



ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

POST GRADUATE PROGRAMME

EFFECT OF INSTORE SALES PROMOTION ON SALES PERFORMANCE:

A CASE STUDY ON ALLE BEJIMLA

**A Research Submitted to the department of
Marketing Management in fulfillment of the requirement of the degree of
Master of Arts in Marketing Management**

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Advisor: -Tewodros Mesfin (PHD)

Addis Ababa,

June, 2020

**EFFECT OF INSTORE SALES PROMOTION ON SALES
PERFORMANCE:
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Statement of Certification

This is to kindly certify that *Seid Abdu Mohammed* has carried out his research work on the topic entitled *The Effect of In-store Sales promotion on Sales Performance, Case study on ALLE Bejmla*. The research is his own original work and is suitable for submission for the award of master's degree in Marketing Management.

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Statement of Declaration

I, Seid Abdu Mohammed, hereby declare that the thesis entitled **The Effect of In-store Sales promotion on Sales Performance, Case study on ALLE Bejimla** is the outcome of my own fruitful effort and study. I kindly confirm that the research has not been submitted either in part or in full to any other higher learning institution for earning any degree. I further confirm that all sources of materials used for the study has been duly acknowledged. This research paper was undertaken for the partial fulfilment of the degree of Master of Arts in Marketing Management.

Declared by:

Name: Seid Abdu Mohammed

Signature: _____

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Abstract

The main objective of this study was to assess the effect of in-store sales promotion on Sales performance in the case of ALLE Bejmlain relation to the company's most commonly practiced promotion tools (Price discount, product combination, point of sales materials and bonus pack). The researcher used a quantitative research approach and an explanatory research design. And primary data were used to examine the effect of in-store sales promotion on Sales performance in ALLE Bejimla. The data has been collected through questionnaire survey approach in ALLE Bejimla sales outlets located in Addis Ababa. The research incorporated all parties involved in the value chain customers, company's sales team, and management. Statistical Package for the Social Sciences (SPSS) version 20 was employed to analyze the collected data. To accomplish the study a conceptual framework was formulated by reviewing previous related articles/literatures, also hypotheses has been developed and tested.

The study had response rate of 71.4%. The variety portrayed by the relapse of all the indicator factors on sales performance is 70.1%. This showed there's a generally strong fit between the data & the model. Correlation between the independent variables indicates a degree of less multi-collinearity. Accordingly, the finding indicates that the effect of sales promotion on sales performance is practical and highly affected by the tools used to promote the sales. From the sales promotion tools price discount is observed as the highest effect in improving sales performance of ALLE Bejimla. The results indicated that all the dimensions had a positive correlation and the regression analysis indicated that Price discount & bonus pack are dominant from the four sales promotion tools examined in this study.

The finding of this study is important to help sales and marketing managers of ALLE Bejimla Ethiopia, to focus their attention on the appropriate sales promotion tools provided which is more preferred by customers to increase sales revenue, maximize profit and attain ultimate customer satisfaction.

Key words: Sales Promotion, Sales performance, ALLE Bejimla.

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Chapter one

1. Introduction

1.1 Background of the study

Business companies have to communicate and build a strong relationship with their existing & imminent clients or customers about the advancement within the organization. This, of course, is a marvelous task in the world market environment which is further scale up by the notion of global economic environment. The marketing mix elements have become important players within the life of any businesses whether it's mini, medium, or huge. Amongst the key elements of marketing mix (Vasanth Kiran, 2012) stated that sales promotions have long-term influence on brand equity. That is targeted on driving more optimal sales performance.

As stated by (Philip Kotler, 2014) sales promotion consist of different types and collection of incentive tools, mostly short-term within a specific period, designed to generate quicker or greater purchase of specific products or service by consumers or the traders. Sales promotion is the method of convincing a potential customer or buyer to consume the product or services. It is outlined to be used as a short-term tool to raise sales. It is hardly proper as a method of building long lasting customer loyalty. Sales promotion is a marketing approach for manufacturers as well as for retailers. (Aham, 2008) Sales promotion acts as a strong instrument for a business company to grow its sales volume and improve customer satisfaction.

Promotion is considered as a tool to gain the support of the trade, may be directly with a trade promotion or indirectly through consumer promotion (Akanbi, 2012). Manufacturers have various inferences for using trade-oriented sales promotion strategies: to introduce new or revised products; to increase distribution of new packages or sizes; to build retail inventories; to maintain or improve the manufacturers the volume or shelf space in the sales floor; to obtain displays outside normal shelf locations; to reduce excess inventories and increase turnover; to achieve product features in retailers advertisement; to bargain competitive activity; and to sell as much as possible to final consumers. Trade promotions are offered to members of the channel distribution called the traders and are designed to stimulate the channel members to offer promotions to consumers (Consumer promotions) or the channel member's customers. (Blattberg R. C., 2010).

A sales promotion is an activity that is designed to help raise up the sales of a product or service. This can be done through multiple mediums; a public relation activities, an advertising campaign, a free sampling campaign, a free gift campaign, a trading stamps campaign, through demonstrations and exhibitions, through prize giving competitions, through door to-door sales, through temporary price cuts, telemarketing, personal sales letters, point of sales materials, lucky Draw, product Combination and emails. The importance of a sales promotion strategy cannot be neglected this is because a sales promotion strategy is important to a business boosting its sales; (Aham A., 2008).

Trade promotions are promotions offered by manufacturers or brand owners to retailers or other trade entities (Blattberg & Neslin, 1990). They are the aspect where the manufacturer or the brand owner is concerned not only with promoting the product to the consumers but also with whether the product is on the retailers' shelves when the customers visit the store to buy (Osuala, 1998). Sales promotion is described as a direct inducement that provides a value addition or incentive for the product or service to the sales crew, distributors or the end users with the ultimate goal of creating an immediate sale (George J., 1998). In-store promotions can influence the sales of different products and services. (Inman, 1998) it is essential to speed up the selling process and to increase the sales volume.

In-store promotion has been commonly used by marketers as a way of temporarily increasing sales. Unlike the times when marketers promoted products through outdoor mass media, today this fact may even be most powerful short-term tool available to low involvement store management. In-store sales promotions are designed for different purposes and different target audiences. Consumers often behave opportunistically in response to in-store promotions and purchase products that they may not have purchased otherwise. Of course, consumers cannot react to in-store display stimuli without exposure to it. Several factors might be expected to affect the probability of exposure to in-store promotions; trip type, number of aisles shopped, display type/location, and purchase involvement. (Inman, 1998)

(Vasanth Kiran M. M.) studied consumer's perception about promotional strategies adopted by marketers of fast-moving consumer goods in Kerala. The level of awareness about various sales promotion strategies, their attractiveness to consumers and their effectiveness in creating brand awareness, trial purchase, repeat purchase and brand loyalty were some of the issues addressed

High-involvement decisions carry a higher risk to buyers if they fail, are complex, and/or have high price tags. A car, a house, and an insurance policy are examples. These items are not purchased often but are relevant and important to the buyer. In the contrary, (Albert Della Bitta., 2002) stated that 'low involvement purchases', typically FMCGs, since purchase of such categories involved simple rules and in most circumstances buying decisions were made in-store. Low involvement purchases generally include un customized products and services that can easily be sold to other customers. It can be shown that the reason for why In-store promotion is becoming more efficient and should attribute to the feedback from the consumers who consider it a new trend in recent years due to its 'touch and feel' characteristics, namely, the stimulus attached on in-store promotions, for another example accounts for the growth of in-store promotions by the increase of self-service retailing and the proliferation of brands which have themselves caused a number of changes in the market place environment.

Many marketers are becoming increasingly involved with in-store advertising: interactive touch screens, motion graphics and floor and ceiling displays are common in developed markets. In store scent and sensory marketing is also becoming popular (Wilkinson., 1982)stated that sales promotions frequently mortgaged the brand's future sales and he doubted the profitability of many sales promotions. Analyzing Nielsen data, (Wilkinson., 1982), further observed thousands of individual promotions. He concluded that sales promotions are most effective in stimulating sales during the introductory and growth phases of the brand's life cycle.

(Osuala, 1998) Reviewed major trends in the management of sales promotion in a sample of U.S. package goods companies. He documented the shift of funds from advertising to sales promotion budgets. However, the author did not explore specific promotions nor specific success factors associated with promotions. Similarly, he found that only 40% of sales promotions are effective but there was no definition of success or effectiveness.

The In-store promotional activity used by the organizations to market their products and services are those elements that they exhibit to the customers in such a way that can catch their eyes in the first instance (Albert Della Bitta., 2002). In-store promotional activities should be applied to attract the potential consumers towards the product of the organization that is planned to be marketed. Research has proved that the success and the failure of a business venture mainly demands upon the quality and consistency among the promotional activities of a marketed brand.

The ultimate agenda of in-store marketing strategies is to regulate the consumer's state of mind, the manner in which consumer learn to experience, move around, use their eyes and perceive the nature of choice" (Courtland L. Bovée, 1992). The previous literature has examined the impact of the use of in-store displays on consumer reactions to price and promotion (Mouchoux, 1991) as well as the effect of in-store displays and features on consumer purchase behavior and brand choice (Purushottam Papatla., 1996). These empirical results indicate that in-store displays, and features tend to increase product sales and impact the purchasing decision of the customers.

Therefore, In the middle of the above controversies, this research aims to examine the effect of sales promotion on Sales Performance using ETBC-CPTBU as case study.

1.2 Background of the industry

Ethiopian Trading Businesses Corporation (ETBC) is a federal government public enterprise established by The Council of Ministers Regulation No. 369/2015 on the 22nd of December 2015. Governed under the Public Enterprises Proclamation No. 25/1992 and supervised by the FDRE Ministry of Trade, ETBC aims to create market opportunities for farmers and industrial consumer commodity manufacturers; stabilize the local market through supply of selected agricultural and industrial consumer commodities from local and overseas manufactures; and Increase foreign currency earnings through export of agricultural products.

“ALLE Bejimla” is the trade name of Ethiopian Trading Businesses Corporation-Consumer Products Trade Business Unit (ETBC-CPTBU), a public enterprise, initiated by the Ethiopian government. The primary mandate of the enterprise is to increase affordability of goods to consumers, support increased competition and investment in the private sector, and facilitate the development of a modern trade sector in Ethiopia. The state enterprise that has an authorized capital of one billion birr, of which a quarter is paid-up capital, was initiated by the Ethiopian Government to be a commercially viable and privately managed business.

Alle aims to develop a commercially viable business, while reducing consumer costs and inflation within the country. Their vision is based on the belief that Ethiopians deserve a higher quality of life and a brighter future. By developing an efficient distribution platform, providing quality goods at competitive prices, and building a profitable business, can achieve their goal and create a lasting impact in their communities.

The enterprise is utilizing information communication technology to ascertain efficient storage and distribution of products and transparency in the trading business, according to Regulation No. 285/2013 which legally established the Ethiopian Trading Enterprise by the Council of Ministers.

As a Cash & Carry wholesale store, Alle provides retailers with a broad product assortment under one roof:

Store offering: Broad product assortment under one roof & Self-service by customers

Operations: All payments in cash & Transport arranged by customers

Target customers: Kiosks& Food services (Restaurants, Cafés)

Alle's value proposition: provides a unique set of benefits for suppliers and retailers.

For the suppliers:

Reliability: Professional counterpart in line with international standards (e.g. on payment)

Growth: Unprecedented reach for distribution to all regions of Ethiopia

Efficiency: Focus on efficiency and limited internal margins to optimize value-for-money

Innovation: The strategic partner for introduction and development of brands in Ethiopia

Development: Strong support for investors into Ethiopia 's FMCG manufacturing base

For the Customers:

Price: Attractive wholesale prices, Low price fluctuations

One-stop-shop: Broad product range, various price & quality levels

Availability: Reliable supply chain for high availability of products across seasons

Relationship: Deep product knowledge, Targeted key account management

Proximity: Stores in close proximity to customer 's way to ensure that customers are satisfied with high service levels at acceptable prices. Based on this strategy, the focus is now shifting towards making products available with known product brands mix

1.3 Statement of the problem

Although several sales promotions are conducted each year by FMCG companies, promotion managers are frequently confronted with the challenge of defending the question of the impact of sales promotions activities on the sales performance of the firm. A review of literature also shows that much of the previous research in sales promotion has focused on the consumer or retail trade response to promotions like consumer purchase intentions and consumer purchase

behaviors, brand awareness, brand image, brand loyalty and so on. but has not incorporated the effect of sales promotion on profitability (Slotegraaf., 2002). For instance, (Lembeck, 1999) suggested that only 40% of trade promotions are effective but there was no definition of success or effectiveness.

