

**THE EFFECT OF EXHIBITORS' SALES PROMOTION ON
CONSUMER BUYING INTENTION, THE CASE OF ADDIS ABABA
EXHIBITION CENTER**



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**The effect of exhibitors' sales promotion on consumer buying intention, the
case of Addis Ababa exhibition center**

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(Approval Sheet)

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Statement of Certification

This is to certify that Samuel Tefera has carried out his research work on the topic entitled “The effect of exhibitors’ sales promotion on consumer buying intention, the case of Addis Ababa exhibition center” is his original work and is suitable for submission for the award of Master’s Degree in Marketing Management.

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June, 2020

Statement of Declaration

I, Samuel Tefera, declare that this Master research project entitled “*The effect of exhibitors’ sales promotion on consumer buying intention, the case of Addis Ababa exhibition center*” is submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management at the School of Commerce, Addis Ababa University. This project contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this project is own work.

Declared by: Samuel Tefera

Student Signature

Date June, 2020

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List of Main Abbreviation

Abbreviations

Explanations

AAECAddis Ababa Exhibition center

ECCSA.....Ethiopian Chamber of Commerce and Sectoral Associations

AAICEC.....Addis Africa International Convention and Exhibition center

ANOVA.....Analysis of variance

Abstract

Grand trade exhibitions are becoming a regular business trend in the city of Addis Ababa. Usually, these consumer trade fairs apply different sales promotions; Sales promotion is among the important communications medium that has powerful effect on consumers' behavior. However, there is a misinterpretation about consumers' perception and interpretation of these sales promotions. The objectives of this study were to analyze the effect of sales promotion on consumers' buying intention in the case of Addis Ababa exhibition center. In particular, it was aimed to identify the major variables which affect consumer purchase intention. Quantitative research approach and non-probability convenience sampling had been adopted in selecting a sample size of 281. Data were collected using structured questionnaire and analyzed using SPSS software and descriptive and inferential research design was used. The results of the study revealed that sales promotion tools have a significant relationship with consumer buying intention while the consumers attend the trade fair event at AAEC. Therefore, It is essential for business entities who participate on the trade fair to pay more attention in increasing their sales promotional activities practice. Specifically participant businesses should pay more attention to the most accepted technique, which is price discount. Finally the researcher is recommended to participant businesses is that the strategic impact of sales promotion is best observed when they are designed or built in strategic plan of promotional activities, coordinated with other promotional tools and integrated with the business strategy.

CHAPTER ONE

INTRODUCTION

This chapter deals with the introductory part of the study. Back ground of the study in the first part. It also defines the statement of problem that necessitates this research to be undertaken. The general and specific objectives, significance of the study and scope of the study are also presented. Lastly a brief highlight of organization of the research report is discussed.

1.1 Background of the study

Sales promotion is a handy technique to fulfil the short term sales goals by persuading potential customers to buy the product. It is an important promotional strategy. One of the techniques of sales promotion is using a trade show. Trade show or consumer show is one of the means to promote products or service as well as to lift sales temporarily.

Today's marketing system is versatile and dynamic than ever. In order to remain competitive in the market, a business entity needs to apply different marketing strategies and techniques. Even though customer satisfaction has become the top priority for businesses, there are times when they need to stimulate demand and increase sales of their products for short-run. This is where sales promotion comes into play. Sales promotion is a part of the promotional mix where the business uses many short-term customer-oriented strategies to stimulate the demand for its product by making it look more attractive and worthy.

Trade show is a large-scale showcase of various products, prototypes and inventions designed to bring them to the attention of current and new potential buyers. They are a form of promotion media that can generate ten and billions of dollars in business opportunities (Dekimpe, Francois, Gopalakrishna, Lilien, & Van den Bulte, 1997). Trade fairs had been linked to sales, where the number and value of commercial contracts resided as a crucial and often the only barometer of how effective participation in a fair was. (Marek Zieliński & Grzegorz 2011)

Trade shows constitute an integral element of the industrial marketing process (Rinallo, Bathelt, & Golfetto, 2016). A consumer show, also referred to as a trade show, is a temporary market organized to promote trade. They have many names and are variously referred to as expositions, exhibitions, consumer shows and trade fairs. Although the names associated with

the activity may differ and be used interchangeably, the fundamental nature of the activity remains the same – it is a major industry marketing event (Herbig et al., 1997).

Manufacturers use several trade promotion tools. Many of the tools used for consumer promotions - contests, premiums, displays - can also be used as trade promotions (Philip Kotler 1999)

Tafesse & Skallerud (2015) explained that, trade shows represent recurrent business events that facilitate various forms of commercial and social exchanges among key stakeholders of an industry. Manufacturers, suppliers, organizational buyers, distributors, industry associations, regulators and government departments all attend trade shows, albeit with different motivations and objectives (Rosson & Seringhaus, 1995). The diversity and concentration with which trade shows draw together powerful industry actors create a lively environment, where transactions can be conducted, market information can be exchanged and inter-organizational relationships and networks can be initiated and revitalized (Blythe, 2002; Rice, 1992).

In Ethiopia, the Addis Ababa exhibition center is a pioneer to organize the trade shows and consumer shows. Though consumer shows in Ethiopia are on a growing stage, they are playing an important role to maximize sales revenue and to facilitate a sales promotional venue to connect business to consumers and business to business as well. According to the recent UNIDO research in 2019, other things being equal, future demand for exhibition venues is expected to grow rapidly in view of the emerging economic fundamentals exhibited by the Ethiopian economy.

Therefore, enhancing the purchase intention of visitors in the exhibition should be a priority objective for exhibitors. Worth noting is that local consumer shows as well as international industrial fairs are frequently attracts exhibitors that offer different products. As a result, participants have multiple product options to select from and the same time they will also have an individual motivation to buy through short-term incentives.

Though it is on the development stage, currently, trade shows or consumer shows are becoming regular business activities in Ethiopia; specifically in Addis Ababa. Trade shows and consumer shows events are being organized by government trade promotion agencies (to encourage micro industry establishments) and by private promotion companies (mostly dependent with public holidays) by using different show venues. For this particular study,

the researcher shall focus solely on those events taking place at the Addis Ababa exhibition center. According to the center, the venue hosts an average of 52 major trade shows annually. Among which some of them are holiday based consumer shows. And yet, the demands for organizing different trade exhibitions by exhibitors are increasing year to year.

The trade show marketing literature has been growing over the past decades, attracting a steady stream of research and journal publications. However, the consumer show case of research has not been subject to a systematic literature review yet. Accordingly, the purpose of this research is to provide a systematic review of the buying intention of consumer in the consumer show events in the Ethiopian context, focusing on those events organized by the Addis Ababa exhibition center.

1.2 Background of the Industry

The roots of today's trade shows trace back to the 12th century in late medieval Europe, a time which saw the beginnings of merchant capitalism. Under merchant capitalism, farmers, craftsmen, and merchants would visit towns and come together for trading fairs in order to showcase and sell their products. This form of capitalism continued to grow over the centuries, experiencing significant economic force in the 16th century and giving way to industrial capitalism by the beginning of the 19th century. But even then, the practice of trade shows continued, especially in Europe and North America, so that industry leaders could showcase the latest advances being made in manufacturing and technology.

Despite the rapid development of electronic communication in the last decades, exhibitions continue to evolve as one of the most dynamic and effective elements of sales and marketing. In today's modern economy, trade exhibitions provide the most suitable environments for establishing personal and long-term business contacts. Producing high-quality goods is not enough to achieve success and make sales. There is a vast amount of alternatives of goods or services which consumers and producers can select from. This intense competition in all markets brings forward the importance of marketing and promotion activities. The process of globalization, the rapid developments in information and communication technologies, the expansion of production facilities, the rapid, high-quality and low-cost production opportunities, as well as new standards and quality demands for goods and services, increase the importance of marketing globally. (UNIDO 2019)

In Ethiopia, yet, trade fair industry is on its growing stage. According to the information from Addis Ababa chamber of commerce, trade show industry was introduced before 38 years ago by Addis chamber of commerce.

Few trade show and exhibition venues are at the moment hosting trade shows in Addis Ababa and these are notably the Addis Ababa Exhibition Centre (AAEC) and the Millennium Hall. Beyond Addis Ababa, the capacity situation is weaker. The usual practice is to exhibit products and services either in big tents made of PVC sheets and similar makeshift materials or by temporarily renting space/halls from government or private organizations. Facilities secured in this manner are usually of poor standard; and hence, are liable to exposing displayed items to weather induced damage as well as theft.

1.2.1 Addis Ababa Exhibition Centre (AAEC)

The AAEC is the oldest venue of Addis Ababa (36 years) and consists of a 24,000 sq m hall and outdoor capacity. It comprises three halls. Each hall can hold up to 90 booths and the open space has a capacity for 140 stalls. Complementary information collected for the present report indicates that the number of exhibition events annually organized in the Addis Ababa Exhibition Center increased by an average annual growth of 8.1% over the past eleven years. Currently, the center witnessed a drastic growth of spaces rented to events. The size of venues annually rented increased from 13,000 sq. m in 2002/03 to 279,374 sq. m in 2009/10 exhibiting an annual average growth rate of 9.2% during the recent five years.

The current real estate of the Addis Ababa Exhibition Centre (AAEC) is four hectares and is expected to be extended to ten hectares in a forthcoming project expansion. In the first phase of the proposed project, the old venue would still operate while construction works of the new buildings will commence. In a second phase, the old halls will be torn down and the new venue buildings are expected to be finished. The total occupied area is estimated at 24,000 sq.m.

According to the plans, the refurbished AAEC will comprise conference halls, a “seven-star” hotel, a flexible exhibition center and a parking lot that can accommodate over 2,500 vehicles as well as a museum (Tadesse, Fasika (2018)). The planned auditorium and conference halls will sprawl over 17,000 sq m, while the total area designated for conference and exhibition space will be 57,000 sq m. The halls are designed to accommodate flexible spaces ranging from 4,000 sq m to 12,000 sq m. The municipality of Addis Ababa will cover the costs of the

new building and also maintenance while the exhibition management will be operated by a private company, based on a PPP contract modality. Construction costs are estimated at 11 Billion ETB. The municipality of Addis Ababa signed a Memorandum of Understanding with Fira Barcelona to provide a feasibility study for a new fairground. Fira Barcelona delivered this study in 2018, comprising a business plan and a design rendering for a new exhibition hall. Anecdotal evidence suggests that a number of investors from China, Turkey, Russia and Middle East have expressed interest in the project. Tadesse, Fasika (2018)

1.2.2 Competitors in the industry

Millennium Hall

The only main currently active competitor in the trade fair industry for AAEC is the Millennium Hall. Facilities total 86,858 sq.m comprising one large hall and three (3) small conference rooms. The large hall, with about 6.000sq. m (gross), enables organizers to sell around 3.000 sq m booth space. For bigger shows there are additional temporary halls (tents) available. The Millennium Hall is owned by the Addis Park Development and Management PLC, a private company established in 2004. Facilities were built in 2006 by the Ethiopian business person Sheikh Mohammed Hussein Ali Al-Amoudi. The Hall is equipped with modern and state-of-the-art sound and light effect technologies as well as exhibition materials to meet the needs of modern conventions.

