I think it's great that they participate in food drives; it really helps those in need
8. No emails or texts, no updates on new menu items

9. Convenience matters; I prefer places that are easy to access
10. They could improve by offering more seasonal promotions or limited-time items
11. They stand out for their unique menu items; promotions enhance my view of them."

Customer four

1. I discovered Angela Burger about two years ago through a friend's recommendation
2. I discovered it on Instagram; their food photos looked delicious
3. I check their website regularly for updates on ongoing offers.
4. I've noticed their engaging ads on TikTok that always make me smile.
5. There was a limited-time offer for a new spicy burger that I just had to try.
6. The staff was very friendly during my last visit, which made me feel welcome and encouraged me to return
7. I like that they participate in some events it builds community spirit.
8. I love getting discounts with exclusive offers; it feels like a treat
9. Good customer service makes a big difference in my decision.
10. While their promotions are good, I wish they were more frequent.
11. Their promotions definitely improve my perception; it feels like they value customer loyalty

Customer five

1. I've been enjoying their food for almost four years; it's a staple for me.
2. I heard about it on a local food podcast that highlighted new restaurants.
3. I found out about a recent 'Two for One' deal through a friend who saw it on social media.
4. The billboards around town are eye-catching and often make me crave their food.
5. I recently saw a promotion for discounts on combo meals, which led me to order more.
6. Once, an employee informed me about a special promotion I wasn't aware of, which led me to make an additional purchase.
7. Their public relations efforts seem genuine, and it positively influences my view of the brand.
8. I think their direct marketing is nonexistent. I often take advantage of the discounts they send.
9. I look for variety on the menu; I want options that suit my taste.
10. They meet my needs, but I would appreciate discounts on healthier options.
11. I perceive them as a value-oriented brand, particularly when they offer discounts that make me feel like I'm getting a good deal.

Here are transcript answers for each of the interview questions directed at a manager or supervisor at Angela Burger:

Manger 1

1. I've been with Angela Burger for about four years now, starting as an assistant manager and moving up to my current role
2. Currently, we focus on digital promotions, limited-time offers, and loyalty programs. Social media ads are particularly effective.
3. Our promotions significantly enhance brand visibility, especially through social media, where consumers share their experiences.
4. We recently launched a 'Buy One, Get One Free' burger promotion, and we track sales volume and customer feedback to measure its success.
5. Advertising plays a crucial role; it keeps our brand top-of-mind. The happy hour campaign was particularly successful.
6. We don't utilize email marketing to inform customers about promotions, and the response has been overwhelmingly positive.
7. Personal selling is key; our staff are trained to suggest up-sells and promotions while interacting with customers.
8. We engage in community sponsorship and events to build goodwill and a positive brand image, which enhances customer loyalty.
9. We conduct customer surveys both online and in-store to gather insights on our promotions and overall experience
10. One challenge is ensuring all staff are trained on current promotions; regular training sessions help mitigate this.

Manger 2

1. I've been a supervisor here for two years, but I've worked in the fast food industry for over six.
2. We use a mix of traditional advertising, social media campaigns, and in-store promotions. The loyalty program has shown great success.
3. Promotional efforts help us connect with our target audience, improving their perception of us as a value-driven brand.
4. A loyalty program was introduced last month, and we monitor repeat purchases and customer sign-ups to gauge its effectiveness.
5. Effective advertising drives sales. Our recent ad for a new burger line generated a lot of buzz and sales
6. We do not send targeted text messages about special offers. Customers have appreciated the timely updates and exclusive discounts using just social media
7. Staff engagement is crucial; they often inform customers about ongoing promotions and encourage them to try new items.

8. Our public relations efforts include press releases for new menu items and community initiatives, keeping our brand in the public eye.
9. Feedback is collected through social media engagement and direct interactions, which we analyze to improve future promotions.
10. We sometimes face budget constraints, so we prioritize high-impact promotions based on customer feedback and sales data.

Manager 3

1. I joined Angela Burger three years ago as a manager, and it's been a rewarding experience.
2. Our strategy includes seasonal promotions, combo deals, and community events. I find that local partnerships drive engagement effectively.
3. By engaging customers with promotions, we create a buzz that drives traffic and builds a positive image in the community.
4. We ran a limited-time discount on combo meals, measuring success through sales data and customer surveys.
5. I believe ads create awareness, especially during peak seasons. Our holiday campaign last year saw a significant increase in sales.
6. Direct mail campaigns have been effective; we often receive feedback that customers look forward to our promotional flyer.
7. We empower our team to build rapport with customers, which leads to increased sales through personal recommendations.
8. We focus on transparency and community involvement, which fosters trust and loyalty among our customers.
9. We have a suggestion box in-store and encourage online feedback, ensuring we take customer opinions seriously.
10. Competition is tough; we overcome this by continually innovating our promotions and keeping an eye on industry trends.

Manager 4

1. I've been at Angela Burger for a year.
2. We implement social media campaigns, and limited-time discounts. The feedback shows that combo deals are highly popular.
3. Effective promotions lead to increased word-of-mouth, which is vital for brand awareness and customer loyalty.
4. Recently, we introduced a 'happy hours' and we assess success by comparing sales before and after the promotion.

5. Advertising reinforces our brand message. The campaign around our loyalty program received great responses.
6. Our direct marketing strategy includes social media engagement, and we see high interaction rates from our followers.
7. Our employees are encouraged to share their favorites and promote limited-time offers during transactions.
8. Regularly participating in local charity events helps us establish a positive reputation, which customers appreciate.
9. Regular team meetings allow us to discuss customer feedback and adjust our promotional strategies accordingly.
10. Measuring the effectiveness of promotions can be difficult, but we utilize data analytics to track performance accurately.

Manger 5

1. I started as a crew member and have worked my way up to a supervisor over the past four years.
2. We focus on social media engagement and customer loyalty rewards. The immediacy of social media promotions tends to yield quick results.
3. Our consistent promotional efforts reinforce our image as a fun and approachable brand, which resonates well with our customers.
4. We have seasonal promotions, and we analyze sales trends and customer responses to evaluate their impact.
5. Promotional ads create urgency; for example, our limited-time offer campaign led to a noticeable spike in sales.
6. We conduct surveys through email to gather feedback on promotions, and customers enjoy being part of the conversation.
7. Personal interactions create a welcoming atmosphere, and our staff actively engages customers to enhance their buying experience.
8. We maintain an active dialogue with our customers through social media, responding to feedback and promoting our community efforts.
9. We use analytic from our loyalty program to understand which promotions resonate best, influencing our marketing decisions.
10. Sometimes, customer interest can change; to combat this, we refresh our promotional strategies regularly and keep them exciting.