As (Shamout, 2016) mentioned in his article that some researchers have different views that promotion is an expensive tool and it may affect negatively on retailers profits (Walters, 1988). Additionally, (Gutiérrez, 2006) indicated that there are some factors can induce customers to buy more or less, depends on their economic and hedonistic situation as well as their characteristics. This study will clear out to some extent such contradictory thoughts of sales promotions effects on sales volume. Hence, the researcher believed that this paper contributes a value in terms of narrowing the gap stated sector by showing the effects.

Sales promotions are executed by companies in FMCG sector very aggressively and in a differentiated way because of the hyper competitive nature of the FMCG industry. Thus, the study relating to sales performance will not be completed without looking into the aspects of promotion tools. Therefore, all these aspects have been covered in this study. The research tried to fill the research gap created by the limited scope of previous research on addressing the effect of sales promotion tools on sales performance in the context of ETBC-CPTBU.

The study also aimed at finding out to what extent the selected sales promotional tools (price discount, point of sales materials, Product Combination and Bonus pack) practiced by ETBC-CPTBU effected sales performance of ETBC-CPTBU, Ethiopia and the channel distributors/Customers of ETBC-CPTBU.

1.4 Research Questions

The following research questions shall be investigated:

1. To what extent price discount affect sales performance of ETBC-CPTBU?
2. How does point of sales materials affect sales performance of ETBC-CPTBU?
3. To what extent Product Combination affect sales performance of ETBC-CPTBU?
4. How does a Bonus pack affect sales performance of ETBC-CPTBU?

1.5 Objective of the study

1.5.1 General Objective

- To examine the effect of In-store sales promotional activities on FMCG products used by ETBC-CPTBU

1.5.2 Specific objective

1. To examine the effect of price discount on sales performance
2. To examine the effect of point of sales materials on sales performance.
3. To examine the effect of Product Combination on sales performance
4. To examine the effect of Bonus packs on sales performance

1.6 Scope of the study

The study looked at the relationship between in-store sales promotion (namely Price discount, Product Combination, Point of sales materials and Bonus pack) and sales performance of ALLE BEJIMLA. The selected sales promotion tools have been selected because ALLE bejimla most commonly use these schemes from the pre assessment information gathered. The research is examined based up on the top selling products of the organization in terms of sales volume. The population of the study is limited to the Customers data base, management and employees of the company and covers managements, key customers, and staff of the company. Both primary and secondary data was harnessed. This is because the effectiveness of sales promotion could be assessed from the perspectives of management, sales teams and selected customers of three main branches of the company Addis Ababa.

1.7. Significance of the Study

Sales promotional tools are excellent tools for maintaining present customers and rewarding them for their continued relations with organizations (White, 2007)

Therefore, this study finds out the effect of in-store sales promotion dimensions on sales performance in the case of ETBC-CPTBU. It is significant to understand the influence of the sales promotions on the company's sales performance. The study also identifies the relevant short-term sales promotion that would have greater effect on increasing sales volume. The outcome of this study would be relevant to different similar companies to determine the various

factors that influence the sales performance and adjust their sale promotion strategies accordingly. It would also help the firms to utilize their resources in optimum way and improve sales performance.

Hence, this study investigates the effects of four sales promotional instruments on sales performance. Regardless for a number of research's previously done on the issue, it would contribute its own part as reference for those who are interested to study in depth. The result of this study helps the company to analyze its sales promotion in order to meet the planned sales performance by creating a better understanding on the sales promotion..

1.8 Limitation of the Study

There are many constraints as to how measuring the various contributing factors on the in-store sales promotion dimensions on sales performance of ETBC-CPTBU. Therefore, the first limitation is that the researcher focused only on identifying the effects of In-store sales promotion activities of the firm and neglected the effect of other internal and external variables. The second limitation is shortage of literatures, since there are no sufficient researches studied on the effect in store sales promotion on sales performance in the Ethiopian context; the researcher faced challenges on finding satisfactory literatures on the subject area.

1.9 Definition of Terms

ALLE BEJIMLA/ALLE/: a business name for Ethiopian Trading Enterprise which was established based on council of Ministers regulation No 285/2013

Business Model: a description of means and methods in which a firm employs to earn the revenue projected in its plans and view the business as a system and answers the questions “how are we going to make money to survive and grow?”

Cash and Carry: is a form of trade in which goods are sold from a wholesale warehouse operated either on a self-service basis, or on the basis of samples (with the customer selecting from specimen articles using a manual or computerized ordering system but not serving himself) or a combination of the three

Customer(s): is (are) a person(s) or organization(s) that buys goods or services from ALLE store or business. Or it is a person, company, or other entity which is registered in ALLE customer list

and hold a membership ID, and buy goods and services produced by another person, company, or other entity. It is sometimes known as a client, buyer, or purchaser who/which/ recipient of a good or a service, or a product, or an idea, obtained from a seller, vendor, or supplier via a financial transaction or exchange for money or some other valuable consideration.

Active Customer(s): is (are) registered customers in ALLE customer list and hold a membership ID and have a continuous transaction record in ALLE sales data base.

Customer Satisfaction: is a degree of pleasure provided by the goods or services of a company as measured by the number of repeat customers

Consumers or End user(s): is (are) the individual or a group who uses the product after it has been fully developed and marketed. Or a person or organization that uses a product, as opposed to the person or organization that authorizes, orders, procures, or pays for...or the person for whom something was ultimately created or intended.

Ethiopian Trading Business Corporation: a state-owned profit-making enterprise with the aims of supplying food and other consumer goods at a competitive price from nationwide cash and carry stores by having the trade name of ALLE BEJIMLA.

FMCG: are products that are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries, over-the-counter drugs, processed foods, and many other consumables.

Price: is the amount of money expected, or given in payment for something could be sold or a value that will purchase a finite quantity, weight, or other measure of a good or service

Retailers: is the process of selling consumer goods or services to customers through multiple channels of distribution to earn a profit. Demand is created through diverse target markets and promotional tactics, satisfying consumers' wants and needs through a lean supply chain.

Supply(s): is something needed or wanted or product available to someone and adequate to satisfy a requirement or demand. Or the total amount of a product (good or service) available in the market for purchase at any specified price.

Competitors: are people or businesses that are engaged in a similar commercial or economic competition with others and provide goods and services to vendors

Wholesale: is the sale of goods or merchandise to retailers; to industrial, commercial, institutional/other professional business users/other wholesalers

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Review

Organization effectiveness is an aggregate of organization goodness, a sum of such elements as production, cost performance, turnover, quality of output, profitability, efficiency and the like (Katz., 1966). It is the competency of an organization to attain its objectives and achieve the needs of its various stakeholders (Khandwalla P N., 1995). Sales promotion can enhance organization potential through increase in profitability from volume sales. (Okoli, 2011) stated that “the gist of establishing a business organization is to make profit. A business is bound to fail, without profit”. Sales promotion plays an important role on decisions which help in accomplishing the organizational goal and objectives.

2.1.1 Sales promotion Concept

The extended use of consumer sales promotions in marketing and product management has provided a flash for a significant debate over their effectiveness. Critics argue that sales promotions are ineffective as they make consumers more promotion prone, resulting in market share losses in the long run (John C. Totten, 1994) (Ehrenberg, 1994). Sales promotion has hardly been studied in the academic fields. at same time, the word promotion refers different things in many places based on the context and discipline being used. That is, the term is used contextually here to mean an element of a marketing mix. On the other hand, it refers to any technique designed to sell a product (Ricky, 2005).

For others, promotion refers to any trial by a seller to affect a buying decision (Blanchard, 1999). Like promotion, the marketing thought of sales promotion has also been widely believed by many scholars. meanwhile, (Blanchard, 1999) argued that sales promotion as the assortment of short-term promotional tactics that marketers implement to drive an immediate purchase by customers. Likewise, sales promotion can be defined as an instrument that act as a direct inducement, incentive for the product, or offering added value to salespersons, resellers, or consumers.

as define by ICC (The International Chamber of Commerce) sales promotion is a marketing tools and techniques used to win attention of buyers by make goods and services more catchy and

attractive by offering multiple types of additional benefit, whether in kind or in cash. (Boddewyn, 1989). There are three types of Sales Promotion categories:

- Consumer promotions: such as prizes, competitions and premiums, gifts e.g. on the back of breakfast cereal boxes. promotions aimed at influencing the trial consumes attempt (Bamiduro JA., 2001). Consumer promotions are provided by manufacturers to consumers (Blattberg & Neslin, 1990). It is targeted to encourage consumers to nearly immediate action (Courtland L. Bovée, 1992). It is also a technique that can be applied to attract customers into a particular sales store, to introduce new products or to promote existed brands and products. To achieve these tasks, marketers have developed multiple types of sales promotion techniques and tools.
- Trade promotions: such as bonus pack, product combination, point-of-sale materials (free pens and special terms, diaries), competition prizes, etc these are types of promotions offered by manufacturers to retailers or other trade entities in the value chain (Blattberg & Neslin, 1990). Trade promotions are the aspect where the manufacturer is concerned not only with promoting the product to the consumers but also with whether the product is on the retailers' shelves when the customers visit the store to buy (Osuala, 1998).
- Retailer promotions: these are a type of promotions offered by retailers to end user or consumers. These include discounts, allowances, factory-sponsored in-store demonstration, sales contests, cooperative advertising, trade shows (Blattberg & Neslin, 1990). Retailer promotion and consumer promotion are directed toward the consumers by retailers and manufacturers, respectively.

Sales promotions are relatively easy to implement and are likely to have unanticipated and significant effect on the volume of sales (Hanssens, 2001). According to (Currim, 1991) the finances of organizations related to marketing increase constantly. Research studied by (Ailawadi Kusum, 1998) had unwrapped the fact that consumer promotions influence consumers to purchase in a higher amount and consume it faster, causing a growth in sales and eventually profitability. A study conducted by (Hansen, Hector, & Feldmann, 2003) showed that the effects of sales promotion on organizations revenue which they consider as first line performance, organizations' income which is bottom line performance and on market to book value ratio which is named as organizations' values is encouraging for the short term. While in the long run the sales promotion is positive for top line performance but it is negative for bottom line performance and firm's value (Hansen, Hector, & Feldmann, 2003)

2.1.2 Sales Promotion Objective

The primary objective of sales promotion is explained by (Pembi, 2017) as to cause a shift in the demand curve of products and/or services. Fundamentally, sales promotion has three primary objectives. The first one is to give an important marketing information to the target customer/buyers. Secondly It is to convince and influence a potential target customers through persuading measures. Thirdly, sales promotion is meant to function as an influential and effective apparatus of competition.

Researchers hold that sales promotion measures have a positive result on sales performance (Bamiduro JA, 2001). (Ailawadi Kusum, 1998) (Ailawadi & Neslin 1998; (Oyedapo W.O, 2012); confirm that there is a positive important relationship between sales promotion measurements and sales performance. Moreover, (Wayne, 2002) found a positive relationship between sales promotion dimensions and sampling or product trial which ultimately result to increase in sales performance. Also, (Pauwels, 2002) studied that dimensions of sales promotion have a long-term effect on sales. Sales promotion has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity, and brand switching (Nijs, 2009).