1.2.3 Future competitors and new exhibition venues

A number of new exhibition venues have been projected with their development being in the pipeline:

Chamber Hub

ECCSA is in the planning stage of the so-called Chamber Hub. This hub development comprises an exhibition and convention center, a Chamber Academy, a building serving as premises for the Pan-African Chamber of Commerce and eventually also a hotel. Circa 15 hectares of land have already been requested from the government. A feasibility study for this project has been prepared.

Addis Africa International Convention and Exhibition Center (AAICEC)

Future competitor to AAEC is the new exhibition venue project is entitled the Addis Africa International Convention and Exhibition Center (AAICEC). The cost of its first phase is about 1.17 billion ETB. The AAICEC is planned to be a multi-purpose business center which will host a range of events including international conferences, conventions, trade fairs and exhibitions. It will occupy 11 hectares of land in the CMC area in the Eastern part of Addis Ababa. The center will have four large size exhibition pavilions comprising a total of 27,300 sq m, of which 20,600 sq m is indoor and the remaining 6,700 sq m outdoor. The center will also serve as a venue for other related events such as exchange of business information, establishment of business contacts, undertaking of business deals, as well as short-term training activities on business development. The project comprises the construction of a multipurpose hall, planned to have a capacity of 5,000 guests, a conference hall with a capacity of over 3,000 seats, two auditoriums with 500 seats each and six small meeting rooms with capacities between 50 to 100 seats. The venue will also comprise a four star hotel and other support facilities including restaurants, a canteen, lounge space and playgrounds. (AAICEC, Innovation Exchange Center (2013)).

1.3 Statement of the Problem

Trade fairs had been linked to sales, where the number and value of commercial contracts resided as a crucial and often the only barometer of how effective participation in a fair was. In the initial period of development, the success of the trade fair depended on the quality and quantity of exhibitors. (Marek Zieliński, 2011).

According to previous studies, “a large body of literature has examined consumer response to sales promotions, most notably coupons “(e.g... Sawyer and Dickson, 1984; Bawa and Shoemaker, 1987 and 1989; Gupta, 1988; Leone and Srinivasan, 1996). Despite this, important gaps remain to be studied. It is generally agreed that sales promotions are difficult to standardize because of legal, economic, and cultural differences (e.g., Foxman, Tansuhaj, and Wong, 1988; Kashani and Quelch, 1990; Huff and Alden, 1998).

There are plenty of international studies about impact of exhibitors’ sales promotion strategy on consumers purchase intentions among which, (Udo R., Mark R. & Judy Drennan 2011) who have studied on “the influence of service quality and trade show effectiveness on post-show purchase intention”. (Joo, Young, Yeo & Kyoung-Jin 2014) also studied about

exhibition Attendees' Perspectives on Service Quality; however, it is difficult to find a study on the Ethiopian case. It is therefore, important to study and understand our local community response to exhibitors' sales promotions impact, on their purchase intention.

In almost all consumer shows organized in the Addis Ababa exhibition center, the advertising message is all about attractive sales.

On most cases more emphasis is given for the organization of the exhibition like graphics, Logos and Branding, Lighting, Entertainment, Technology and Interactivity, Promotional Collateral. Exhibiting at a trade show is an excellent opportunity for companies as well as retailers to maximize sales, meet new prospects, strengthen relationships with existing customers, launch new products, increase brand awareness, and capture and qualify leads. However, less attention is given to study the consumers buying intention with respect to all the preconditions of the exhibition.

Therefore, this study will try to measure the effects of sales promotion tools on consumer buying intentions; specifically, on those consumer show events held at Addis Ababa exhibition center. Furthermore, it will try to understand consumers' overall perception of the consumer show event, their experience about the reliability of the sales promotion and their reasons to make a buying decision.

1.4 Basic Research Questions

The research tries to answer the following basic questions:

- What is the sales promotion effect on generating consumer buying intention?
- How will bonus pack (Buy one get one free) influence on generating consumers buying intention?
- How will price discount influence consumer buying intention?
- How will the free gift influence consumers buying intention?

1.5 Objective of the study

1.5.1 General Objective

The main purpose of this study is to make a general assessment of the exhibitors' sales promotion impact on consumers' buying intention during a consumer show/ exhibitions; In particular with those events held at the Addis Ababa Exhibition center.

1.5.2 Specific Objectives of the Study

The research specific objectives are the following;

- To find out the effect of sales promotion on customer buying intentions
- To measure the degree of customer intentions with related to Bonus Pack
- To measure the degree of customer intentions with related to Price Discount
- To measure the degree of customer intentions with related to free gift

1.6 Significance of the study

Exhibition organizers usually measures the success of the trade fair depended on the quality and quantity of exhibitors and by the number of visitors. Subsequently a large number of potential visitors became a key factor in attracting exhibitors, which, from their point of view, confirmed the effectiveness of their marketing investment. However, in today's competitive market, exhibition organizers as well as exhibitors need to find out the most important factors which motivate customers to decide on purchase and their satisfaction on the event. This study is one of the very few studies which will evaluate customers buying intentions. Specifically on those consumer show events taking places at the Addis Ababa exhibition center.

Hence, the study will significantly help the future researchers who are willing to conduct study on this topic.

- This study will help the management of Addis Ababa exhibition center
- It will help stakeholders (exhibitors and promoters) to understand customers' perspective and experience of the consumer shows and whereby they will meet the expectations on future events
- It will help for Ethiopian chamber of commerce and Addis Ababa chamber of commerce to understand exhibition visitors' demand
- It will give guidance for consumers associations to protect their right
- It will be useful for policy makers and practitioners
- It will provide certain direction for future researchers.

1.7 Scope/ Delimitation of the Study

This study focused on only some of exhibitors' sales promotion techniques and some variables (Bonus Pack, Price discount and Point of purchase).

The reason why only those three variables are chosen is because those are the most frequently applied sales promotion techniques during trade fair events.

The study also delimited itself to the Addis Ababa exhibition center only. Also within the exhibitions held in the Addis Ababa exhibition center, the study will focus specifically on the consumer shows only B2C, not other related trade shows (such as, industrial shows) B2B. However, the recommendation will help all other stakeholders of exhibition centers, exhibitors and as well as exhibition promoters to understand customers buying intention, customers' perspective of a consumer show events and use the information as a benchmark to improve consumer satisfaction for future B2C exhibitions.

1.8 Organization of the research paper

This proposal is organized into five chapters. The first chapter is an introduction which includes background of the study, problem statement, objective of the study, research questions, and significance of the study and scope and limitation of the study. The second chapter is review of related literatures which consists theoretical background and important findings from different literatures. The third chapter involves methodologies applied in the study. The fourth chapter is about data processing, analysis and interpretation. Finally in the fifth chapter summaries and recommendations were presented.

CHAPTER TWO: LITERATURE REVIEW

INTRODUCTION

The primary purpose of this chapter is to get the theoretical and empirical understanding of the concept of sales promotion and consumer buying behavior. First, it will discuss the definitions given by different scholars on the term sales promotion and consumer buying behavior. Second, the review identified and discussed the different sales promotion tools. Third, the literature review examined empirical studies on sales promotion towards customer buying behavior. Fourth, the review of the literature has tried to discuss the relationship between variables. Finally, the research model will be introduced in order to give a clear idea about the research area.

2.1. Theoretical Review of the study

2.1.1 Sales Promotion

According to the American Marketing Association, sales promotion is “those marketing activities other than personal selling, advertising, and publicity that stimulate consumer purchasing and dealer effectiveness such as display shows, expositions, demonstrations and various non-recurrent selling efforts not in the ordinary routine”.

Kotler (2014) defined as “Diverse collection of incentive tools, mostly short term, designed to stimulate quicker and or a /greater purchase, of a particular product or services by the consumer or the trade”. Furthermore, Promotion is a key component and a valuable tool for marketers, and it has been widely used to get a competitive edge and increase the sales and attract the consumers’ intention. Promotions influence the consumers’ purchase quantity and reduce the time for decision-making. Sales promotion is a short-term encouraging strategy to increase sales or purchase of brands (Kotler, 2000).

John F. Luick and Willian L. Ziegler (1968), stated that, Sales promotion is an activity and/or material that acts as a direct inducement offering added value or incentive for the product, to resellers, sales persons or consumers.” It can be said that “sales promotion is any action or decision that will promote or help to promote sales. It may further be said that the efforts of the selling force itself are part of sales promotion.”

Promotion is one of the key factors in the marketing mix and has a key role in market success. It is used to ensure that consumers are aware of the products that the organization is offering. (Kotler & Armstrong, 2010) stated that, Sales promotion consists of a variety of incentive tools, mostly short-term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales

Sales promotion is certainly one of the critical elements in marketing mix and toolkit for the marketers. The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Ansari, 2011). The channels to be used are; advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Rowley, 1998). One of most important of channels is sales promotion.

Belch and Belch (1996) defined sales promotions as direct encouragements provide an additional stimulant for the products to be sold or distributed in a short period of time. Kotler (2003) defined sales promotion as any activity which obtained by the producers usually short term designed to encourage quicker or greater amount trade retailer or wholesaler as well as influence individual to buy the product. According to Perreault et.al (2008) sales promotion defined as a communicating information within two parties, seller and potential buyers, which is obtained to effect customers decisions.

Brassington and Pettitt (2000) have also provided a new definition for sales promotion as a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives. This extra value may be a short term tactical nature or it may be part of a longer term franchise building program. Moreover, Zallocco et.al (2008) defined sales promotion as it is an intentional effort from marketers to deliver the appropriate information in suitable inducement way to get the desired acceptable responses from the customers.

2.1.2 The importance of sales promotion

Marketers often use sales promotion to facilitate the personal selling task and advertising or both of them. Likewise, organizations employ advertising and personal selling to enhance sales promotion activities.

The strategic role to stimulate sales is an enhancing role if used along with the advertisement due to the low credibility of the ad and due to exaggeration and overvaluing involved in these allegations, where sales promotion tools convert the intangible side in them to tangible and perceived thing. It is also able to play a vital role in increasing the sales of the organization through its motivational tools, which stimulate consumers quickly and significantly to increase demand and adopt a purchase decision towards a particular item or service, as well as help to increase demand from brokers and sales representatives.

2.1.3 Consumer buying theories

The widespread popularity of consumer show shopping in current times here in Ethiopia has undoubtedly enhanced the efficiency of the entire buying process. It has also posed to exhibition participant (marketers) the threat of losing to competition. This is why the marketers keep on trying novel tactics to fascinate new customers as well as retain the existing ones. “One of the many tactics includes encouraging customers to buy impulsively (Foroughi et al., 2013)”. This phenomenon can be better explained through Hawkins Stern’s impulse buying theory (1962). This theory offers valuable insight into different circumstances under which the consumers are likely to indulge in impulse buying.