2.1.3 Concept of In-store Sales Promotion

In recent years, there has been an increase in competition among companies in various industrial sectors. In today's competitive scenario, the goal of the organizations are brand awareness, product loyalty and corporate image to enhance and improve sales. A business will not be able to exist in the market if its products is not selling. Therefore, all marketing activities are promising to maximize sales. Manufacturers may invest a lot on personal selling and advertising but still the product may not sell. So, benefits and incentives need to be provided to motivate customers to buy the product/service. Thus, sales promotion is vital to enlarge the sale of any product since every businessman wishes to increase the volume of sales. In today's business world, customers are considered to be kings (Philip Kotler H. K., 2010). In-store promotion has significant effect on consumers' brand awareness, in order to realize its effect, it is important to understand the general theories of in-store marketing and how it affects consumers' shopping experience.

There exist several terms for in-store marketing. For example, in-store displays, POS materials, end-of-aisle (Wilkinson., 1982), and point-of-purchase display all of which have revealed that the activities shown to increase sales for the promoted products. According to (J. Jeffrey Inman, 2014), Several variables demonstrated an impact on in-store decision-making. As it was important for larger households and larger shopping parties. Buyers who consider themselves more obsessive were most likely to take in-store decisions. In the competitive world we live in, it is necessary to be prominent of other competitors and make your retail location into a preferred destination for consumers. As a result of the forthcoming trend in promotion and advertising industry there are multiple options for alternative medium now to create and introduce your promotional strategies in-store. Marketers have discovered a dazzling array of “alternative media” as promotional tool (Philip Kotler H. K., 2010). (Wilkinson., 1982) asserted that in-store media can be easily tailored to current merchandising and promotional executions, which can be targeted to specific consumer groups through use of technologies, which identify them once in the store. According to the Point-of-Purchase Advertising Institute, over two-thirds of purchase decisions are made in the store. Consequently, manufacturers invest billions of dollars yearly on in-store advertising materials. This advertising is assumed to be effective because it occurs at the last stage of the choice process - at the point of purchase. For instance, what important role does position of a display plays in in-store choice? In this paper we examine these questions by developing a model of the process whereby individual factors and shopping trip-specific factors affect in-store decisions. (Albert Della Bitta., 2002) studied the association among various types of promotions such as extra-product or volume promotion, straight price promotion and mixed promotion. across four supermarket product categories controlling individually for the effect of two category-based moderating factors viz. product stock-up characteristics and price level. Studies revealed that most of the consumers preferred mixed promotions. the type of promotions does affect customers store selection with price and volume promotions having the greatest influence. Consumers majorly preferred volume promotions for lower priced categories and price promotion for higher priced product categories.

2.1.4 Types of In-store Sales Promotion

Previous studies on the effectiveness of consumer promotion have emphasized on monetary sales promotions (Dhar, 1997). However, in practice, both nonmonetary and monetary sales

promotions are implemented widely (Tellis, 1995). There are important differences between these two types: monetary promotions like shelf-price discounts, coupons, rebates and price packs tend to offer fairly immediate rewards to the buyer and that they are transactional in character non-monetary promotions such as sweepstakes, free gifts and loyalty programs tend to involve delayed rewards and are more relationship-based. In assessing the quality of a sales promotions, it is necessary to check out at the different sorts of sales promotion. As per (Philip Kotler H. K., 2010) there are important 12 techniques of sales promotions are explained as follows: -

- **Price discount:** under this method, the buyers are offered products on lesser price than the listed price.
- **Product Combination:** under this scheme, alongside the primary product other product is given to the buyer as a free offer.
- **Point of sale materials** is a form of sales promotion found near, on, or next to a checkout counter or at the "point of sale". They are planned to draw the customers' attention to products, which can be new products, or on special gift, and are also used to promote special events, such as. seasonal or holiday time sales. POS displays can also be in the form of dummy packs, strut cards, free standing display units, shelf edging, standees, endcaps, display stands, posters and banners, hanging signs (Wikipedia, 2019). Point-of-sale materials going to be made available to channel members either at reduced cost or free of charge. This benefits the trade in that they're able to obtain display material at limited cost or no cost to themselves. They are, thus, more likely to push the supplier's products in favor of competing products.
- **Bonus pack:** is a special carton, container, package, or other holder in which the buyer is given more of the product for the same cost or perhaps even lower price than in the regular packaging.
- **Quantity Gift:** under this method, some extra quantity of the primary product is offered as a gift to the customers.
- **Usable Benefits:** under this method, coupons are distributed among the consumers on behalf of the producer. Coupon is a sort of certificate telling the parties that the product mentioned can be obtained at special discount. It means that if a customer has a coupon of some

product, he will have a discount mentioned therein whenever he buys it. Possession of a coupon stimulate the buyer to buy the product, even when he has no need of it.

- **Samples or Sampling:** under this method, the producer distributes free samples of his product among the consumers. Sales representatives distribute these samples from door-to-door.
- **Contests:** Some producers organize contests with a view to popularizing their products. Attractive prizes are given to the winners of the contest. Such contests can be organized in different ways.
- **Instant Draw and Assigned Gift:** under this method, a customer is asked to scratch a card on the purchase of a product and the name of the product is inscribed thereupon which is immediately offered to the customer as a gift.
- **Refunds:** under this technique, some part of the price of an article is refunded to the customer on showing proof of purchase.
- **Lucky Draw:** under this method, the customers of a particular product are offered gifts on a fixed date and the winners are decided by the draw of lots. While purchasing the product, the customers are given a coupon with a specific number printed on it. On the basis of this number alone, the buyer claims to have won the gift.
- **Buy one get one free:** defined as one of the common used promotion tools of sales promotion in a sense that if you buy one product, you get another one for no cost, by using this technique. The customer can be easily attracted to buy the product because there is no additional cost and it should be more valued from the customer perspective.

2.1.5 Effects of In-store Sales Promotion Tools on Sales Performance

According to (Kishore, 2012), In-store advertising offers new opportunities for retailers to promote products and generate new revenue streams from consumer-goods supplier partners. Independent studies show that 75% of all brand decision made at the point of purchase, and 49% of advertising at the point of purchase has a direct impact on sales. It can be done through multichannel broadcasts to strategic locations throughout each store on plasma screens or any type of fixed or mobile device. As a result, messaging is more efficiently, centrally managed in real time to promote sales offerings and lead customers to higher-margin products. Retailers are

also able to achieve significant new revenue streams by running manufacturers' product ads at the point of purchase.

Manufacturers need information on the effectiveness of in-store stimuli and the extent to which they influence consumer purchasing behavior for their brands. Retailers also need this information to determine the effectiveness of these resources designed to stimulate additional sales and perhaps differentiating themselves from the competitors (Abratt, 1990).

2.2 Empirical Review

2.2.1 Research Done on the Subject Abroad and Locally

Different studies in relation to the effect of sales promotion on consumer behavior, sales performance, sales, brand awareness, profit, market share are included in this section. This part addresses various issues like the appropriate tools that may be used for achieving a specific sales target, marketing objective, improve their sales promotion effectiveness and so on.

According to (Kevin Lane Keller, 2010), the appeal of in-store marketing lies within the indisputable fact that consumers many times make their final brand decisions inside the sales store. Previous studies concerning in-store marketing have put a lot of emphasis on in-store stimulus, or atmospherics. Creating attractive and motivating atmospheres is an importunate marketing strategy. Also (Philip Kotler, 2014) claimed that atmospherics are often used as a term to explain the intentional control and manipulation of environmental cues. According to (Blanchard, 1999), because the exposure to in-store marketing extends/increases, latent needs recognition also increases, leading to further increase within the opportunities for a brand to influence the buyer/consumer towards a purchase, no matter of whether it has been written on the shopping list or not and hence brand awareness boosts.

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

On the review of (Iqbal. N, 2013), to examine the “role of sales promotion dimensions on sales volume in the context of fast-moving consuming goods” The findings of the study revealed that all sales promotion dimensions were independently and jointly predict sales volume. This implies that that price discount, product combination, point of sale materials and bonus pack have significant effect on sales performance. In addition to that, bonus pack and premium have strong influence on sales volume which means if Fast Moving Consuming Goods (FMCG) industry wants to achieve its objectives; it should take of proper sales promotion tools in to consideration.

(Getye Mekonnen., 2019), on his research “THE EFFECT OF ADVERTISING ON SALES VOLUME, indicates positive and significant association between advertising receivers and sales volume which refers that the satisfaction of advertising receivers definitely leads to enhance sales volume caused by higher quality perceptions have top satisfaction rates compared to un fit advertising to the potential customers. So that giving a special focus on the target customer can influence positively the sales volume.

(Sirak Fekadu., 2018), on the research “The Effect of Sales Promotion on Customer Loyalty” stated that the organization should develops sales promotion strategies by providing attention to customers and by resolving inconvenience to their customers. (Anderson e. a., 2004) investigated how the depth of a current price promotion affect future purchasing of first time and established customers, he studied that Deeper price discounts within the current period increase future purchases by the first time customers (a positive long-run effect) but reduce future purchases by established customers (a negative long run effect). At the same time vein, (Tellis, 1995) stated that a very successful promotion didn’t have any long-term effect on the brand (positive or negative), but it did extend the complete category for the retailer, although it’s not long lasting.

(Dereje Taffese, 2019), in a research study titled “EFFECT OF IN-STORE PROMOTIONS ON BRAND AWARENESS- the Case of Bajaj & TVS Motorcycle in Ethiopia ” determine which in-store promotion dimension has the most significant effect on consumers brand awareness of the stipulated motorcycle brands in Ethiopia. He revealed that store feature area such as layout, walk-ins, signage etc... Has the most significant positive effect on brand awareness. The smallest amount and insignificant effect being exerted by store employee professional ability such as employee product & technical knowledge.

(Dawes, 2004) reported the results of his study on the effect of a massively successful price promotion on FMCG products. Specifically, he sought to examine the massive effect price promotion had any long-term influence on the brand value; His study showed that a really successful promotion didn't have any longer-term effect on the brand neither negative nor positive, but it did extend the complete category for retailers, inspite of the fact that sales declined slightly for one competing retailer at the time of sales promotion out of the three units studied. it had been noticed that the promotion was followed by a drop within the entire category volume..

As (Amusat W.A, 2013) stated sales promotion tools are independently and jointly predict sales performance. Which shows that price discount, product combination, point of sale materials and bonus pack have indisputable effect on sales performance. It's on the basis of the findings of this study, it can be concluded that sales promotion tools have significant influence on sales performance. Therefore companies has to give more emphasis on price discount sales promotion and bonus pack promotion to improve their company sales performance, They should take emphasis of price discount and bonus pack as well as other dimensions such as product combination, point of sale materials into consideration.

2.3 Conceptual Framework & Research hypothesis

2.3.1 Conceptual framework

Based on the assessed related literatures, the researcher has selected the under explained factors as measurement scales for the study under investigation to determine the effect of in-store sales promotion on sales performance within cash & carry wholesale industry, The following conceptual framework is developed for this study.

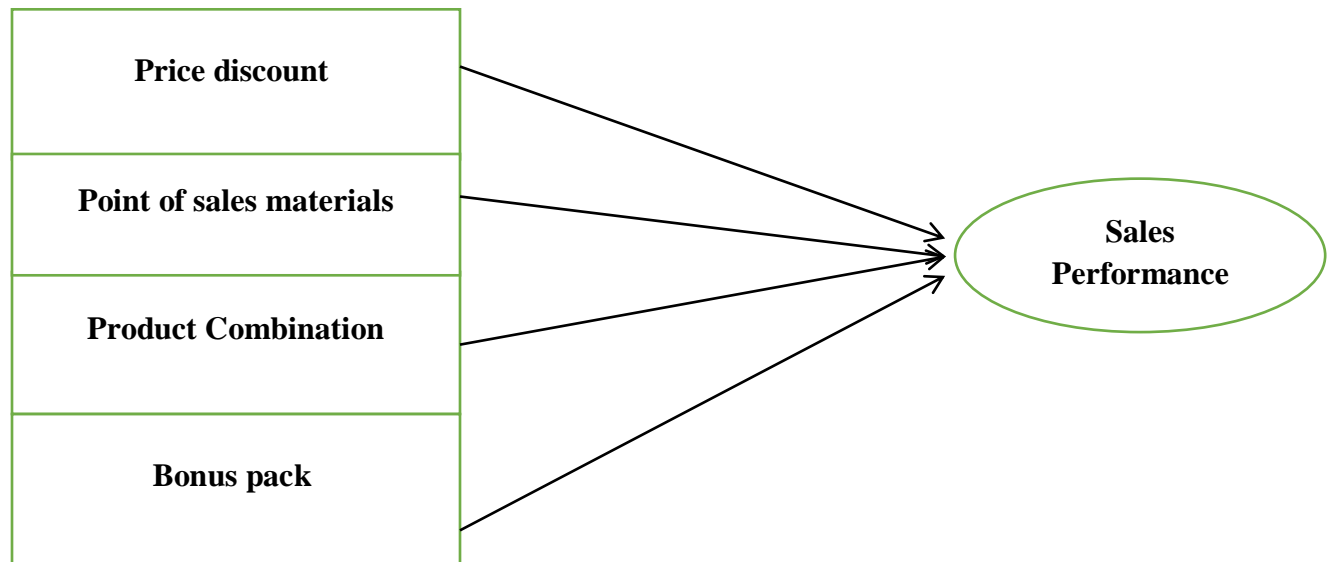


Figure 4: Conceptual Framework of the independent and dependent variables (Developed by the researcher)

2.3.2 Research Hypotheses

The research hypothesis is a predictive statement that relates an independent variable to a dependent variable (C. R. Kothari, 1990). The conceptual model shows the effect of In-store sales promotion tools; Price discount, product combination, point of sale material and bonus pack on sales performance. Therefore, the following research hypotheses have been developed to answer the study research questions.

Hypothesis Description

According to a research the effect of sales promotion dimensions on sales volume. by (Amusat W.A, 2013) it is showed sales promotion dimensions are independently and jointly predict sales volume. This implies that price discount, premiums, coupon, bonus and free samples have significant effect on sales performance. Thus, based on the above evidence, the researcher proposed the following hypothesis:

H-1: Price discount and sales performance are positively and significantly related.

According to (K. Gabriel., 2017) investigation the effect of sales promotion dimensions on sales volume. The result of the research proved that sales promotion tools such as price discounts,

sampling and point of sale display play a key role in influencing the consumer's purchase decision of fast-moving consumer goods (FMCG). This work has proved that sales promotions stimulate interest in consumers and consumers are bound to make purchase decision provided that they are offered with sampling, price discount, and point of sale displays. Thus, based on the above evidence, the researcher proposed the following hypothesis:

H-2: Point of sales material and sales performance are positively and significantly related.

According to (Surafel Worku., 2017), The effect of sales promotion tools on Customer Buying Behavior, the study result have showed that tools of sales promotion have a significant impact on customers buying behaviors. Thus, based on the above evidence, the researcher proposed the following hypothesis:

H-3: Product Combination and sales performance are positively and significantly related.

A study on “EFFECT OF SALES PROMOTION ON CONSUMER TRIAL PURCHASE” (Yimer, 2017) Sales promotion plays a vital role in marketing in any business nowadays. Researches show that a large percentage of company sales are being made based on sales promotions. Marketers have started using assortment of promotional tools offering consumers an extra incentive to make purchase decision. It has been observed that the consumer's perception towards different promotional tools has remained positive. Thus, based on the above evidence, the researcher proposed the following hypothesis:

H-4: Bonus Pack and sales performance are positively and significantly related.

CHAPTER THREE

Research Methodology

This chapter presents the methodology that's utilized for undertaking this study, description of the study area, the research approach, research design, data types and sources, population, sampling technique and sample size, data collection procedures, data analysis techniques, ethical considerations, reliability and validity.

3.1 Methodology

3.2 Description of the study area

The study area is Addis Ababa. Addis Ababa is the capital and the largest city of Ethiopia. Based on the 2007 G.C census conducted by the Ethiopian national statistics authorities the population of Addis Ababa is 2,739,552 million with annual growth rate of 3.8%. All of the population are urban inhabitants. For the capital city 662,728 households were counted living in 628,984 housing units, which results in an average of 5.3 persons to a household. (Central Statistics Agency, 2007)

The study area focused on the effect of in-store sales promotion on sales performance of cash and carry stores or related Companies in Addis Ababa.

3.3 Research Design

Research Design is a framework that refers to a set of methods and procedures that describes research variables. A research design influences the choice of analysis and sampling technique to use. It refers to the overall strategy chosen to integrate the different components of the study in a coherent and logical manner (Brown., 2006). Three main types of research designs identified by (Saunders M. L., Research Methods for Business Students. 4th Edition, Financial Times Prentice Hall, Edinburgh Gate, Harlow, 2007) include exploratory, descriptive, and explanatory studies.

Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass, 1984). In order to accomplish the undertaken study, the researcher conduct an explanatory research design because it allows for both

quantitative and qualitative methods to examine the effect of sales promotion on sales performance. The use of descriptive design produces rich data that leads to appropriate analysis.

3.4. Research Approach

This study employed both qualitative and quantitative research approach to examine the effect of in-store sales promotion on sales performance of cash and carry stores or related Companies in Ethiopia. The objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. Quantitative approach is based on numerical observations and aims at generalizing a phenomenon through formalized analysis of selected data.

This study builds on specific phenomenon of factors to generalize the result. It follows the inductive approach to generalize the effect of in-store sales promotion on sales performance in cash and carry stores.

3.5. Target Population

A population is a complete set of items that share at least one property in common that is the subject of statistical analysis.

Concerning to the preparatory appraisal done by the researcher it was known that the number of relevant administrative and management staffs of the company are five, top managers and 9 junior managers at team leader level. Therefore, the population comprised of management staffs, employees & active customers of ALLE Bejmela cash and carry stores in Addis Ababa.

According to the company's customer database, there are active customers of 2500 Retailers, 410 HORECA (hotels, restaurants & Cafeteria) 35 institutional buyers (which are the target population of the study) found in Addis Ababa at different firms sales outlets which are selected for research population. The researcher selected only these firms who participated in the company's regular sales transaction.

3.6. Sample Size & Sampling Technique

This research used the two broad categories of sampling techniques, probability or representative sampling and non-probability or judgmental sampling (Saunders M. L., *Research Methods for Business Students*. Pearson, New York., 2009).

There are several approaches to determining the sample size (Ruane, 2005). These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size (Israel, 1992). Descriptive research typically uses larger samples; According to (Sekaran, 2003) sample size 30-500 is already adequate for most of the research.

Simple random and stratified sampling techniques are used for selecting representatives from ALLE's customers. The total population of the data are arranged per sub city (strata) and then after from each sub city (strata) equal number of retail agents will be selected randomly based on simple random sampling techniques.

Hence, because of the homogenous nature of the sample a total number of 120 retailers was selected. First the retail agents are grouped based on their address (sub city) and 12 representative retail agents are randomly selected from each sub city which counts 120 retailers. Moreover, for the purpose incorporating the other type of customers of ALLE (Service givers) and institutional buyers, 20 additional HORECA customers and 10 institutional buyers were selected using purposive sampling technique. The selection criteria of these customers mainly based on their location of the shops and specifically those having similar level of customers crowd as well as capital status and their nature of business.

Finally, 5 people from the management member of the enterprise and 9 people from the sales and marketing department were also selected in considering their experience and level of knowledge about the company commencing from the establishment phase. Therefore, the total population considered for this research purpose was 164 peoples. (120 retailers, 20 HORECA customers, 10 institutional buyers and 14 employees)

3.7. Data Sources and Types

Source of data: Data was collected from the actual participants; management, employees, and Active customers of ALLE BEJIMLA.

Both primary and secondary data was used to conduct this research paper. Questionnaire has been used as a primary source. Primary data was collected through interview and imparting structured questionnaire to the actual participants; management, employees, and Active customers of ALLE BEJIMLA. Secondary data sources were also be used from annual reports, booklets, documents, and related research. This questionnaire was adopted from Syuhaily O. et al. (2011) with some adjustments to make it suitable for this study.

3.8. Data Collection Procedures

Sample overview was conducted to uncover the shortcomings (in the event that any) of the surveys and of the overview procedures by dispersing the survey to 20 respondents and attempted to distinguish the vague questions to most respondents and rethought to guarantee each respondent clearly get it what it implies. Ahead of time before the survey will be completely propelled. As the surveys cannot be disseminated to respondents by hand conveyance, a frequent phone call was made to follow up.

In addition, due the current COVID 19 situation the researcher had managed to take all the safety precautions recommended by WHO while collecting the data to ensure the safety of the participants and the researcher.

3.9. Data Analysis

The collected data was analyzed using SPSS (statistical package for social science). Descriptive data analysis has been implemented to describe and examine the data under study. Moreover, statistical tools were also be used to analyze the significance level of the independent variables. (Marczyk, 2005) Explain; descriptive statistics is used to describe the data collected in research studies and to accurately characterize the variables under observation within a specific sample. The principal objective of descriptive statistics is to accurately describe distributions of certain variables within a specific data set.

Inferential statistics was applied using multiple regression and Pearson correlation to analyze the relationship between the independent variables i.e. (in-store sales promotion) with the dependent variable (Sales performance) and the relationship between each independent variables as well. Frequency tables, charts, graphs, figures, percentages were used to present the result of the study.

All statements in the questionnaire were rated on a 5-point Likert scale (strongly agree, agree, neutral, disagree, and strongly disagree). Numbers will be assigned to this scale i.e., strongly agree = 5, agree = 4, neutral = 3, disagree = 2 and strongly disagree = 1. Instruments that are valid and reliable to measure such constructs are crucial components of research quality (Kimberlin and Winterstein, 2008). Cronbach's alpha (α) was used to analyze the reliability of the collected data.

The analysis is performed by using SPSS software Version 20.

3.10. Reliability and Validity

The reliability test is an important instrument to measure the degree of consistency of an attribute which is supposed to be measured. As stated by (Mahon J. F., 2002), the less variation of the instruments produces in repeated measurements of an attribute the higher its reliability. In this research content, validity has been ensured by subject matter experts. The validity of this instrument has gone further in addressing those issues raised by different literatures. Each question has been supported by different literatures to attain its construct validity. Moreover, the instruments had been checked and revised by the principal advisor.

Cronbach's Coefficient (α) is calculated to estimate the internal consistency of reliability of a measurement scale. Cronbach's Coefficient is a reasonable indicator of the internal consistency of instruments that do not have right or wrong marking schemes, thus can be used for questionnaires using scales such as rating. Cronbach's alpha coefficients should fall within a range of 0.70 to 1.00, (Black, 1999), Cronbach's alpha is widely used in social science research to estimate the internal consistency of reliability of a measurement scale.

Table 7, Reliability test of the variables under study (Cronbach 's Alpha)

Variables	N	Cronbach 's Alpha	Number of Items
Price Discount	164	0.920	9
Product Combination	164	0.845	9
Point of sale material	164	0.734	6
Bonus Pack	164	0.842	7
Sales Performance		.932	6

Source: Analysis of survey data May, 2020, IBM SPSS version 20

3.11 Ethical Consideration

While conducting the study, ethical issues had been primarily considered. Before conducting the data collection all the necessary information about the study was provided to the sample respondents, i.e. who is conducting the study, for what purpose, and the like, this has helped them to decide whether or not to participate in this study. They are also notified that their participation in the study is voluntary, that they have the freedom to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non-participation in the project. They were also informed/guaranteed of the anonymity and confidentiality of their response.

CHAPTER FOUR

4. Data presentation, Analysis, and Interpretation

4.1 Introduction

This chapter presents findings and discussions on the study. The data collected through the survey is analyzed and additionally the analysis provides an interpretation. That is, this section is composed of respondents' demographic data, data presentation, data analyses, and data interpretations.

181 questionnaires were distributed randomly to the sampled customers and employees of Alle Bejimla and 164 were collected thus making the response rate to be 80.9%. The data collected from the customers and employees through questionnaire is presented by using tables and was analyzed and interpreted using descriptive statistics. Then the major findings have been summarized and presented as follows.

4.2 Reliability Test

As stated in Unit three, The reliability test is an important instrument to measure the degree of consistency of an attribute which is supposed to be measured. As stated by (Mahon N. E., 2002), the less variation of the instrument produces in research measurement of an attribute the higher its quality. It demonstrates the degree to which an instrument measures what it is supposed to measure.