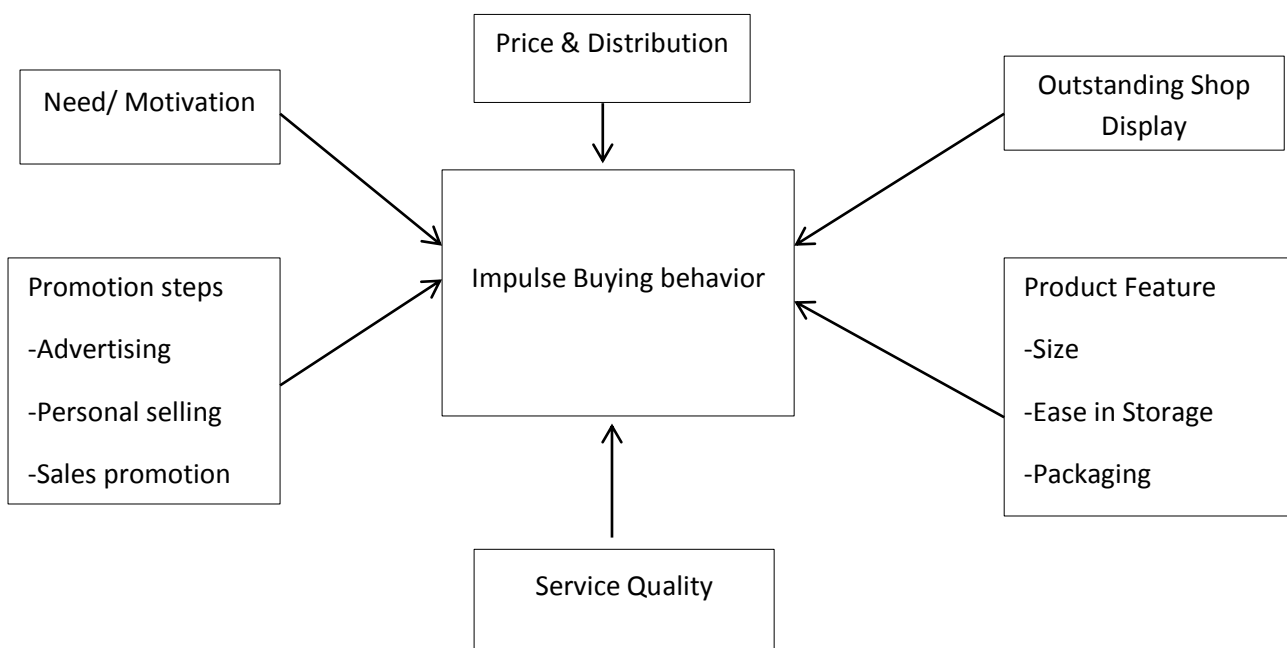


Figure 1 Hawkins Stern’s impulse buying theory

Source: Ankita Agarwal and Priya Chetty on September 10, 2019

An important contribution of Hawkins Stern's model is the categorization of impulse buying behaviour (Shapiro, 2015). The model suggests four kinds of impulse buying.

1- Pure impulse buying

This includes buying purely on the basis of impulse hence usually the customers end up buying something which is not a routine item in their shopping list. It is also known as 'escape purchase'. It breaks the normal pattern of purchasing. Visuals play an integral role in pure impulse buying (Dutta and Mandal, 2018). It highly appeals to the emotion of the buyer of novelty products. Such purchases generally include items which are new for the customer and attract him visually. While consumers end up overspending but the marketers earn higher revenues.

Reminder impulse buying

Such kind of impulse buying happens in the cases where a buyer has prior knowledge or experience of the product but had no intention to buy it (Piron, 1991). It highly appeals to the buyers of fashion merchandise.

Suggested impulse buying

Suggested impulse buying occurs in case of products usually being seen by the customer for the first time and develops an impulse to buy it (Stern, 1962; Dutta and Mandal, 2018).

Planned impulse buying

This kind of impulse buying occurs when the customer has the need for a product but is not sure about its specifications. Generally, a lower price or other kinds of sales promotion techniques lead to planned impulse buying (Stern, 1962).

Price as a factor that triggers impulse buying behavior

Marketers make use of several strategies in order to trigger impulse buying behaviour among consumers. The pricing decision, according to Stern, is the most important trigger of an impulse buying decision. This is because it makes the consumer spend than they originally planned. However, it is may not be applicable for expensive items such as automobiles. It is most common in products which have a low shelf life, marginal need for the consumer, smaller size and ease of storage.

Marginal need for an item with short shelf life triggers impulse buying

Items that perish quickly or have a short shelf life need to be purchased frequently by consumers. Since consumers have to purchase it repeatedly, they spend less time in planning to buy it and hence purchase them when they encounter them (Stern, 1962). This refers to the degree of need for an item. Many convenience goods such as daily staples, milk, bread and sugar for which regular purchases are made. However, some items are non-convenience goods and hence there is a marginal need for them. The consumer postpones purchasing these items until there is a greater degree of need for it, hence these purchases are likely to be less planned and more impulsive (Chhabra, 2010).

Mass distribution and self-service

The more places a product is available, the more chances the customer will buy it. Since impulse buying is not planned, marketers make the product available at multiple locations so that there are more chances of a customer buying it (Stern, 1962).

Self-service option gives the customer the opportunity to freely explore their options and buy more quickly. Since there are many products readily available for the consumer, they are more likely to buy products impulsively. Hence marketers prefer to make their product available more at self-service locations (Iyer and Ahlawat, 1987).

Prominent store display and advertisements trigger impulse buying

As impulse buying decisions are not planned, increased visibility of items increases their sale impulsively. This positioning includes shelf location, distinctive packaging and in-store promotions (Mohan, Sivakumaran and Sharma, 2013).

Impulse buying behaviour types such as planned and reminder buying are highly dependent on the level of consumer knowledge. This knowledge comes from either prior experience with the product or advertising. Hence, marketers often indulge in mass advertising to give repeated reminders to customers and trigger impulse buying decisions (Hulte and Vanyushyn, 2011).

Ease of storage

Items which can be stored easily without any special requirements are more likely to be purchased impulsively. The size and weight of a product have a deep impact on a consumer's

decision to purchase an item impulsively. The problem of heavyweight or big size requires a buyer to make special arrangements such as transportation. This can result in reducing the chances of buying it impulsively (Stern, 1962).

The researcher in this case used such theories to support the research and develop questionnaires and develop hypothesis test model.

2.1.4 Types of Sales Promotions

(Blattberg & Neslin, 1990) has divided sales promotion into three types. These include retailer promotion, trade promotion and consumer promotion. Retailer promotion is the promotion offered directly by the retailers towards the consumers. It includes price cuts, displays, feature advertising, free goods, retailer coupons and contest. Trade promotion is the promotion offered by the manufacturers to the retailers. It includes advertising allowances, display allowances, trade coupons, financing incentives and contests. Consumer promotion is the promotion offered by the manufactures directly to the consumers. It includes sampling, price packs, rebates and refunds, financing incentive, bonus or value packs, special events, sweepstakes contest, premium, advertising specialties and tie in.

2.1.5 Sales Promotion Tools:

There are many sales promotion tools, such as coupons, special offers, guarantees, discounts, free gifts, samples, contests, etc.). Each of these elements has a different effect on the target behavior; they can be summarized as follows: (Kotler, Keller, and others, 2012, P: 507)

Samples: Offer of a free amount of a product or service delivered door- to- door, sent in the mail, picked up in a store, attached to another product, or featured in an advertising offer.

Coupons: Certificate entitling the bearer to a stated saving on the purchase of specific product.

Cash Refund Offers (Rebates): Provide a price reduction after purchase rather than the retail shop.

Price Pack: Offers to consumers of saving off the regular price of a product, flagged on the label or package.

Premiums (Gifts): Merchandise offered at a relatively low cost or free as an incentive to purchase a particular product.

Frequently Programs: Programs providing rewards related to the consumers frequency and intensity in purchasing the company's products or services.

Prizes: Prizes are offers of the chance to win cash, trips, or merchandise as a result of purchasing something.

Free Trials: Inviting prospective purchasers to try the product without cost in the hope that they will buy.

Product Warranties: Explicit or implicit promises by sellers that the product will perform as specified or that the seller will fix it or refund the customers money during a specified period.

Cross Promotion: Using one brand to advertise another noncompeting brand.

Point -of –Purchase: P-O-P displays and demonstrations take place at the point of purchase or sale.

2.1.6 Trade show's effects on purchase intention

Trade shows (TSs) are defined as “events which bring together in a single location a group of suppliers, distributors, and related services that set up physical exhibits of their products from a given industry or discipline” (Herbig, P., O’Hara, B. and Palumbo, F., 1997)

Although trade shows are frequently conceptualized as promotional tools that involve both direct selling and advertising (e.g. Blythe, 1999a; Gopalakrishna and Lilien, 1995; Hansen, 2004; Smith et al., 2004,), other alternative views have been proposed.

For example, Munuera and Ruiz (1999) provide a compelling argument that trade shows are more like a service involving a series of activities that must be perfectly coordinated. The trade show visitor participates in the service environment (Severt, 2002) and may even be viewed as a partial employee (Mills, 1990). Such views strengthen the argument that the trade show visitor experience represents an important element of trade show success as research has demonstrated that the perception of service transactions by service environment visitors and employees are correlated (Schneider, 1980). Clearly TSs are multi-faceted business tools and the manner in which their effectiveness is measured may be contextually dependent on the perspective of the evaluator.

According to Marek Zieliński & Grzegorz Leszczynski (2011) Trade fair is considered as a potential means to effect sales promotion with consumers. It explained that, trade fairs had been linked to sales, where the number and value of commercial contracts resided as a crucial and often the only barometer of how effective participation in a fair was. In the initial period

of development, the success of the trade fair depended on the quality and quantity of exhibitors. Subsequently a large number of potential visitors became a key factor in attracting exhibitors, which, from their point of view, confirmed the effectiveness of their marketing investment.

Moving away from a trade fair model based on the buyers-salespeople meeting transforms trade fairs to events which gather together in one place actors from different regions, equipped with a diversity of knowledge and competence (Rinalo, Golfetto 2011). It provides interactions between spatial proximity and relational, institutional and social proximity, which have an impact on mutual learning and innovation (Bonoma 1983).

Trends presented above are particularly evident in Europe, where the market structure is conditioned by history and ownership. International trade fairs are organized in more than 100 major European cities, and most of exhibition space available for worldwide exhibition is located in Europe (Flackett 2006). The fairgrounds are generally located in city centers, and their owner has a public character. A company owning the fairgrounds is also often the organizer of trade fairs. Those companies create an institutional environment which guides and facilitates the actions needed to present innovations and exchange knowledge about them. In realizing this function, the role of the organizers of trade fair events has evolved from that of facilitating the physical space to the broader one of being a catalyst in the encounter of supply and demand. Their focus, which in the past was mainly on the exhibitor, has now become more balanced by the allocation of more of their resources to the acquisition of the sufficient number and quality of visitors (Berne et al., 2007, 146–157).

2.1.7 Consumer Decision Making Process

Purchase decision is defined as the stage at which the buyer or the consumers actually buys the products (Kotler, 1999). He argued that, the consumer will buy the most preferred brand. Berkowitz and Harley (1994) also proposes that the visible act of making the purchase decision lays an important process that a buyer passes through in making choices about which products and services to buy or consume. Berkowitz and Harley however suggested that there are five stages involved any time a consumer wants to make a purchase decision. These are explained as follows;

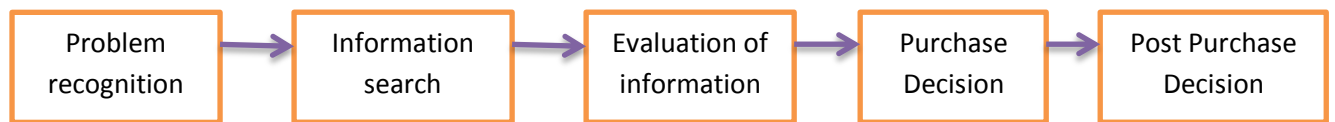


Figure 2: Stages in the Purchase Decision

Source: Berkowitz and Harley (1994).