4.3 Demographic Characteristics

The demographic characteristics of the respondents are clearly described on the below table:-

Table 2, Demographic characteristics

<i>Items</i>	<i>Frequency</i>	<i>Percent</i>
Gender	Male	142
	Female	22
	Total	164
Age Group	18 - 30 years	22
	31 - 45 years	104
	Above 46 years	39

	Total	164	100
Education	Certificate/diploma	106	64.63
	BA degree	52	31.71
	Masters	6	3.66
	Total	164	100.0
Experience	5 - 10 years	58	35.37
	11 - 20 years	82	50.99
	21 - 30 years	18	10.98
	More than 30 years	6	3.66
	Total	164	100.0
Respondent Business type	Retailors	120	73.17
	HORECA	20	12.19
	Association	10	6.09
	Employee	14	8.53
	Total	164	100.0

As showed in the table 2 majorities of our respondents are male (86.19%) this is due to the fact mostly in our countries men is involving on the business sector. And regarding their education level they are mostly (64.6%) high school certificate or diploma holders.

4.4 Descriptive Analysis of the variables

In this section descriptive analysis of the study on the perceptions of the respondents with regard to the dependent variable (sales performance) and independent variables (in-store sales promotion, namely Price discount, Product Combination, Point of sales materials and Bonus pack) is conferred. The mean and standard deviation for all was computed. The mean is the average value and the standard deviation shows how much deviated the values are from the mean. A mean score of 3.80 and above are considered to display high level of agreement, those between 3.40 and 3.79 are moderate agreement and a mean of 3.39 and below to display low level of agreement (Akmaliah, 2014); as cited by (Muhumed, 2015).

4.4.1 Descriptive Analysis of Price discount

For the analysis of product combination, nine questions were asked. The respondents replied accordingly and their responses are discussed below:-

Table 8, Likert scale and percentile statistics of Price discount

Price discount (PD)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Price discount during off-seasons boosted sales activity	2(1.2)	4(2.4)	5(5.9)	88(53.7)	65(39.6)
Price discount contributed for better sale.	2(1.2)	2(1.2)	2(1.2)	46(28.0)	112(68.3)
Customers tend to buy more quantities than usual when offered price discount	-	4(2.4)	-	50(30.5)	110(67.1)
Price discount could be a reason to sell more quantities than the usual	-	11(6.7)	6(3.7)	68(41.5)	79(48.2)
price discount let a continues sale of the brand	2(1.2)	5(3)	4(2.4)	45(27.4)	108(65.9)
Price discount increases customer flow	2(1.2)	11(6.7)	6(3.7)	44(26.8)	101(61.6)
Price discount attracts new customers more than the normal days.	2(1.2))	10(6.1)	2(1.2)	23(14)	127(77.4)
Price discount increase the profitability	2(1.2)	4(2.4)	6(3.7)	49(29.9)	103(62.8)
Price discount increases customer satisfaction	4(2.4)	6(3.7)	8(4.9)	35(21.3)	111(67.73)

Source: Analysis of survey data May 2020, IBM SPSS version 20

Table 9, Skewness, Kurtosis, Mean & Std dev statistics of Price discount

Price discount (PD)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
Price discount during off-seasons boosted sales activity	164	1	5	-.211	-.378	4.28	.748
Price discount contributed for better sale.	164	1	5	.567	-1.523	4.61	.696
Customers tend to buy more quantities than usual when offered price discount	164	2	5	-1.125	.734	4.62	.620
Price discount could be a reason to sell more quantities than the usual	164	2	5	-.618	-.625	4.31	.833
price discount let a continues sale of the brand	164	1	5	-.270	.507	4.54	.794
Price discount increases customer flow	164	1	5	-.187	-1.015	4.41	.932
Price discount attracts new customers more than the normal days.	164	1	5	.284	-.767	4.60	.884
Price discount increase the profitability	164	1	5	-.591	-.466	4.54	.721

Price discount increases customer satisfaction	164	1	5	.252	1.108	4.48	.930
Overall mean and Standard deviation						4.4885	0.62535

Source: Analysis of survey data May 2020, IBM SPSS version 20

The table above shows the respondents perception towards the relationship of price discount with sales performance. Most of the respondents agreed all indicator question provided to measure price discount significance on sales performance higher. The least agreed up question “Price discount during off-seasons boosted sales activity” with a mean score 4.28 up to the highly agreed and accepted question which is customers tend to buy more quantities than usual when offered price discount with a mean score 4.62.

Generally, the average mean score of the price discount sales promotion is 4.4885 and standard deviation of 0.62535.

4.4.2 Descriptive Analysis of Product Combination

For the analysis of product combination, nine questions were asked. The respondents replied accordingly and their responses are discussed below:-

Table 10, Likert scale and percentile statistics of Product Combination (PC)

Product Combination (PC)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
A product combination helped sale of the brand earlier than planned	-	6(4)	12(7)	64(39)	82(50)
A product combination enhanced sale of more quantities than the previous	8(5)	35(21.3)	24(14.6)	66(40.2)	31(18.9)
A product combination made sale of the brand easy which has never tried before.	2(1)	11(6.7)	30(18.3)	75(45.7)	46(28)
A product combination assisted for repeated sale	-	4(2)	22(13)	79(48)	59(36)
For the most part, a product combination boosted sale activity of the brand	4	10	32	75	43
Product combination attracts customers purchase intention.	16	46	28	42	32
Product combination increases basket size of the sales	2	9	28	92	33

product combination increases profitability	-	5	10	72	77
Product combination increases customer satisfaction	-	5	10	56	93

Source: Analysis of survey data May 2020, IBM SPSS version 20

Table 11, Skewness, Kurtosis, Mean & Std dev statistics of Product Combination (PC)

Product Combination (PC)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
A product combination helped sale of the brand earlier than planned	164	2	5	.210	-1.058	4.35	.773
A product combination enhanced sale of more quantities than the previous	164	1	5	.160	-1.058	3.47	1.164
A product combination made sale of the brand easy which has never tried before.	164	1	5	-.277	.992	3.93	.917
A product combination assisted for repeated sale	164	2	5	-.529	.549	4.18	.751
For the most part, a product combination boosted sale activity of the brand	164	1	5	1.069	.423	3.85	.950
Product combination attracts customers purchase intention.	164	1	5	-.504	-.966	3.17	1.299
Product combination increases basket size of the sales	164	1	5	-1.120	.837	3.88	.832
product combination increases profitability	164	2	5	-.483	1.016	4.35	.731
Product combination increases customer satisfaction	164	2	5	-1.035	.320	4.45	.745
Overall mean and standard deviation						3.9580	0.61947

Source: Analysis of survey data May 2020, IBM SPSS version 20

The table above shows the respondents perception towards the relationship of Product combination with sales performance. Most of the respondents agreed all indicator question provided to measure price discount significance on sales performance higher. The least agreed up question “Product combination attracts customers purchase intention.” with a mean score 3.17 up to the highly agreed and accepted question which is product combination increases customer satisfaction with a mean score 4.45.

Generally, the average mean score of the product combination sales promotion is 3.9580 and standard deviation of 0.61947 and this indicates that respondents have agreed up on the effect of price discount sales promotion on sales performance.

4.4.3 Descriptive Analysis of Point of sale materials

For the analysis of point of sale material, six questions were asked. The respondents were replied accordingly and their responses are discussed below:-

Table 12, Likert scale and percentile statistics of Point of sale materials

Point of sale materials (PSM)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Attractive and clear point of display enhances sale during off-seasons		23(14)	12(7)	87(53)	42(26)
Point of sale materials remind the brand and compel the customers to purchase the product	22(13)	36(22)	13(8)	53(32)	40(24)
Point of sale materials encourages customers to buy the brand	2(1)	4(2)	15(9)	76(46)	67(41)
Point of sale displays and materials increased sales volume		4(2)	6(4)	59(36)	48(29)
Point of Sale material increases customer satisfaction		9(5)	6(4)	61(37)	88(54)
Point of sale displays could be a reason to sell more quantities than the usual		9(5)	2(1)	52(32)	101(62)

Source: Analysis of survey data May 2020, IBM SPSS version 20

Table 13, Likert scale and percentile statistics of Economic sustainable marketing

Point of sale materials (PSM)	N	Min	Max	Skewnes s	Kurtos is	Mean	Std Dev
Attractive and clear point of display enhances sale during off-seasons	164	2	5	-.627	.441	3.90	.941
Point of sale materials remind the brand and compel the customers to purchase the product	164	1	5	-.534	-.652	3.32	1.401
Point of sale materials encourages customers to buy the brand	164	1	5	-.293	-1.028	4.23	.811

Point of sale displays and materials increased sales volume	164	2	5	-.472	-.537	4.37	.674
Point of Sale material increases customer satisfaction	164	2	5	-.493	-.481	4.39	.803
Point of sale displays could be a reason to sell more quantities than the usual	164	2	5	-.370	3.798	4.49	.779
Overall mean and standard deviation						4.1179	0.61090

Source: Analysis of survey data May 2020, IBM SPSS version 20

The table above shows the respondents perception towards the relationship of point of sale material with sales performance. Most of the respondents agreed that all indicator questions provided to measure point of sale material significance on sales performance higher. The least agreed up question “Point of sale materials remind the brand and compel the customers to purchase the product.” with a mean score 3.32 up to the highly agreed and accepted question which is point of sale displays could be a reason to sell more quantities than the usual with a mean score 4.49.

Generally, the average mean score of Point of sale materials sales promotion is 4.1179 and standard deviation of 0.61090 and this indicates that respondents have agreed up on the effect of price discount sales promotion on sales performance.

4.4.4 Descriptive Analysis of bonus pack

For the analysis of bonus pack, seven questions were asked. The respondents were replied accordingly and their responses are discussed below:-

Table 9, Likert scale and percentile statistics of Bonus Pack (BP)

Bonus Pack (BP)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
Bonus pack enhances sales performance		4(2)	14(9)	52(32)	94(57)
Bonus pack encourages sale of more quantities of the same brand	2(1)		12(7)	76(46)	74(45)

Bonus pack lets frequent sale of the brand	2(1)	4(2)	17(10)	69(42)	72(44)
Bonus pack encourages sale of more quantities earlier than the planned	2(1)	14(9)	38(23)	64(39)	46(28)
Bonus pack leads customers to feel affection for the brand	2(1)	2(1)	6(4)	64(39)	90(55)
Bonus pack increases profitability	2(1)	4(2)	6(4)	50(30)	102(62)
Bonus pack promotion attracts new customers	2(1)	5(3)	8(5)	64(39)	85(52)

Source: Analysis of survey data May 2020, IBM SPSS version 20

Table 10, Likert scale and percentile statistics of Bonus Pack (BP)

Bonus Pack (BP)	N	Min	Max	Skewness	Kurtosis	Mean	Std Dev
Bonus pack enhances sales performance	164	2	5	-.527	.341	4.18	.685
Bonus pack encourages sale of more quantities of the same brand	164	1	5	-.634	-.862	4.34	.722
Bonus pack lets frequent sale of the brand	164	1	5	-.181	-1.028	4.24	.871
Bonus pack encourages sale of more quantities earlier than the planned	164	1	5	-.472	-.637	3.86	.984
Bonus pack leads customers to feel affection for the brand	164	1	5	-.493	-.481	4.45	.737
Bonus pack increases profitability	164	1	5	-.687	.547	4.49	.818
Bonus pack promotion attracts new customers	164	1	5	-.642	.486	4.37	.815
Overall mean and standard deviation						4.27	0.580
						61	80

Source: Analysis of survey data May 2020, IBM SPSS version 20

The table above shows the respondents perception towards the relationship of bonus pack with sales performance. Most of the respondents agreed that all indicator questions provided to measure bonus pack sales promotion significance on sales performance higher. The least agreed up question “Bonus pack encourages sale of more quantities earlier than the planned.” with a

mean score 3.86 up to the highly agreed and accepted question which is Bonus pack increases profitability with a mean score 4.49.

Generally, the average mean score of bonus pack sales promotion is 4.2791 and standard deviation of 0.58080.

4.4.5 Descriptive Analysis of Sales Performance (SP)

For the analysis of sales performance six questions were addressed for the respondents. The respondents were asked whether the sales performance has been improved on satisfactory level. The respondents were replied accordingly and their responses are discussed below:-

Table11, Likert scale and percentile statistics of Sales Performance

Sales Performance (SP)	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
The overall profitability from sales is satisfactory	1(1)	7(4)	8(5)	109(66)	38(23)
The aggregate sales volume of the company is satisfactory	2(1)	4(2)	11(7)	59(36)	88(54)
The overall market share of the company is satisfactory	2(1)	7(4)	4(2)	54(33)	97(59)
The customer acquisition level of the company is satisfactory	4	3(2)	4(2)	75(46)	78(48)
Number of new customers is satisfactory		5(3)	10(6)	46(28)	103(63)
Motivation of the sales force is satisfactory		8(5)	3(2)	46(28)	107(65)

Source: Analysis of survey data May 2020, IBM SPSS version 20

Table12, Skewness, Kurtosis, Mean & Std dev statistics of Sales Performance (SP)

Sales Performance (SP)	N	Min	Max	Skewness	kurtosis	Mean	Std Dev
The overall profitability from sales is satisfactory	164	1	5	.321	-.026	4.06	.749
The aggregate sales volume of the company is satisfactory	164	1	5	-.821	-1.362	4.38	.817
The overall market share of the company is satisfactory	164	1	5	-.945	-.535	4.45	.838
The customer acquisition level of the company is satisfactory	164	1	5	-.972	.125	4.34	.825

Number of new customers is satisfactory	16 4	2	5	-.785	-.773	4.51	.747
Motivation of the sales force is satisfactory	16 4	2	5	-.932	.550	4.54	.763
Overall mean and standard deviation						4.3791	0.6826 6

Source: Analysis of survey data May 2020, IBM SPSS version 20

The above table shows the respondents perception towards the relationship of independent variables with sales performance. Most of the respondents agreed that all indicator questions provided to measure sales performance level. The least agreed up question “The customer acquisition level of the company is satisfactory.” with a mean score 4.34 up to the highly agreed and accepted question which is Number of new customers is satisfactory with a mean score 4.49.

Generally, the average mean score of bonus pack sales promotion is 4.3791 and standard deviation of 0.68266.

4.5 Inferential Analysis

Both correlation and regression analysis were used to determine there is a statistical significant relationship between the dependent and independent variables.

4.5.1 Pearson Correlation Analysis

To assess the relationship between the dependent variable (Sales performance) and independent variable (price discount, bonus pack, product combination and point of sale material), Pearson correlation analysis was used. It shows the magnitude of relationship between predictor and dependent variables. The result of these correlation coefficients helps to determine the regression variables.

In order to determine the most influencing factor affecting sales performance of ALE Bejimal, the relationship between all variables (both dependent and independent variables) was determined through correlation analysis before proceeding to regression analysis. According to

Field,2005) , if the value of the correlation coefficients are less than 0.3, it is assume to be weak, the value between 0.3 to 0.7 are assumed to moderate and values greater than 0. 7 are assumed to be strong. The details of the correlation analysis are depicted in the table 13 below.

Table 13, Pearson Correlation Analysis

Correlations		Sales Performance	Bonus pack	Price discount	Point of sale materials	Product combination
Sales Performance	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	164				
Bonus pack	Pearson Correlation	.715**	1			
	Sig. (2-tailed)	0				
	N	164	164			
Price discount	Pearson Correlation	.769**	.612**	1		
	Sig. (2-tailed)	0	0			
	N	164	164	164		
Point of sale materials	Pearson Correlation	.591**	.595**	.528**	1	
	Sig. (2-tailed)	0	0	0		
	N	164	164	164	164	
Product combination	Pearson Correlation	.676**	.664**	.645**	.367**	1
	Sig. (2-tailed)	0	0	0	0	
	N	164	164	164	164	164
**. Correlation is significant at the 0.01 level (2-tailed)						

Source: Owns survey computation, 2020

Table 13 shows that, there is a positive and significant relationship between all in store sales promotion and sales performance. All in store sales promotion (Bonus pack, Price discount, Point of sale materials, and Product combination) have strong and positive correlation with the dependent variable sales performance and highly significant with $P < 0.01$. Pearson correlation value of $r = .715$ Bonus Pack, $.769$ for Price discount, $.591$ for Point of sale materials, and $.676$ for product combination.

4.5.2 Assumption Testing for Multiple Regressions

Linearity, Normality and Multi co linearity tests of assumptions were checked before conducting regression analysis. This test helps to confirm that the data was actually representing the sample and the researcher has obtained the finest results (Hair, 1998)

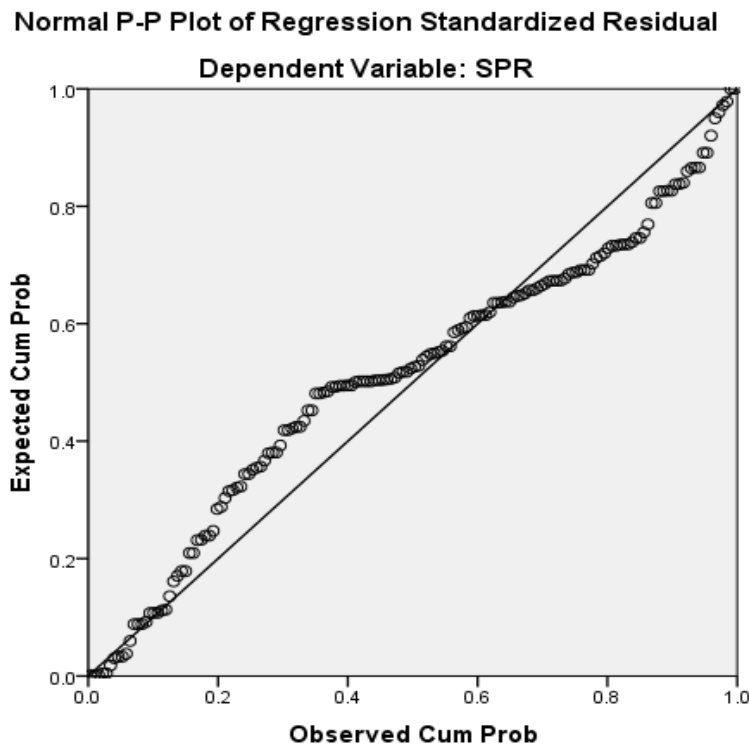
4.5.2.1 Normal Distribution

The study used two methods of assessing normality tests; Normal Probability Plot (Normal P-P plot) and Skewness and Kurtosis. In the case of Normal probability plots it will be hoped that points will lie in a reasonably straight diagonal line from bottom to top right. If there is a major deviation from the diagonal line, the distribution is not a normal distribution (Hair, 1998)

In the case of skewness and kurtosis the evaluation of normality test in the data analysis began with exploring the values of the elements of instore sales promotion and sales performance and for both kurtosis and skewness the acceptable range has to be found between -2 and 2 (George and Mallery, 2010)

Table 7 below summarizes the skewness and kurtosis values of the constructs.

Figure 1: Normal Probability Plot



Source: Own Survey computation 2020

4.5.2.2 Linearity

Sales performance is assumed to be linearly related with in store sales promotion; meaning the dependent variable sales performance is assumed to be impacted with changes in store sales promotion (the independent variables). The relationship between the dependent and independent variables should be linear. This means that at a scatter plot of scores should be a straight line (roughly), not a curve (Pallant, 2010)

The variation in the dependent variable associated with the predictor variable can be represented by the linearity of the relationship between the predictor variable and dependent variable (Hair J. A., 1998). Linear models forecast values falling in a straight line by having a constant unit change of the dependent variable for a constant unit change of the predictor variable. The scatter plot of standardized residuals versus the fitted values for the regression models is as follows

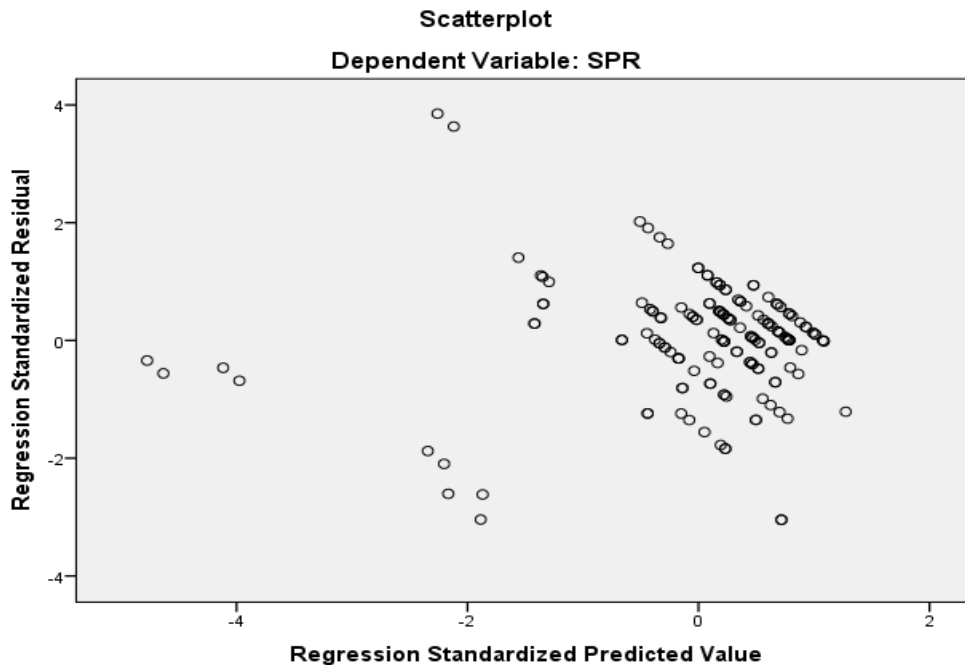


Figure 3, Histogram plot for regression standardized residual

Source: own survey, 2020

4.5.2.3 Multi-Collinearity

Multi collinearity is used to explain correlation among the predictor variables. If there is high correlation between two or more independent variables, may result problems when trying to discuss the relative contribution of each independent variables to the model (Pallant, 2010).

Multi Collinearity problem was tested using Variance Inflatoon Factor (VIF) and Tolerance Value. If the value of tolerance is closer to 1 and the value of Variance Inflation Factor is less than 10, there is no multicollinearity problem exist between independent variable in the model (Pallant, 2010)

Table 14, Multi Collinearity problem test of VIF and Tolerance

Coefficients ^a						
Model		N	T	Sig.	Collinearity Statistics	
					Toleranc e	VIF
1	(Constant)		-1.727	.086		
	PDmean	164	2.865	.005	.585	1.708
	PCmean	164	3.014	.003	.455	2.198
	PSMmean	164	6.753	.000	.476	2.101
	BP	164	3.630	.000	.408	2.451
A. Dependent Variable: Export Performance						

Source: own survey, 2020

4.5.3 Multiple Regression Analysis

For the purposes of determining the level to which the predictor variables (in store promotion elements such as Bonus pack, Price discount, Point of sale materials and product combination) explain the variance in the explained variable (sales performance), regression analysis was employed after the study met the regression assumptions. The significance level of 0.05 with 95% confidence interval was used.

In the aforementioned correlation analysis, the association between the variables, which is sales performance and in store sales promotion elements, has been estimated. As a result, all independent variables showed statistically significant positive correlation with sales performance. This section discuss the combined effect of all predictor / independent variables on the dependent variable using multiple regression analysis.

Table 15, Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.7141	.707	.36976
A. Predictors: (Constant), Bonus pack, Price discount, Point of sale materials and product combination				
<i>Source: Own survey, 2020</i>				

As indicated on regression model, in store sales promotion (Bonus pack, Price discount, Point of sale materials and product combination) have strong positive relationship with sales performance with the R value of .845 and the R square showed that Bonus pack, Price discount, Point of sale materials and product combination were represent approximately by 71.41% of the variation on sales performance of ALLE Bejimla.