From the theory of consumer decision making process, we could understand that when it comes to purposive product purchase, consumers always take time to study about the quality and attributes of the brand before they buy.

2.2 Empirical Review

2.2.1 Effects of sales promotion

(Gedenk et al., 2006), summarizes the sales promotion into two forms; price promotion and non-price promotion. Price promotion usually involves price reductions such as Price offs, coupons, loyalty discount and rebates while non price promotion involves sampling, sweepstake contest, events and premiums.

Sales' promotion plays an important and significant role in the consumers' purchase intention and their making a decision for purchasing a specific product (Neha & Manoj, 2013). Previous studies have shown that there has been a mixed relationship between the sales' promotion and the consumers' purchase intention (Neha & Manoj, 2013; Nochai & Nochai, 2011). Specifically for this study there has been a need to introduce another variables between the sales' promotion and the consumers' purchase intention to strengthen this relation more and more; therefore, The exhibition's venue(place) will be used as a moderator in this relation.

2.2.2 Bonus Pack (Buy one get one free)

The bonus pack is one of the dozens of techniques used in sales promotion. "A bonus pack is a special factory pack that offers the consumer extra product at no additional cost (Urseth, 1994)." Bonus pack promotions are rapidly becoming the accepted way for a company to boost sales. Furthermore, this technique saves the producer from having to reduce prices in order to gain a competitive edge. A price reduction may erode a brand's equity, particularly if there is a strong and positive price quality inference (Lichtenstein and Burton, 1989). According to a study conducted in Also, with the bonus pack, the manufacturer can be relatively sure that the "extra" product will reach the consumer rather than be absorbed.

Recently, companies in Ethiopia are practicing a bonus pack sales promotion techniques to promote their products and services. This practice is mostly observed on the consumer shows. Most exhibitors put a banner which says “buy one get one free” During the exhibition, displays are dotted with packages touting extra quantities of the products. Beng Ong and Foo Nin ho (1997) .

As for perceptions of the value of bonus packs, Beng Ong and Foo Nin ho (1997) postulated that, consumers would view the offers as good deals even though they may be skeptical of the offer. Urbany et al. (1988) found that, even when consumers were skeptical of a price claim, they might still perceive that offer more favorably than one with a smaller savings claim.

2.2.3 Price discount on purchase intentions

Price is a very important factor to influence and attract the consumers’ consideration and intentions to purchase a product. Discounted price means not only the reduced price, it also means to get the same services by differentiating price for the same product; it is a deduction of specific money from the total price for the short time period to enhance the sales and profits of the consumers. (Chen et al., 2012), indicated that, “Price discount has a great influence on the high price products, and affects the consumers, and increases the value of the products”. Research has proven that price has an effect on the consumers’ purchase intention (Alford & Biswas, 2002; Biswas et al., 2002; Jiang & Rosenbloom, 2005; Tarkiainen & Sundqvist, 2005). Moreover, price discount promotion enhances the product’s value by attracting the consumers by offering discounted price (Lichtenstein et al., 1990; Zeithaml, 1988). Furthermore, price discount influences the consumers’ purchase intentions, and it also affects buying quantity, that is, if the price discount is offered on the same product, the customers buy more of that product. Price discount has a significant positive effect on the consumers’ purchase intention (Rizwan et al., 2013).

2.2.4 Free gift

Though the majority of promotion involves financial saving, some promotions could be non-financial. One kind of non-financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount. Though researchers argue that non price promotions such as free gifts are perceived as a little achievement when compared to price discounts, retailers continue to use this promotion tool to attract the customers (Diamond and Johnson, 1990). As suggested by the previous studies, price discounts directly reduces the price that consumers would have paid for the product. But in a

free gift promotion, the value of the promotion (free gift) could be equivalent to a discount; yet, it does not reduce the price of the product itself at the focal product purchase and therefore is perceived as a little gain by the customers (Diamond and Johnson, 1990)

(Ferrell & Hartline, 2008). Explained, Point of sale display promotions are designed to build traffic, advertise a product, or induce impulse purchases and include display racks, counter pieces, in store promotions and self-cartons. (Dawes, 2004) points out that volume gains arising from price promotion are larger if price promotion is advertised in point of sale or advertising. Similarly (Kendrick, 1998) also mentioned that sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands on learning. Gift giving is used to increase sales, enhance brand, create awareness, and increase customer loyalty (Kendrick, 1998).

Moreover, previous studies support that in store display sharpness has the greatest effect on product trial when compared to other sales promotional tools (Kendrick, 1998). Eye catching in store displays are essential to achieve maximum sales from product trial. Promotion tools such as bonus pack, free sample, and price discount have a noteworthy impact on product trial, although the influence of bonus pack could be the lowest amongst other promotional tools.

Retailers promotion address consumers most at the point of sale therefore, communication regarding promotion best reaches consumers at place and time where most purchasing decision is made.(Gedenk et al., 2006) thus, (Narasimhan et al., 1996) advocates that increase of promotions at the point of sale drives customer to make decision there

2.2.5 Purchase Intentions

(Doods et al., 1991) Defines purchase intention as” the willingness of a consumer to buy a particular product”. Research on predictors of purchasing behavior has confirmed that consumers usually hold prior purchase intentions before they behave (Lin y Chen, 2006). Social psychology suggests that intentions should be the best predictor of individual behavior, because purchase intentions reflect the consumer’s own expression of purchase probability, independently of other relevant factors that could affect consumer behavior and decisions (Young et al., 1998). Researchers have largely employed this variable as an antecedent of behavior because it simplifies the measurement of 15 behaviors, especially if we bear in mind the difficulties of observing the real purchasing process of each person

(Chandon et al., 2005); nevertheless, any prediction of consumer behavior based on purchase intentions is far from perfect. Several investigations have noted discrepancies between intentions and behaviors (Newberry et al., 2003). Consumers in different countries give dissimilar priorities to the factors that affected their purchase intentions (Lee and Green, 1991). A more recent study by Chandon et al. (2005) measures consumer purchase intentions towards groceries, automobiles and laptops. Their conclusions provide evidence to suggest that the stronger the consumer purchase intention, the greater the probability of the consumer buying the products being evaluated.

Fishbein & Ajzen (1975) considered purchase intention as a subjective inclination toward a product and can be an important index to predict consumer behavior. Dodds, Monroe & Grewal (1991) asserted that purchase intention indicates the likelihood of buying a certain product and that the higher the consumers' perceived value of the product, then the higher the purchase intention.

Schiffman & Kanuk (2000) indicated that purchase intention is the probability that the consumer will purchase the product; higher probability indicates that consumers are more likely to purchase the product. For international industrial fair exhibitors, the higher the participants' intention to order, then the higher the cost effectiveness of attending the show. However, it is important to explore the antecedents of visitors' purchase intention.

2.2.6 Conceptual model and Hypotheses

As per the literature review made in this chapter the following conceptual frame work is developed by the researcher

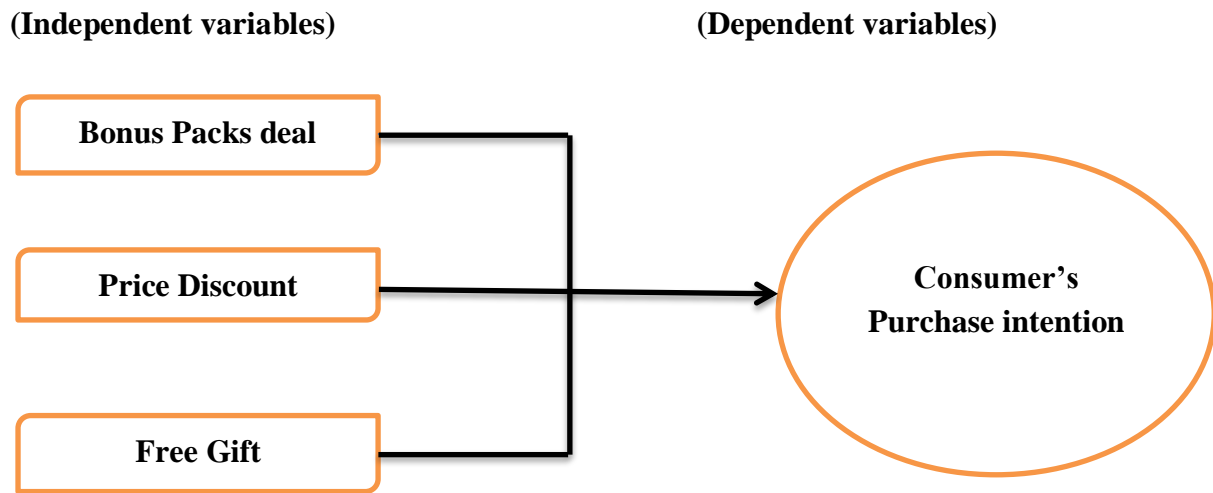


Figure 3: Conceptual model used in the research in order to test the relationship between independent variables and dependent variable.

2.2.7 Hypotheses

The hypotheses of this study developed based on the proposed conceptual framework are listed below.

H0: Bonus packs deal has no positive influence on consumers' purchase intention

H1: Bonus packs deal has a significant positive influence on the consumers' purchase intention

H0: Price discount has no significant positive influence on the consumers' purchase intention.

H2: Price discount has a significant positive influence on the consumers' purchase intention.

H0: Point of Purchase has no significant positive influence on the consumers' purchase intention.

H3: Point of Purchase has a significant positive influence on the consumers' purchase intention.

CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

This chapter presents the research approach that will be adopted in the study. It will explain in detail about the research methodology and its justification for the purpose of this study. It will also provide an overview of the research approach, research design, and model specification, a description of the instrument used for data gathering, targeted population, sampling procedure, and unit of analysis, sources of data used, and methods of data analysis, presentation and interpretation. It further addresses issues of reliability and validity and concludes with the ethical considerations of the study.

3.2 Research Approach

The theme of the research has been conducted based on quantitative approaches to collect and analyze the data having quantitative nature; where it can be use of a questionnaire provide predominantly descriptive and qualified data.

A quantitative approach is one in which the investigator primarily uses post positive claims for developing knowledge, i.e., cause and effect relationship between known variables of interest or it employs strategies of inquiry such as experiments and surveys, and collect data on predetermined instruments that yield statistics data (Creswell, 2003).

3.3 Research Design

There are three approaches of business research, namely exploratory, descriptive and explanatory (Zikmund, Babin, Carr, &Griffin, 2010).Exploratory research focuses on the discovery of ideas and insights by looking for new knowledge through exploration. Descriptive research attempts to describe situations or phenomena. While explanatory research attempts to explain the cause and effect relationship between variables.

The appropriate research approach for this study is descriptive and explanatory approach as the main objective of the paper is to describe and explain the effects of exhibitor's sales promotion on the purchase intention of consumers.

3.4 Population and Sampling

3.4.1 Target Population of the study

Sekeran (2001) defines a population as “the entire group of people, events, or thing of interest that the researcher wishes to investigate”. The target populations for this study were the residents of Addis Ababa who were a visitor of the recent consumer show held at the Addis Ababa exhibition Center.

3.4.2 Sampling Frame and location

The sampling frame refers to the list of all units of population from which the sample will be selected. Though the big frame of the study is within Addis Ababa, the city is geographically big and populations are dispersed. Hence, the sampling frame for this research was the central zones of Addis Ababa where most of the populations would be found.

3.4.3 Sampling techniques

Sekeran (2001) defines a sample as a portion of the population that has attributes as the entire population. Therefore, for the purposes of this research, non-probability convenience sampling has been adopted.

3.4.4 Sample Size

Determining sample size is very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept according to (Corbetta, 2003) as cited by (Kassahun,2014). When the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case $p = q = 0.5$ (Corbetta, 2003) as cited by (Kassahun,2014). Indeed, as the variability is measured by \sqrt{pq} , it is easy to see that this index assumes its highest value when $p = q = 0.50$.

Since the total population is unknown and previous studies are not available, with the study title “The effect of exhibitor’s sales promotion on consumer buying intention, the case of Addis Ababa exhibition center” here in Ethiopia, to determine the estimate of p and q . this study has used the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size.

The sample size for this study was determined with the use of Top man formula as presented below (Dillon, 1993).

$$n = z^2 \frac{pq}{e^2}$$

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)²

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.05)^2$$

$$n = 3.8416 \times 0.5 \times 0.5 / 0.0025$$

$$n = 384.16 = 385$$

3.5 Data Source and Types

The sources of data that this research employs were both primary and secondary data. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand (Malhotra, 2005). There are number of ways to collect primary data like through questionnaires, interview, focus group discussions, etc. as deemed necessary per the research design undertaken.

For this particular research primary data were obtained by structured questionnaires from respondents.

Secondary data are data that are collected for some purpose other than the problem at hand (Malhotra,2005). Secondary data are usually collected from journals, existing reports, and statistics by government agencies and any other authorities or entities.

The secondary data for this study has been collected from Addis Ababa exhibition center agency, chamber of commerce, marketing journals, books and any other existing relevant materials.

3.6 Methods of Data Collection

Closed/ structured questions method of data collection is quite popular, particularly in case of big enquiries (Kothari, 2004). In this particular research survey, a closed ended questionnaire has been used for self-completion by respondents. These questions will give respondents to rate their view of the influence of sales promotion in their purchase intention by using Likert scale. A five point Likert scale is applied.

The questionnaire was constructed based on the empirical literature review in order to measure the influence of sales promotion on consumer purchase intention. The questionnaire in this research consists of general and specific questions. The general questions are concerning to gather general information about the respondents' gender, age, and education. The specific questions construct measures are based on extensive review of the literature on sales promotion and consumer purchase intention

In order to ensure content validity, measurement items were mainly adopted from prior studies. The original questionnaire has been developed in English and translated in to Amharic as most customers have an understanding of these two languages.

3.7 Procedures of data collecting

To collect the data, researcher has applied two methods. The first one was to go to the Addis Ababa exhibition center and meet the visitors on the spot and request their willingness to participate on the survey. And similarly, the researcher had gone to other different areas of the city to collect data by asking their recent consumer show experience at the Addis Ababa exhibition center.

3.8 Method of Data Analysis

In order to measure and analyze the quantitative data that has been collected; different descriptive and inferential analyses statistical techniques were applied. Data has been analyzed using the Statistical Package for Social Science (SPSS) software. The statistical tools were aligned with the objectives of the research.

Descriptive analysis such as frequencies, percentages, means and standard deviations has been used to summarize and present the data. In addition to this, Pearson correlation coefficient has been used to show the interdependence between the independent and dependent variables.

Pearson Correlation Coefficient is a widely used statistical method for obtaining an index of the relationships between two variables when the relationships between the variables are linear and when the two variables correlation are continuous. To ascertain whether a statistically significant relationship exists between dependent variable and independent variables, the Pearson's Correlation Coefficient has been used.

Moreover, one way ANOVA and independent sample *t-test* has been used to see the mean difference among demographic profile of respondents regarding the effects of aspects of sales promotion on consumer buying behavior. Andy (2006) “The independent samples T-test was chosen as the non-parametric statistical measure for demographic variables”

3.9 Validity and reliability

3.9.1 Validity

Validity defined as the extent to which data collection method accurately measure what they were intended to measure (Saunders et. al., 2009). Validity is concerned with whether the findings are really about what they appear to be about.

A number of different steps has been taken to ensure the validity of this study. Data were collected from reliable sources, from respondents who were willing to share their experiences and actually visited a consumer show at the Addis Ababa exhibition center. And appropriate survey question were made based on literature review and frame of reference to ensure the validity of the result.

3.9.2 Reliability

Reliability is one of the major criteria for evaluating research instruments'. Reliability measures the internal consistency of the model. For this study each question statement has been rated on a 5 point likert response scale which includes (strongly agree, agree neutrals, disagree and strongly disagree). Based on this an internal consistency reliability test will be conducted with a sample of Visitors and the Cronbach's alpha scale was used to test the reliability of the measure for each of the sub scales as well as for the major domains.

Sekaran (2000) points out that the closer the coefficient is to 1.00, the greater the reliability of the instrument. It is generally accepted that a 0.7 or higher value of the Cronbach's alpha coefficient represents high reliability.

3.10 Ethical Considerations

While conducting this study ethical considerations have been taken in to consideration. Adequate care were taken to select appropriate time to distribute questionnaires and to conduct interviews, Circumstances such as busy and high peak office task hours were avoided so that respondents can give answer to the questions in a relaxed manner. By explaining the purpose and objective of the study, maximum effort were made to make respondents feel secured and confidentiality was maintained so that no harm can happen to them. And the researcher had made sure that all participants were involved in voluntary basses.

CHAPTER FOUR:

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

The purpose of this study is to make a general assessment of the exhibitors' sales promotion effect on consumers' buying intention during a consumer show/ exhibitions. This chapter presents the data collected, analysis using descriptive statistics (frequencies, percentages, chi square and cross tabs) and inferential statistics mainly Pearson correlation and multiple regression with their interpretation, all the data presentations are supported by tables, charts. The data collection took longer than it was expected to be and this is due to the current pandemic lockdown situation in the country. About 385 hundred questions were distributed and only two hundred eighty one were collected out of which 104 questionnaires were discarded due to incomplete information.

4.1 General information on respondents

A. Gender

The demographic feature of the main survey explain that 99(35.2%) of the respondents are male and 182(64.8%) are female from this we can infer that most of the respondents are female; this can be explained by the interest of exhibitions and shopping. which indicates that females are more interested in participating a shopping events than men.

Gender	Frequency	Percent	Valid percent	Cumulative percent
Male	99	35.2	35.2	35.2
Female	182	64.8	64.8	100
Total	281	100	100	

Table 4.1 Gender of respondents

Source; own survey 2020

B. Age

The classification of the sample based on age seems to be quite appropriate, because the test, and consumption pattern of people of different age groups vary from moderately to significant from one another (Kassahun,2014).The age distribution of respondents is

indicated by the table and Histogram below, The average age is 31 years and the median age is also 31 years, the standard deviation is 4.855, The age is ranged minimum 20 years old and maximum of 40 years of age. At the top first 25% of people are 27 years of age and the median (50%) is 31 years of age and 75% of the distribution is 35 years of age.

Age distribution

N	Valid	281
	Missing	0
Mean		31.1103
Std. Error of Mean		0.28962
Median		31.0000
Std. Deviation		4.85489
Variance		23.570
Range		20.00
Minimum		20.00
Maximum		40.00
Sum		8742.00
Percentiles	25%	27.00
	50%	31.00
	75%	35.00

Table 4.2 Age distribution of respondents

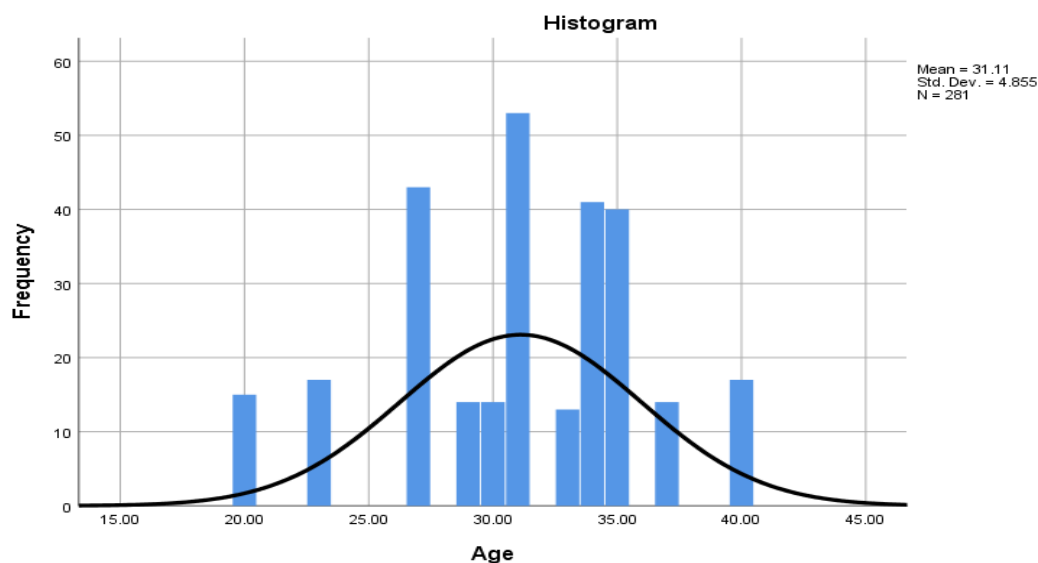


Figure 4: Age of respondents

The histogram data above indicates that, our data is roughly normally distributed with more people at the center which is at the median of 31 years of age.

C. Education

Education plays important role in influencing human action, the impulse and motives that sustain and regulate all mental activity and behavior of individual (Bytiqi, 2008). The bar chart below shows the education background of the respondents. Consequently, 26% of the participant responders have a basic education, 24.2% of them are diploma graduate and 49.8% of them are degree holders. these data indicates majority of the respondents that is more than 74 % of them are diploma and degree holders from this it can be inferred that majority of the respondents have the potential to understand the questionnaire .