4.5.3.1 Analysis of Variance

The proposed model was adequate as the Sig. value (0.000) is less than 0.05. This indicates that the overall model was statistically significant relationship between in store sales promotion/ price discount , bonus pack, point of sale material and product combination/ and sales performance.

As indicated in the table16 below, F value is 99.151, which is significant at P<0.001 (because the value in the column labeled sig. is less than 0.001). This indicates that there is less than a 0.1% chance that an F-ratio becomes larger.

Table 16. Analysis for ANOVA model

Table 16, ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.224	4	13.556	99.151	.000 ^b
	Residual	21.739	159	.137		
	Total	75.963	163			

A. Dependent Variable: Sales Performance

B. Predictors: (Constant), price discount, bonus pack, point of sale material and product combination.

Source: Own Survey, 2020

Table 17: Regression Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.425	.246		-1.727	.000
	Price Discount	.453	.067	.415	6.753	.000
	Bonus Pack	.209	.069	.190	3.014	.003
	Point Of Sale Material	.178	.062	.159	2.865	.005
	Product Combination	.283	.078	.241	3.630	.000

Source: own survey, 2020

The Coefficient B is the value for the intercept in the regression equation on the first row is constant. The numbers below the beta coefficients are the values for the regression coefficients for price discount, bonus pack, point of sale material and product combination. The standardized regression coefficient Beta (β) is used to compare the relative strength of each predictor variable's effect on the dependent variable (Pedhazur, 1982).

Table 17 above indicates that all in store sales promotion elements (price discount, bonus pack, point of sale material and product combination) had significant and positive effect on sales performance at 95% confidence level, since their p-values (0.000 for price discount, product combination, 0.003 for Bonus Pack and 0.005 for point of sale material) less than the significance level 0.05.

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The generic form of regression equation takes the following form: $\beta_0 + \beta_1x$

The specified regression equation for this study takes the following form:

$$Y = \alpha + \beta_1 (PD) + \beta_2 (BP) + \beta_3 (PSM) + \beta_4 (PC)$$

Where:

Y = Sales Performance (SP)

PD= Price discount

BP = Bonus pack

PSM = Point of sale materials

PC= Product combination

Thus, the regression equation takes the following forms

$$: Y= -425 + (0.415) x_1+ (0.190) x_2+ (0.159) x_3+ (0.241) x_4$$

-This means that

- A one-unit increase in PD increases a SPR by 0.415 units
- A one-unit increase in BP increases a SPR by 0.190 units
- A one-unit increase in PSM increases a SPR by 0.159 units
- A one-unit increase in BP increases a SPR by 0.241 unit

Therefore, Price discount and Product Combination are more effective in terms of sales performance than Bonus Pack and Point of sale materials

4.6 Hypothesis Tests

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

Since, all beta Coefficients of the predictor variables were statistically significant at less than five percent, standard errors and p values are also smaller than 0.05 null hypotheses related with price discount & bonus pack, point of sale material and product combination were supported.

1. From the regression analysis, as it is shown in the above tables, **price discount** has a positive and a significant effect on sales performance with beta value of 0.415 and p-value of 0.000 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., price discount and sales performance are positively and significantly related.

2. From the regression analysis, **bonus pack** has a positive and a significant effect on sales volume with beta value of 0.190 and p-value of 0.003 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., bonus pack and sales performance are positively and significantly related.

3. From the regression analysis, under the **point of sales materials** has a positive and a significant effect on sales performance with beta value of 0.159 and p-value of 0.005 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., the product combination and sales performance are positively and significantly related.

4. From the regression analysis, **product combination** has a positive and a significant effect on sales performance with beta value of 0.241 and p-value of 0.000 ($p < 0.05$). Therefore, the study supported the hypothesis i.e., point of sales displays and sales performance are positively and significantly related.

Table 18, Summary of the overall outcome of the research hypothesis

Hypothesis	Result	Reason
H1: price discount and sales performance are positively and significantly related.	Accepted	$\beta = 0.415$ $p < 0.05$
H2: product combination and sales performance are positively and significantly related.	Accepted	$\beta = 0.190$, $p < 0.05$
H3: point of sales materials and sales performance are positively and significantly related.	Accepted	$\beta = 0.159$, $p < 0.05$
H4: Bonus pack and sales performance are positively and significantly related	Accepted	$\beta = 0.241$, $p < 0.05$

CHAPTER FIVE

5 Summary, Conclusion and Recommendation

This is the last section of the research, which presents the research summary, conclusion, recommendation, and further research directions as follows:

5.1 Summary of the findings

By making a correlation and linear regression analysis on the data collected through questionnaire, the researcher has found out that there is:

- There is positively and significant relationship between price discount and sales performance.
- There is a positive and significant relationship between Bonus pack and sales performance.
- There is a positive and significant relationship between product combination and sales performance.
- There is a positive and significant relationship between point of sale materials and sales performance.

Under chapter two of this study, there is ample literature which explains the selected sales promotion tools dimension, price discount & bonus pack, point of sale material and product combination.

The researcher found out that these four independent variables positively influence the sales performance of ALLE Bejimla. Therefore, it can be concluded that instore sales promotion positively influences the sales performance of local companies in Ethiopia which are operating in the related business line. Sales performance is assessed in terms of customer satisfaction, profitability, market growth and market share.

5.1.2 Discussion of Findings

The study is carried out to answer the three research questions which are listed on chapter one, which are

1. To what extent price discount affect sales performance of ETBC-CPTBU?

2. To what extent point of sales materials affect sales performance of ETBC-CPTBU?
3. To what extent Product Combination affect sales performance of ETBC-CPTBU?
4. To what extent a Bonus pack affect sales performance of ETBC-CPTBU?

As a result, the study revealed that price discount has a positive and significant effect on sales performance with correlation value of $r = .769$. The result of this research was consistent with the previous studies that examined the effect of sales promotion tools. A study on the role of Sales Promotion on Sales volume in the context of Fast-Moving Consuming Goods (Iqbal N, 2013) have provided supporting evidence that all sales promotion dimensions were independently and jointly predicted sales volume. This implied that a price discount has a significant effect on sales volume. The study also found that price discount has influence on sales volume.

Price discount effect on Sales performance				
		Frequency	Percent	Valid percent
Valid	Strongly disagree	2	1.4	4.69
	Disagree	5	3.3	
	Neutral	5	3.0	2.97
	Agree	50	30.4	92.41
	Strongly Agree	102	62.1	
	Total	164	100	

Furthermore, the researcher conducted analysis of respondents and their response to price discount. The results showed that 90% of the respondents involved in retail sales, HORECAs responded positively towards price discount. Only 2.97% of the respondents were neutral to price discount and 4.69% responded negatively. However, respondents involved in the value chain reacted positively towards price discount in 92.41%. The results of the research and similar previous studies proved that price discount affected sales performance.

On the other hand, as the findings of the study revealed bonus pack has also a positive and significant effect on the sales performance with a correlation value $r = .715$. which was consistent with the findings of the previous studies. A study on the Impact of Promotional Tools on Consumer Buying Behavior which has provided supporting evidence that sales promotion has direct impact on consumer buying behavior and it accelerates the selling process by influencing

consumer to make a rapid purchase (Shamout, 2016). Similarly, (Ajan, 2015) stated that price discounts played an important role in improving the overall sales performance.

		Bonus pack effect on Sales performance		
		Frequency	Percent	Valid percent
Valid	Strongly disagree	2	1.2	4.57
	Disagree	6	3.4	
	Neutral	14	7.8	7.80
	Agree	63	38.2	87.28
	Strongly Agree	80	49.0	
	Total	164	100	100

Moreover, the researcher conducted cross tabulation analysis of occupations and their response to bonus pack. The results showed that 87.28% of the respondents involved in the value chain like retailers, HORECAs responded positively towards bonus pack. Only 7.8% of the respondents were neutral to bonus pack and 4.57% responded negatively. However, respondents involved in the value chain reacted positively towards price discount in 90%. The results of the research and similar previous studies proved that bonus pack affected sales performance positively and significantly.

As per the findings of the study revealed Product combination has also a positive and significant effect on the sales performance of the company with correlation value of $r = .676$. The researcher conducted cross tabulation analysis of occupations and their response to product combination. The results showed that 75.7% of the respondents involved in the value chain like retailers, HORECAs responded positively towards product combination. 13.28% of the respondents were neutral to product combination and 12.78. % responded negatively. However, respondents involved in the value chain reacted positively towards product combination in 73.67%.

		Product combination effect on Sales performance		
		Frequency	Percent	Valid percent
Valid	Strongly disagree	6	3.90	12.78
	Disagree	15	8.88	
	Neutral	19	13.28	13.28
	Agree	69	42.07	73.67
	Strongly Agree	55	33.60	
	Total	164	100	100

The results of the research and similar previous studies proved that product combination affected sales performance positively and significantly.

On the other hand, as the findings of the study revealed point of sale materials have also a positive and significant effect on the sales performance with correlation value of $r = .591$. This was consistent with the previous studies. The result of this study was consistent with the findings of the previous study by (Robert C. Blattberg & Scott A. Neslin., 1989) on Sales Promotion: The Long and the Short of It stated that point of sales displays have differential effects on sales.

In addition, the researcher conducted cross tabulation analysis of occupations and their response to point of sale materials.

Point of sales material effect on Sales performance				
		Frequency	Percent	Valid percent
Valid	Strongly disagree	12	7.32	15.96
	Disagree	14	8.64	
	Neutral	9	5.49	5.49
	Agree	65	39.43	78.66
	Strongly Agree	64	39.23	
	Total	164	100	100

The results showed that 78.7% of the respondents involved in the value chain like retailers, HORECAs responded positively towards point of sale materials. 5.49% of the respondents were neutral to point of sale materials and 15.96% responded negatively. However, respondents involved in the value chain reacted positively towards point of sale materials in 78.66%. The results of the research and similar previous studies proved that point of sale materials affected sales performance positively and significantly.

5.2 Conclusion

This study was focused on examining the effect of instore sales promotion on sales performance. Thus, the sales promotions are determined in multiple bottom lines, which are price discount & bonus pack, point of sale material and product combination.

To achieve the objectives of the study a conceptual framework was developed by reviewing previous related literatures, research hypotheses were developed, tested and the following conclusions were reached.

Normal distribution was checked using skewness and kurtosis which appears to be with in the normal range. There was no multi-collinearity between the independent variables as proved by VIF below 5 indicating that the independent variables are not closely related with each other and regression analysis can be done. Succeeding this the value of R square was 0.845 indicating as instore sales promotion practices increase by one step, the sales performance of the companies will increase by 84.5%.

Bonus pack appears to be the first most correlated independent variable with sales performance of ALLE Bejimla with a correlation coefficient of 0.715. It is also the most affecting factor of sales performance with a beta coefficient of 0.190 and p value of 0.000. As the findings revealed sales performance was mainly determined by bonus pack sales promotion of the firms. The implication is that the more sales promotion practices the firm execute the better sales performance will result.

Price discount appeared to be the second most correlated independent variable that influence sales performance of ALLE Bejimla with a correlation coefficient of 0.715. As the findings revealed it is also the most affecting factor of sales performance of the ALLE Bejimla with a beta coefficient of 0.415 and p value of 0.000.

Product combination appeared to be the third correlated independent variable in influencing the sales performance of ALLE Bejimla with a correlation coefficient of 0.678. As the findings revealed product combination has a positive relationship with sales performance with a beta coefficient of 0.241 and p value of 0.003.

At last point of sale materials appeared to be the least correlated independent variable in influencing the sales performance of ALLE Bejimla with a correlation coefficient of 0.591. As

the findings revealed point of sale materials has a positive relationship with sales performance with a beta coefficient of 0.159 and p value of 0.005.

Therefore, all independent variables (price discount & bonus pack, point of sale material and product combination) have positive relationship and significant effect on sales performance. Even though, price discount and bonus pack influence the sales performance of ALLE Bejimla to a better extent than point of sale material and product combination. Thus H1, H2, H3& H4 are accepted since they have a positive relationship and significant effect on the sales performance of ALLE Bejimla.