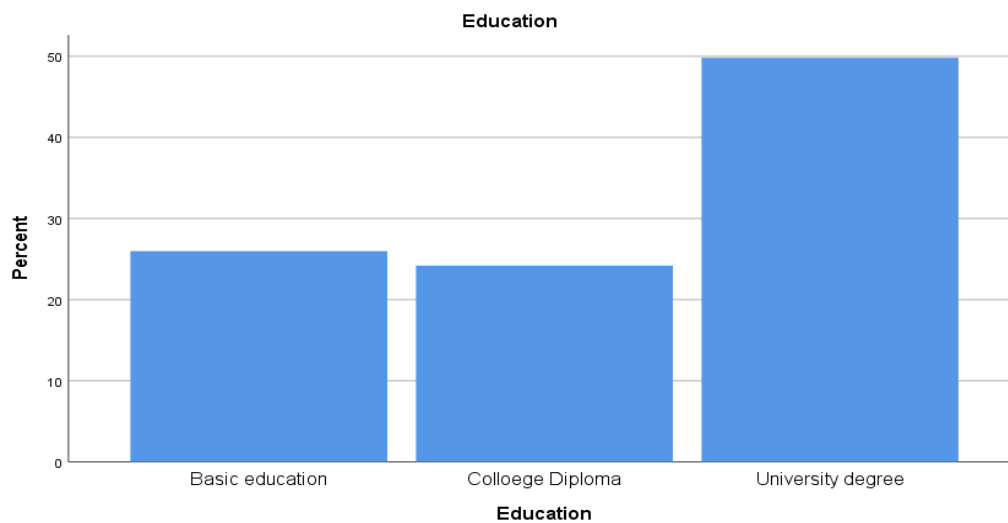


Figure 5: Education statuses of respondents

D. Employment

Employee plays important role in the moderating role of purchase intention. As it is directly related to income, it determines the purchase ability of individuals. The table below indicates that 60.5% (170) of the respondents are employed which means they have a regular income, 34% (96) of them are self-employed, which still indicates they have regular income, and only 5.3% (15) of the respondents are students.

Employment status	Frequency	Percent	Valid Percent	Cumulative Percent
Student	15	5.3	5.3	5.3
Employee	170	60.5	60.5	65.8
Self Employed	96	34.2	34.2	100
Total	281	100	100	

Table 4.3 employment status of respondents

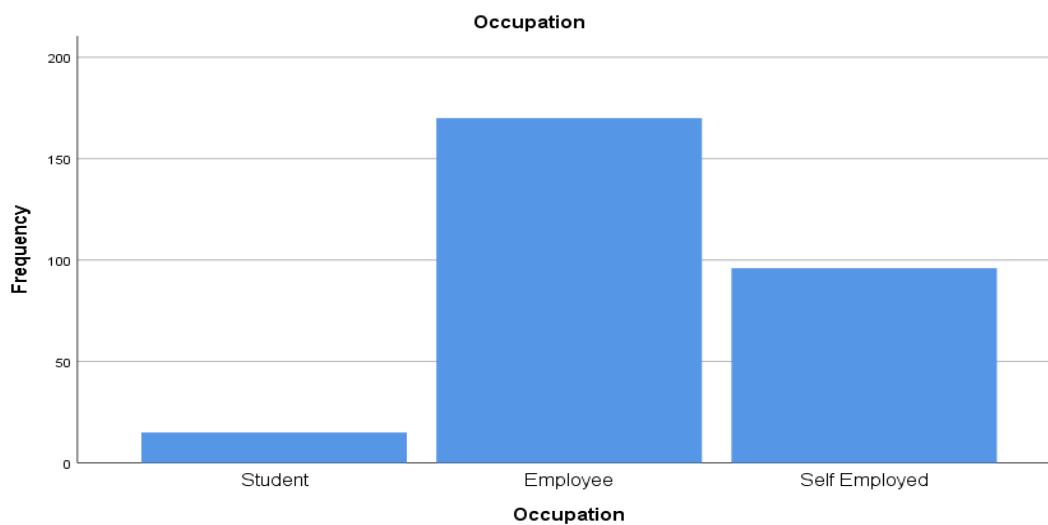


Figure 6 : Employment status

4.2 Factors Influencing Purchase Intention in a consumer show

Three indicators of consumer purchase intention during a consumer show events/exhibitions are identified for this study; Bonus Packs Deal (buy one get one free), Price discount and Free gift. Each variable has incorporated its own sub statement which believes to have a capacity to explain the broader concept.

Previous study shows that sales promotion has an impact on consumers' buying decisions. Kotler (2003) claims that while advertising is used as a long term technique for enhancing the brand value, sales promotions are mostly used in order to create a short term demand for the

products. Hence, consumer sales promotions are short term techniques designed to achieve short term objectives, such as to stimulate a purchase, encourage store traffic or simply to build excitement for a product or brand. (casielles, 2005) suggests that sales promotion in retail marketing constitute a significant proportion of the marketing effort done to induce consumers' purchase and can help contribute to a large part revenue of the product/brand.

Many researchers believe that sales promotion plays a major role in a consumer show event. Consumer show events/exhibitions are marketing events where consumers and producers or retailers meet for a very short period of time. In consumer show events, consumers' expectation of attractive offers like Price off, buy one take one free and/or free gifts are always high. Though, either bonus packs deal, price discount or free gifts, each have a different acceptance by the eyes of a consumer. Businesses apply these techniques to increase demand for product and also to lift up sales during a trade show. Previous study shows that, consumers have a better interest in bonus packs deals for some specific products over price discount.

4.3 Correlation Matrix- Pearson Correlation

According to MOOI and Sarstedt (2011), the calculated value of the correlation coefficient ranges from -1 to 1 where -1 indicates a perfect relationship and 1 indicates a perfectly positive relationship. A correlation coefficient of 0 indicates that there is no correlation. Accordingly the table below shows the pearson correlations for the dependent and independent variable. It indicates that value of correlation between the dependent and independent variables is positively correlated.

Table 4.4 Correlation

There exists a significant correlation between the data sets

		PI	BPD	PD	Free gift
PI	Pearson Correlation	1	.648**	.736**	.445**
	Sig. (2-tailed)		0	0	0
BPD	Pearson Correlation	.648**	1	.424**	.374**
	Sig. (2-tailed)	0		0	0
PD	Pearson Correlation	.736**	.424**	1	.251**
	Sig. (2-tailed)	0	0		0
Free gift	Pearson Correlation	.445**	.374**	.251**	1
	Sig. (2-tailed)	0	0	0	

** Correlation is significant at 0.01 level (2-tailed), Listwise N= 281

4.4. Multiple Regressions

Multiple regressions is a statistical method through which one can analyze the relationship between a dependent variable or criterion variable with the set of independent or prediction variable (Dillon, 1993). As a statistical tool multiple regression is frequently used to achieve best prediction equation for a set of variables given both dependent and the predictors, control for conducting factors to evaluate the contribution of specific variables or set of variables and find structural relationship and provide explanation for multiple relationship (Robert, 2006).

There are three types of multiple regression models: standard, hierarchal and statistical. The standard regression models takes all studied independent variables at once and assess independent variables in terms of unique variance account for (Dillon, 1993). The disadvantage of this model however is that the dependent variable might be considered an important even if it is strongly related with dependent variable, if its unique contribution in explaining the dependent variable is small (Chirchil, 1995). Hierarchal and statistical methods differ in determining the sequence of or order of data entry of the independent variable in to the regression equation (Robert, 2006). In the hierarchical method order of data entry is manually detected by logical or theoretical consideration and allows the researcher more flexibility in determining the order of entry of independent variables. In contrary the statistical method used when the researcher is unsure about the relative predictable power of the independent variable under study (Robert, 2006). Thus for this study first standard regression method was used to determine the overall predication equation and then statistical method of regression used to identify the unique contribution of each independent variable under study

4.4.1 Testing the Assumption for Multiple Regressions

4.4.1.1 Normality Assumption

Screening data for assessing the normalization of variables is a critical step in multivariate analysis (Hair, 2010). Normality refers to the shape of a normal distribution of the metric variable (Robert, 2006). Even though there are many testes for normality all having their advantage and disadvantages, in this study a statistical test skewness and kurtosis are used to assess normality of the data. Skewness refers to the symmetry of distribution and kurtosis refers to the peakness of distribution (Ebrahim,2013). For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicates

deviation from normality (Hair, 2010). According to Hair (2010) the most commonly acceptable criteria value for (kurtosis/skewness) distribution is ± 2.58 . For this study kurtosis and skewness of variables are calculated for items as shown below they fall within acceptable range.

	N	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
		Statistic	Std. Error			Statistic	Std. Error	Statistic	Std. Error
PI	281	3.689	0.04368	0.73226	0.536	-0.949	0.145	-0.241	0.29
BPD	281	2.9609	0.04348	0.72882	0.531	-0.234	0.145	-1.202	0.29
PD	281	3.6	0.04209	0.70549	0.498	-0.74	0.145	-0.295	0.29
FG	281	2.9082	0.04134	0.693	0.48	0.256	0.145	-0.764	0.29

Table 4.5 Descriptive Statistics: Skewness and Kurtosis Table

4.4.1.2 Homoscedasticity Assumptions

Is the test of equal variance between pairs of variables (Robert, 2006). In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010).

The scatter plots for dependent variable purchase intention show the responses are concentrated in a specific area with few outliers which indicates the errors are constant throughout the observation (see Appendix.)

4.4.1.3 Multicollinearity Assumptions

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is —overlapl or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006). This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model (Robert, 2006). Thus, the impact of multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. That is, none of the predictor variables may contribute uniquely and significantly to the prediction model after the others is included.

The multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. The VIF, which stands for variance inflation factor, is computed as “- 1/tolerance,” and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

Table 4.6 Result for Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
1	(Constant)	0.071	0.146		0.482	0.630	-0.218	0.359		
	BPD	0.353	0.038	0.351	9.287	0.000	0.278	0.427	0.744	1.344
	PD	0.563	0.038	0.542	14.975	0.000	0.489	0.637	0.810	1.234
	FG	0.189	0.037	0.178	5.048	0.000	0.115	0.262	0.850	1.176

Independent Variable: Purchase Intention (PI)

The coefficient model found by multiple regression analysis indicates that all the three independent variables, Bonus Packs Deal, Price Discount and Free Gifts were found a significant predictor of purchase intention of consumer during the exhibition show which all have the desired p-value ($p < 0.05$).

The nature of relationship was positive for bonus packs deal, ($\beta = 0.351$) Price discount ($\beta = 0.542$) and for message appeal ($\beta = 0.178$).

As the depicted in tables among variables those have a significance relationship with purchase intention at the exhibition, Price discount has the highest standardized regression coefficient with a P value of 0 ($\beta = 0.355$, $p = 0.000$), which means that Price Discount is the most important predicator of consumer purchase intention during an exhibition (a consumer show) followed by Bonus Packs deal and Free gift respectively ($\beta = 0.351$, $P = 0.000$) and ($\beta = 0.178$, $P = 0.000$)

4.6 Multiple Regression Analysis Results

In order to indicate how well a set of independent variables are able to predict the dependent variable and to analyze the conceptual framework, in this study three independent were entered to the multiple regression equation and one dependent variable. This section reports the result of multiple regressions. Linear regression estimates the coefficient of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Robert, 2006). The multiple regression equation is:

$$Y' = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$$

where Y' = the predicted dependent variable

A = constant

B = Unstandardized regression coefficient

X = Value of the predicted coefficient

Thus, in this study the following multiple equations were used to predict the level of preference from the three independent variables.

$$PI = A + B_1 + B_2 + B_3$$

$$PI = 0.071 + 0.353BPD + 0.563PD + 0.189POP$$

Where PI= Purchase intention

BPD= Bonus Packs Deal

PD= Price Discount

FG= Free Gift

Table 4.7 Model summary purchase intention dimension

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.840 ^a	0.706	0.703	0.39934	0.706	221.489	3	277	0.000	1.878

a. Predictors: (Constant), POP, PD, BPD

b. Dependent Variable: PI

The model in the above table 4.5 shows how much of the variance in the measurement of a sales promotion type preference is explained by the model. Based on this, model coefficient of determination or R^2 obtained indicates that 70.3% of the variation in the measure function (purchase intention) can be explained by Bonus Packs deal, Price Discount and Point of purchase appeal. The remaining 29.7% of variations on consumer purchase intention during an exhibition are explained by other variables out of this model or variables which are not incorporated in this study.

Table 4.8 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	105.963	3	35.321	221.489	.000b
	Residual	44.173	277	0.159		
	Total	150.136	280			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Bonus Packs Deal, Price Discount, Point Of Purchase

To test the hypothesis of no linear relationship between the predictor and dependent variables, i.e., $R\text{-square} = 0$, the Analysis of Variance (ANOVA) is used. Table 6 presents the F statistics to test how well the regression model fits the data. If the f-statistics is big and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent variable and dependent variable is rejected. Thus in this study F-statistics with 221.489 and significance value of 0.00 the regression model fits the data. Thus all the independent variables Bonus Packs Deal, Price Discount and Free gift are linked to the dependent variable Purchase intention.

4.7 Hypothesis Testing

In this section, research findings were discussed and elaborated through hypothesis measurement. There are three hypothesis proposed in this research showing relationships among the variables. The findings from this study indicate that consumer impulse purchases incurred due to big exhibition sales promotion efforts; hence it is proof that each sales promotion tool has impact on consumer's purchases reflecting their attitude and behavior for each of the variable.

H1: Bonus Packs Deal has a significant positive influence on the consumers' purchase intention during a consumer show (exhibition).

The variable Bonus Packs Deal on regression coefficients table show beta value of .353 and sig value of .000, Therefore we can conclude that Bonus packs deal has a positive influence on consumer purchase intention while visiting a consumer show (trade exhibition) as a result H1 is supported

H2: Price discount has a significant positive influence on the consumers' purchase intention.

The variable Price Discount on regression coefficients table show beta value of .563 and sig value of .000, therefore we can conclude that Price Discount has a positive influence on consumer purchase intention while visiting a consumer show (trade exhibition) as a result H2 is supported

H3: Point of Purchase has a significant positive influence on the consumers' purchase intention.

The variable Point Of Purchase on regression coefficients table show beta value of .189 and sig value of .000, Therefore we can conclude that Point Of Purchase has a positive influence on consumer purchase intention while visiting a consumer show (trade exhibition) as a result H3 is supported

4.8 Discussion of Findings

Our finding showed that all the three variables have a positive relationship with purchase intention. However; Price Discount has significantly more potential influence on consumers purchase intention than the other two variables. The one advantage of sales promotion is that it invigorates buyers to compare the items with least prices while improving the chances of purchase. According to (percy, 2001) shoppers are more to be pleased to price-off promotion. Some researcher claim that price off has linked too many different promotional activities in a way that are influence each other and encouraging shoppers to buy the product. Price promotions usually provide consumers with monetary savings on specific products. They tend to shop impulse if they go to exhibitions and spend most of the money there as discounts seems more vulnerable to them and they feel that they are getting a good purchase. Price discount usually give customers an offer that makes them excited to purchase impulse and get more products in one time shop. It is obviously understandable by the consumers that exhibition is a short period shopping moments; hence, they tend to participate on such event for taking advantage of the offers.

Lan Xia and Kent B.Monroe (2008) found out how consumers with or without a specific pre-purchase goal respond differently to a price promotion. They have indicated that price discount has a consistent main effect of goal on participants' willingness to buy. As we have observed from our data that, the main effect of price promotion has a potential influence on consumer purchase intention. It has been observed that participants preferred price

discount over free gift/bonus packs deal and higher discount level over lower discount level regardless of the presence of a pre-purchase goal.

On the other hand the other two variables namely, “Buy one get One free” and “ Free gift” have also a potential influence on consumer purchase intention. It indicates that consumers likely attracted to a good promotional offer while visiting the exhibition

Howard and Kerin (2006) explained that consumers with different levels of involvement, operationalized by whether they are in the market for a particular product, have different information processing styles and hence respond to different price promotion cues. If consumers are in the exhibition intentionally searching for these specific products, then it is expected that they would find promotions on such products more attractive compared to those consumers who are in the exhibition but do not have a prior purchase goal for a promoted product. Therefore, the purchase likelihood is higher. In addition to this main effect, consumers may react to different promotion characteristics in different ways given the existence or absence of a pre-purchase goal.

CHAPTER FIVE: CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

A Sales promotion is an important marketing activity which needs to be executed in a well-planned program. In the case of consumer shows/ trade exhibitions, there are plenty of alternatives for the visitors to choose from, a great deals promotion will stop exhibition visitors' for a second, begin them to think over a brand/product and, if it has the right effect make them to take a decision to follow up the deals promotion. For the consumers at the time of sales, there are now too many alternative choices available. Cautious placement can motivate consumers' to buy the product from the exhibitor's stand while ensuring that your consumer finds the product conveniently. Consumers sight for more from the product brand they tend to buy. In this context, promotion gives novelty, humor and excitement at the time of exhibition shopping, to which consumers' respond.

The result of the study reveals that all three sales promotion tools have a significant effect on purchase intention based on both descriptive and inferential statistics. It explains the result that regardless of any factor like age, gender and occupation, customers prefer to avail sales promotion offers and find it very convenient for them as it saves money and time at the same time. People in Addis Ababa are now more aware of these offers and tend to show there interest more on deals like price discount, buy1get1 and free gift. As the economic inflation becomes an unstable and unpredictable, consumer in Addis Ababa becoming more dependent to these offers and wants to make their shopping experience economical and grateful by visiting the occasional Addis Ababa consumer show/exhibitions. Hypothesis in this research were tested found positive relationship among variables and showed impulse purchase is the changing trend in retail exhibition markets in the Addis Ababa exhibition center.

5.2 Recommendations

Sales promotion is important for every retailers participating in the Addis Ababa exhibition consumer shows events. People usually come to visit the exhibitions not only for purposed shopping but also to take an opportunity of good deals. Therefore, applying a real sales promotion deal for visitors during the retail consumer show events will definitely help retailers as well as manufacturers to cater more customers and gain exceptional profit for short-time and in some cases long-term as well.

The nature of consumer show events are characterized by family fun shopping and emotionally filled with holiday sprits; it is therefore important to understand the nature of the market that they are participating. During a trade fair, customers will easily be influenced with any of the sales promotion tools, because their perception of an exhibition is all about getting better alternatives, free gifts, entertainment and enjoyable moments.

Hence, participant manufacturing and retailers should focus on categorized assortment with fair price tagging accordingly. Promotional offers should be placed on eye catchy displays that engage customers in an effective way, price discount offers must be mentioned wisely with respect to category and assortment of the product. Moreover the researcher is optimistic that the outburst of this study will also assist to maximize the profitability of supply chain by stabilizing the promotion competitiveness strategies for any manufacturing firm specifically.

In this research limited data was observed in Addis Ababa exhibition center only, it is recommended to conduct research in other exhibition centers and in other cities too. Increased data size can be used for future work of research and more participate can be used to analyze big set of data. In this research the area was restricted to retail industry only, so it is recommended to conduct research in other areas like fashion industry, electronics industry etc. More research methods can be used in this research work area. This study is limited to the Addis Ababa consumers' products only and focusing on retail market, it has no relation to any other international retail market research. No attempt made to connect media advertising and in-store media effect. This paper is limited to focus short-term impact of sales promotions on consumers' intention to buy at the exhibition.

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Appendices A: Questionnaire

Questionnaire to be filled by consumer show visitors at Addis Ababa exhibition center

SECTION ONE: INTRODUCTION

Dear respondent, I want to inform you that this questionnaire is designed for the partial fulfillment of MA in marketing management. I am a graduate student in the department of marketing management, Addis Ababa University. Currently, I am undertaking a research entitled “The impact of exhibitors’ sales promotion on customer buying intentions in the case of Addis Ababa Exhibition Center”. Thus, it is fully for academic purpose and all the information provided will be treated with maximum caution and confidentiality. I thank you in advance, for your concern and time.

I would like to thank in advance for your honest cooperation!

Instruction for filling the questionnaire

please read each statement carefully and put the tick (√) mark under the choice.

No need of writing your name

SECTION ONE: RESPONDENT’S DEMOGRAPHIC DATA

Please indicate your responses by tick (√) in the box

1. Sex: Male Female

2. Age: 18-24 25-35 36-45 46-55 56 and above

3. Education status: Basic Education Professional Certificate
College diploma First degree Above 1st degree

4. Employment: 1- Student 2- Employee 3- Self Employed

SECTION TWO: SALES PROMOTION TOOLS AND CUSTOMER BUYING INTENTIONS DIMENSIONS

Please indicate the extent to which you agree with the following statement by ticking the appropriate answer using the scale below:

Where, 1-Strongly disagree (SD) 2- Disagree (DA) 3-Neutral (NE) 4-Agree (AG) and 5-Strongly Agree (SA)

S.No	Item	SD	DA	NE	AG	SA
A. Bonus packs deal						
1	A 'buy one get one free' has made you purchase a brand					
2	A brand that offers 'buy1get1' makes you feel you are getting a good purchase					
3	A 'buy1get1' offers you to purchase another brand which you do not regularly purchase					
4	Most of the time you purchase a brand that offers 'buy1get1'					
5	A 'buy1get1' offer convinced you to purchase the product earlier than planned					
B. Price discount						
1	You buy product or brand only if it has price-off deal					
2	When you purchase a brand that offers discount, you feel you are getting a good purchase					
3	A price-off deal has made you to purchase another brand which you do not regularly purchase					
4	You have favorite brands, but you purchase most of the brands that offer price –off deal					
5	A price-off deal has allowed you to purchase the product unplanned					

C. Free gift						
1	A 'free gift' has made you to buy a product					
2	When you purchase a brand that offers a 'free gift', you feel you are getting a good purchase					
3	A 'free gift' deal has made you to purchase a product which you do not regularly purchase					
4	Most of the time you purchase a product that offers a 'free gift'					
5	A 'free gift' offer convinced you to purchase the product earlier than planned					
D. Purchase intention						
1	My Purchase intention to buy at exhibitions influenced by the bonus packs deal offer					
2	My purchase intention to buy at exhibition influenced by price discount					
3	My purchase intention to buy at exhibition influenced by free gift					
4	My intention to buy goods at exhibition influenced by quality of goods					
5	My intention to buy goods at exhibition influenced by durability of goods					

Thank you very much for your participation! Your efforts are greatly appreciated.