Generally, it can be concluded that sales promotion positively influences sales performance of similar companies in Ethiopia. The marginal sales performance of local similar companies in Ethiopia is mainly triggered by less emphasis given to sales promotions (price discount & bonus pack, point of sale material and product combination).

5.3 Recommendation

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

This study has identified that sales promotion is also one of the important factors that influence the sales performance of ALLE Bejimla. Based on the findings of the study the following recommendations were suggested.

- Companies should give due consideration to choose successful sales promotion practices that goes with the interest of their target customers. According to the finding of the study, most of the time, customers wish short-term price reductions such as coupons, sales, and price promotions that can change their payment amount.
- All the four sales promotion schemes namely price discount, bonus pack, point of sales materials and product combination have been found effective to attract customers and stimulate sales. But in this study, it was found that not all the sales promotional schemes were equally effective to improve the sales performance. Hence, the supplier has to employ many other schemes like coupon and loyalty cards in line with the above-mentioned schemes to make bigger their sales.
- Companies should also not ignore giving attention for relevant sales promotion strategies. Even though significant effect on sales performance was not observed in this study, the benefit of sales promotion is not to be disregarded. Companies should allocate resources for sales promotion activities and promote the best features of their products and services by associating with appropriate sales promotion tools as it will create increased awareness and recognition of the firms as a sustainable business firm and sustainable brand.

5.4 Implications for Future Research

The findings of this study should augment the management understanding on sales promotion practices such as price discount, bonus pack, point of sales materials and product combination

This study has the following future research directions:

- First, this study utilized structured questionnaire to collect data about the effect of sales promotion on sales performance in ALLE Bejimla from the sellers' perspective. Future studies can focus on the same objective regarding the customer perspective.
- Second, future research efforts could also explore the effects of other sales promotion dimensions that are not measured in this study.
- Third, the scope of this study is geographically limited to the state of Addis Ababa only and others operating in similar business that are out of the state were not included. A research in country wide taking all similar business lines in consideration is recommended for future study.
- Even though the concept of cash & carry business to business model is became important in the country a while ago and it is an issue more important nowadays, it has not been given enough attention. As a result of this study can give an insight for further research's to be done in the sectors and their context with respect to their operation in Ethiopia.

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APPENDIX - 1: -



Addis Ababa University School of Commerce
Department of Marketing Management
Post Graduate Program
Survey Questionnaire to be filled by Respondents

I am very thankful for your thoughtfulness in taking your time to examine this questionnaire which applies for the study. The effect of sales promotion on sales performance in the case of ALLE Bejimla. The final result of this study is believed to benefit the selected enterprise and the stakeholders involved. You are guaranteed that your information will be kept in a strictly confidential manner.

Your experience and opinion are highly valuable and I would be very grateful if you would spare a couple of minutes to take part in this survey by completing the questionnaire below.

Student Address: - E-mail seidabdu00@gmail.com or/and Cell phone number:-
+251913202211

Thanking you in advance for Your Cooperation!

Guide lines:

- Do not write your name
- Please just mark(x) on your answer box

Section I: Demographic Profile.

1. Sex

Male

Female

2. Age

18 -30

31-45

46 and above

3. Educational level

Certificate/ Diploma

BA

Master's Degree

above

4. Business status:

Retailer

HOR

Whole Seller

staff member

5. Monthly Salary/Income

Birr 2,000 5000

Birr 5000 10,000

Birr 10,000 20,000

Birr Above 20,000

Section II: Determinant of sales promotion and sales volume

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

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

No	Sales Promotion Tools	SD	D	N	A	SA
I	Price Discounts					
1	Price discount during off-seasons boosted sales activity					
2	Price discount contributed for better sale.					
3	Customers tend to buy more quantities than usual when offered price discount					
4	Price discount could be a reason to sell more quantities than the usual					
5	price discount let a continues sale of the brand					
6	Price discount increases customer flow					
7	Price discount attracts new customers more than the normal days.					
8	Price discounts increase the profitability					
9	Price discount increases customer satisfaction					
II	Product Combination					
10	A product combination helped sale of the brand earlier than planned					
11	A product combination enhanced sale of more quantities than the previous					
12	A product combination made sale of the brand easy which has never tried before.					
13	A product combination assisted for repeated sale					
14	For the most part, a product combination boosted sale activity of the brand					

15	Product combination attracts customers purchase intention.					
16	Product combination increases basket size of the sales					
17	product combination increases profitability					
18	Product combination increases customer satisfaction					
III	Point of sale materials					
19	Attractive and clear point of display enhances sale during off-seasons					
20	Point of sale materials remind the brand and compel the customers to purchase the product					
21	Point of sale materials encourages customers to buy the brand					
22	Point of sale displays and materials increased sales volume					
23	Point of Sale material increases customer satisfaction					
24	Point of sale displays could be a reason to sell more quantities than the usual					
IV	Bonus Pack					
25	Bonus pack enhances sales performance					
26	Bonus pack encourages sale of more quantities of the same brand					
27	Bonus pack lets frequent sale of the brand					
28	Bonus pack encourages sale of more quantities earlier than the planned					
29	Bonus pack leads customers to feel affection for the brand					
30	Bonus pack increases profitability					
31	Bonus pack promotion attracts new customers					
V	Sales Performance					
29	The overall profitability from sales is satisfactory					

30	The aggregate sales volume of the company is satisfactory					
31	The overall market share of the company is satisfactory					
32	The customer acquisition level of the company is satisfactory					
33	Number of new customers is satisfactory					
34	Motivation of the sales force is satisfactory					

Thank you so much for your cooperation!!

አዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ኮሌጅ የገበያ አመራር ትምህርት ክፍል

በደንበኞች የሚሞላ መጠይቅ

ውድ ምላሽ ሰጪ

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

ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል 1 - የምላሽ ሰጪ የግል መረጃ

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

1. ጾታ :-

ወንድ

ሴት

2. እድሜ :-

h 18-30

h 31-45

h 45 በላይ

3. የትምህርት ደረጃ:-

አንደኛና ሁለተኛ ደረጃ

ሰርተፊኬት ዲፕሎማ

የመጀመሪያ ዲግሪ

2ተኛ ዲግሪ እና በላይ

4. የንግድ ሁኔታ:-

አገልግሎት ሰጭ

ቸርቻሪ

ሰራተኛ

5. ወርሃዊ ገቢ:

h2,001-5,000ብር

h,5001-10,000ብር

h10,000-20000ብር

h20000 ብር በላይ

ክፍል --2-

የአጭር ጊዜ በአለ በጅምላ የምርት ሽያጭ ማስታወቂያ እና የሽያጭ መጠን ውጤት ዳሰሳ መጠይቅ እባክዎን የእርስዎ ምርጫ የሆነውንና የሚስማሙበትን ወይም የማይስማሙበትን " " ምልክት በማድረግ ሃሳብዎን ይግለጹ

ቁጥር	መመዘኛዎች	በፍፁም አልስማማ	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
የዋጋ ቅናሽ						
1	በልዩ ወቅቶች ላይ የዋጋ ቅናሽ መኖር የሽያጭ ስራን ያነቃቃል					
2	የዋጋ ቅናሽ መኖር ሽያጭ ለይ አዎንታዊ አስተዋፅኦ አለው					
3	የዋጋ ቅናሽ መኖር ከወትሮው በተለየ ጥሩ ሽያጭ ለማከናወን ያግዛል					
4	የዋጋ ቅናሽ መኖር ደንበኞች ከቀድሞው የበለጠ ግዢ እንዲፈጽሙ አስችሏል					
5	የዋጋ ቅናሽ መኖር የደንበኞችን ጉብኝት ያሳድጋል					
6	የዋጋ ቅናሽ መኖር ለሽያጭ መጠን መጨመር ምክንያት ሆኖናል።					
7	የዋጋ ቅናሽ መኖር የድርጅቱን ትረፋማነት ይጨምራል					
8	የዋጋ ቅናሽ መኖር የደንበኞችን እርካታ ይጨምራል					
9	የዋጋ ቅናሽ መኖር ያልተቋረጠ ሽያጭ ለማከናወን አስችሎናል					
የጥምር ዕቃ ሽልማት						
10	የጥምር ዕቃ ሽልማት መኖር የታሰበው እቃ ቶሎ እንዲሸጥ የደርጋል።					
11	የጥምር ዕቃ ሽልማት መኖር ከዚህ ቀደም ያለተሸጡ ዕቃዎችን ያሻሽላል።					
12	የጥምር ዕቃ ሽልማት መኖር ከወትሮው በተለየ ጥሩ ሽያጭ ለማከናወን ያግዛል					

13	የጥምር ዕቃ ሽልማት መኖር ዕቃው በተደጋጋሚ እንዲሸጥ የደርጋል።					
14	በአብዛኛው የጥምር ዕቃ ሽልማት መኖር የሽያጭ እንቅስቃሴን ይጨምራል።					
15	የዋጋ ቅናሽ መኖር ለሽያጭ መጠን መጨመር ምክንያት ሆኖናል።					
16	የጥምር ዕቃ ሽልማት መኖር የድርጅቱን ትረፋማነት ይጨምራል					
17	የጥምር ዕቃ ሽልማት መኖር የደንበኞችን እርካታ ይጨምራል					
18	የጥምር ዕቃ ሽልማት የተለያዩ ዕቃዎች እንዲሸጡ ያስችላል።					
የሽያጭ ቦታ ስጦታዎች						
19	የሚሰጠው ንጹህ የመሸጫ ስፍራዎች ለየት ባሉ ወቅቶች ጭምር የምርቱን ሽያጭ ያነቃቃል					
20	የመሸጫ ስፍራ ስጦታዎች ደምበኞች ምርቱን እንዲያስታውሱና እንዲገዙ ያግዛል					
21	የመሸጫ ስፍራ ስጦታዎች ደምበኞች ምርቱን የመግዛት ፍላጎታቸውን ያበረታታል					
22	መሸጫ ስፍራዎች ላይ ያሉ የምርት ማስታወቂያዎች የምርት ሽያጭን ከፍ ያደርጋል					
23	የመሸጫ ስፍራ ስጦታዎች መኖር የደንበኞችን እርካታ ይጨምራል					
24	የጥምር ዕቃ ሽልማት መኖር ከወትሮው በተለየ ጥሩ ሽያጭ ለማከናወን ያግዛል					
ቦነስ (ትርፍ ስጦታ)						
25	ነጻ ትርፍ ሽልማት መኖር የሽያጭ ስራን ያነቃቃል					
26	ነጻ ትርፍ ሽልማት መኖር ምርቱ በብዙ መጠን እንዲሸጥ አስችሏል					

27	ነጻ ትርፍ ሽልማት መኖር ምርቱ ያለማቋረጥ በሽያጭ ላይ እንዲቆይ ያስችላል					
28	ነጻ ትርፍ ሽልማት መኖር ምርቱ ከታሰበው ጊዜ በፊት ሽያጭ ለማከናወን አስችሎናል					
29	ነጻ ትርፍ ሽልማት ትርፋማነትን ይጨምራል					
30	የነጻ ትርፍ ሽልማት መኖር አዲስ ደንበኞች እንዲመጡ ያደርጋል።					
31	ነጻ ትርፍ ሽልማት መኖር ደንበኞች ምርቱን እንዲወዱት ምክንያት ሆኗቸዋል					
የሽያጭ አፈፃፀም						
32	የአፈፃፀሙ አጠቃላይ ትርፋማነት አርኪ ነው					
33	የድርጅቱ የምርት ሽያጭ መጠን የጎላና አርኪ ነው አ					
34	የድርጅቱ የገበያ ሽፋንና ተደራሽነቱ የሚያረካ ነው።					
35	ወደ ድርጅቱ የሚመጡ አዳዲስ ደንበኞች ቁጥር የሚያረካ ነው					
36	የነባር ደንበኞች ጉብኝት የተሸለገና አርኪ ደረጃ ላይ ነው።					
37	የሽያጭ ሰራተኞች ላይ የሚታየው መነቃቃት የሚያረካ ነው።					