APPENDEX B: Amharic Questionnaire

አዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት

የገበያ አመራር የትምህርት ክፍል

አዲስ አበባ ነዋሪዎች በአዲስ አበባ ኤግዚቢሽን በተካሄዱት የንግድ ትርጉሞች ላይ ጎብኚዎች የትኞቹ የሽያጭ ቅናሽ ዓይነቶች ዕቃ እንዲገዙ ሊያነሳሳቸው እንደሚችል ለማወቅ የተዘጋጀ መጠይቅ

ውድ ምላሽ ሰጪ :

ይህ መጠይቅ የሽያጭ ቅናሽ አይነቶች በገበያተኛው ላይ ያላቸውን ትፅእኖ ለማጥናት የተዘጋጀ ነው።

መጠይቁ በአበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ አመራር የትምህርት ክፍል የ2ኛ ዲግሪ ማሟያ ጥናት የሚውል ነው። መጠይቁ ሁለት ክፍሎች የተዋቀረ ሲሆን በቢዛ 15 ቶቂቃ ብቻ የሚወሰድ ነው። በዚህ መጠይቅ የሚሰበሰበው መረጃ ከላይ እንደተጠቀሱት ተጥናቱ አላማ ብቻ የሚውልና በጥብቅ ሚስጢር የሚጠበቅ ነው።

ስህተት-በብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል አንድ - የምላሽ ሰጪ ጠቅላላ መረጃ

እባክዎ ምላሹ ነው ብህሎ በሚያምኑት ሰንጠረዥ ውስጥ ይህን "□" ምልክት ያስቀምጡ።

- 1. ጾታ :- ወንድ ፣ ሴት
- 2. እድሜ :-
- 3. የትምህርት ድረጃ:- 2ኛ ቶረጃ ያጠናቀቅኩ ዲፕሎማ ዲግሪ
- 4. የስራ ሁኔታ:- ተማሪ ተቀጣሪ ሰራተኛ የግል ስራ

ክፍል ሁለት

ከዚህ በታች በሳጥን ውስጥ የተቀመጡት አረፍተ ነገሮች የሽያጭ ቅናሽ አይነቶች ገበያተኛው ኤግዚቢሽን/ የንግድ ትርጉም ላይ ዕቃ እንዲገዙ የሚያሳድረውን ተጽዕኖ የሚገልፁ ሲሆን እባክዎን በትክክል ሃሳብን የሚገልፀው ሳጥን ቁጥር ውስጥ " X " ምልክት በማድረግ ይግለጹ።. 1=በጣም አልሰማም፣ 2= አልሰማም፣ 3= ገለልተኛወይም አይገልጽኝም፣ 4= እሰማለሁ እና 5= በጣም እሰማለሁ።

ሀ. አንድ በነፃ አንድ ሲገዙ ያገኛሉ	በጣም አልሰማም	አልሰማም	ገለልተኛ	እሰማለሁ	በጣም እሰማለሁ
1 አንድ ሲገዙ አንድ በነፃ ያገኛሉ በሚለው የሽያጭ ዓይነት ዕቃ ገዝቻለሁ					
2 አንድ በነፃ አንድ ሲገዙ ያገኛሉ የሚለውን ዕቃ ስገዛ ጥሩ እንደገዛሁ ይሰማኛል					
3 አንድ በነፃ አንድ ሲገዙ ያገኛሉ የሚለው ሽያጭ ዓይነት ከዚህ በፊት ገዝቼው የማላውቅውን የእቃ ዓይነት እንደገዛ አድርጎኛል					
4 አንድ በነፃ አንድ ሲገዙ ያገኛሉ ብዙ ጊዜ እቃ ሲገዙ.... ዓይነት ያለውን ብቻ ነው					
5 አንድ በነፃ አንድ ሲገዙ ያገኛሉ የሚለው የሽያጭ ዓይነት ከእቅድዎ ውጪ ዕቃ እንዲገዙ አድርጎዎት ያውቃል					
ለ. የዋጋ ቅናሽ	1	2	3	4	5
1 እርሶ ኤግዚቢሽን ላይ ዕቃ የሚገዙት የዋጋ ቅናሽ ካለው ብቻ ነው					
2 የዋጋ ቅናሽ ያለውን የዕቃ ዓይነት ብቻ ሲገዙ በጣም በጥሩ ዋጋ እንደሸመቱ ይሰማዎታል					
3 የዋጋ ቅናሽ ከዚህ በፊት ተጠቅመው የማያውቁትን የዕቃ ስሪት ዓይነት እዲገዙ					

	ተፅዕኖ ፈጥሮበታል					
4	ምንም እንኩሉን እርሶ የራሱት ምርጫ የሆነ የዕቃ ስሪት ሀገር ወይም ድርጅት ቢኖርዎትም የዋጋ ቅናሽ ሌላ የማያውቁትን የዕቃ ዓይነት እንዲገዙ አድርጎት ያውቃል					
5	ዋጋ ቅናሽ መኖሩ ብቻ ያለአቅድዎት ዕቃ አስገዝቶታል					
ሐ. የነፃ ስጦታ		1	2	3	4	5
1	ሲገዙ ነፃ ስጦታ መኖሩ ዕቃ እንዲገዙ አድርገዎት ያውቃል					
2	ነፃ ስጦታ ያለው ዕቃ መግዛትዎ እቃውን በጥሩ ዋጋ እንዳገኙት ተሰምትዎት ያውቃል					
3	የነፃ ስጦታ ለማግኘት ብለው በፊት ከሚጠቀሙት ዕቃ ውጪ ሌላ ዓይነት ዕቃ እንዲገዙ አድርጎት ያውቃል					
4	ብዙ ጊዜ ነፃ ስጦታ ያለውን ዕቃ ነው የሚገዙት					
5	ነፃ ስጦታ ያለው መሆኑ እርሶ መግዛት ካሰቡት እቅድዎ ወጪ እንዲገዙ ተፅዕኖ ፈጥሮበታል					
መ. እኔ ኤግዝብሽን/ የንግድ ትርጉሙ ላይ ዕቃ ምግዛው		1	2	3	4	5
1	እኔ ኤግዝብሽን/ የንግድ					

	ትርኢት ላይ ዕቃ ምገዛው በአንድ ዋጋ ሁለት ዕቃ የሚል ሽያጭ ሳገኝ ነው					
2	የዋጋ ቅናሽ ካገኘሁ ብቻ ነው					
3	ተጨማሪ ነፃ ስጦታ ካለው ብቻ ነው					
4	እቃው ጥራት ያለው ከሆነ ብቻ ነው					
5	እቃው ጥንካሬ ካለው እና ያገልግሎት ዘመኑ እረጅም ከሆነ ብቻ ነው					

ስለ መልካም ትብብርዎ እናመስግናለን!

APPENDIX C: Frequency table

A 'buy one get one free' has made you purchase a brand

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	10	3.6	3.6	3.6	
	2	102	36.3	36.3	39.9	
	3	43	15.3	15.3	55.2	
	4	109	38.8	38.8	94	
	5	17	6	6	100	
	Total	281	100	100		

A brand that offers 'buy one get one' makes you feel you are getting a good purchase

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	10	3.6	3.6	3.6	
	2	102	36.3	36.3	39.9	
	3	43	15.3	15.3	55.2	
	4	109	38.8	38.8	94	
	5	17	6	6	100	
	Total	281	100	100		

A 'buy one get one' offers you to purchase another brand which you do not regularly purchase

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	1	9	3.2	3.2	3.2	
	2	107	38.1	38.1	41.3	
	3	79	28.1	28.1	69.4	
	4	86	30.6	30.6	100	
	Total	281	100	100		

Most of the time you purchase a brand that offers 'buy1get1'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	58	20.6	20.6	20.6
	2	81	28.8	28.8	49.5
	3	34	12.1	12.1	61.6
	4	108	38.4	38.4	100
	Total	281	100	100	

A 'buy1get1' offer convinced you to purchase the product earlier than planned

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	59	21	21	21
	2	68	24.2	24.2	45.2
	3	21	7.5	7.5	52.7
	4	130	46.3	46.3	98.9
	5	3	1.1	1.1	100
	Total	281	100	100	

You buy product or brand only if it has price-off deal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	1.1	1.1	1.1
	2	39	13.9	13.9	14.9
	3	10	3.6	3.6	18.5
	4	179	63.7	63.7	82.2
	5	50	17.8	17.8	100
	Total	281	100	100	

When you purchase a brand that offers discount, you feel you are getting a good purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	2.8	2.8	2.8
	2	60	21.4	21.4	24.2
	3	28	10	10	34.2
	4	150	53.4	53.4	87.5
	5	35	12.5	12.5	100
	Total	281	100	100	

A price-off deal has made you to purchase another brand which you do not regularly purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	15	5.3	5.3	5.3
	2	72	25.6	25.6	31
	3	35	12.5	12.5	43.4
	4	112	39.9	39.9	83.3
	5	47	16.7	16.7	100
	Total	281	100	100	

You have favorite brands, but you purchase most of the brands that offer price –off deal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.4	1.4	1.4
	2	67	23.8	23.8	25.3
	3	41	14.6	14.6	39.9
	4	147	52.3	52.3	92.2
	5	22	7.8	7.8	100
	Total	281	100	100	

A price-off deal has allowed you to purchase the product unplanned

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	10	3.6	3.6	3.6
	2	34	12.1	12.1	15.7
	3	20	7.1	7.1	22.8
	4	135	48	48	70.8
	5	82	29.2	29.2	100
	Total	281	100	100	

A 'free gift' has made you to buy a product

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	6.4	6.4	6.4
	2	105	37.4	37.4	43.8
	3	24	8.5	8.5	52.3
	4	126	44.8	44.8	97.2
	5	8	2.8	2.8	100
	Total	281	100	100	

When you purchase a brand that offers a 'free gift', you feel you are getting a good purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	29	10.3	10.3	10.3
	2	96	34.2	34.2	44.5
	3	77	27.4	27.4	71.9
	4	72	25.6	25.6	97.5
	5	7	2.5	2.5	100
	Total	281	100	100	

A 'free gift' deal has made you to purchase a product which you do not regularly purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	25	8.9	8.9	8.9
	2	118	42	42	50.9
	3	67	23.8	23.8	74.7
	4	64	22.8	22.8	97.5
	5	7	2.5	2.5	100
	Total	281	100	100	

Most of the time you purchase a product that offers a 'free gift'

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	2.8	2.8	2.8
	2	76	27	27	29.9
	3	96	34.2	34.2	64.1
	4	100	35.6	35.6	99.6
	5	1	0.4	0.4	100
	Total	281	100	100	

A 'free gift' offer convinced you to purchase the product earlier than planned

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	35	12.5	12.5	12.5
	2	63	22.4	22.4	34.9
	3	50	17.8	17.8	52.7
	4	115	40.9	40.9	93.6
	5	18	6.4	6.4	100
	Total	281	100	100	

My Purchase intention to buy at exhibitions influenced by the bonus packs deal offer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	4	1.4	1.4	1.4
	2	48	17.1	17.1	18.5
	4	176	62.6	62.6	81.1
	5	53	18.9	18.9	100
	Total	281	100	100	

My purchase intention to buy at exhibition influenced by price discount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	69	24.6	24.6	24.6
	3	22	7.8	7.8	32.4
	4	108	38.4	38.4	70.8
	5	82	29.2	29.2	100
	Total	281	100	100	

My purchase intention to buy at exhibition influenced by free gift

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	0.4	0.4	0.4
	2	62	22.1	22.1	22.4
	3	105	37.4	37.4	59.8
	4	76	27	27	86.8
	5	37	13.2	13.2	100
	Total	281	100	100	

My intention to buy goods at exhibition influenced by quality of goods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	72	25.6	25.6	25.6
	3	32	11.4	11.4	37
	4	89	31.7	31.7	68.7
	5	88	31.3	31.3	100
	Total	281	100	100	

My intention to buy goods at exhibition influenced by durability of goods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	29	10.3	10.3	10.3
	3	36	12.8	12.8	23.1
	4	134	47.7	47.7	70.8
	5	82	29.2	29.2	100
	Total	281	100	100	