

EFFECT OF SALES PROMOTION BENEFITS ON CUSTOMER
LOYALTY OF BEER BRANDS IN ADDIS ABABA

BY: -

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Effect of Sales Promotion Benefits on Customer Loyalty of Beer Brands in Addis Ababa

A study submitted to the School of Graduate studies of Addis Ababa University School of Commerce in partial fulfillment for the award of Master of Arts in Marketing Management

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Effect of Sales Promotion Benefits on Customer loyalty of Beer
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DECLARATION

I, Melaku Gulilat Wondimu, hereby declare that the study entitled “ **Effect of Sales promotion Benefits on Customer loyalty of Beer Brands in Addis Ababa** ” is my original work and has not been presented for a degree in any other university and that all sources of material used for the project have been duly acknowledged.

Declared by:

Melaku Gulilat

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Date

LETTER OF CERTIFICATION

This study entitled “**Effect of Sales Promotion Benefits on Customer loyalty of Beer Brands in Addis Ababa**” was carried out by Melaku Gulilat so as to take his MA degree from AAUSC. He has conducted his original thesis under my guidance and supervision. I certify that the study is his own original work and suitable for submission of the award of MA in Marketing Management.

Signature _____

Date_____

Advisor: Tewodros Mesfin

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“It seems impossible until it is done”

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List of Abbreviations and Acronyms

AAUSC –Addis Ababa University School of Commerce

ANOVA – Analysis Of Variance

FDRE – Federal Democratic Republic of Ethiopia

GDP _ Gross Domestic Product

SPSS – Statistical Package for Social Sciences

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Abstract

The benefits that is associated with sales promotion is becoming an issue for many buyers even to loyal customers of specific brand. This study was conducted to examine the Effect of sales promotion benefits in creating loyal customer. These benefits are broadly divided as to utilitarian (convenience, quality, saving) and hedonic (value expression, exploration, entertainment). A descriptive and causal research design was employed as a study design. Multistage sampling technique was used to select sub-cities (Arada sub city and Kirkos sub city) and the population of the study. 384 consumer where selected as a sample size by considering (Corbetta, 2003). The results from the study clearly show that sales promotion is capable of influencing customers to be loyal to specific brand in general. As to the findings of study, two of sales promotion benefits (saving and entertainment) are positively related to customer loyalty. Companies in the beer industry are recommended to exert their sales promotion efforts on differentiation created through the entertainment aspects and monetary saving in order to create loyal customers.

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CHAPTER ONE

INTRODUCTION

In this chapter the background of the study along with the statement of the problem, objectives of the study, research questions, scope of the study as well as its significances to different stakeholders are presented.

1.1. Background of the study

Beer is the world's oldest alcoholic beverage. Early origins can be dated back to 6 million BC in written history of Ancient Egypt and Mesopotamia. It was largely considered a home activity until the 14th century, when the world's oldest operating commercial brewery was established in Bavaria. This was the catalyst that broke the mold from family oriented practice, to an entrepreneur's dream.

According to access capital beer sector report (2010), the growth in beer consumption has been reached high 24 percent per year which is roughly double the average annual growth rate in real GDP. Even after such a rapid increase, however, per capita beer consumption in Ethiopia is still only a fraction of the level seen in other African countries. Most of the major players in the market were established in twenty century. Once an industry solely operated by lethargic state-owned enterprises, the Ethiopian beer industry has in just the past year been fully taken over by private operators (including two large foreign investors) and the additional newly joining domestic brewers (Habesha Beer, Raya Beer, and Zebidar Beer). What is particularly remarkable is the entry of two global multinational beverage companies and their determined drive to join the domestic beverages market, even if this meant paying premium prices to secure their investments: Heineken bought Harar Brewery for \$78 million and Bedele Brewery for \$85 million while Diageo bought Meta Brewery for \$225 million, resulting in a combined sum of \$388 million for the three breweries. The purchase prices paid amount to 15 times earnings for Harar Brewery, 23 times earnings for Bedele Brewery, and an astonishing 48 times earnings for Meta Brewery as to access capital (2011/12).

Even though sales promotion has received much the attention of both manufacturers and services industries, beer producing companies have had implemented it widely. The beer industry of Ethiopia is not an exception to this end.

As per Kotler (2005), sales promotion has grown substantially in recent years within the global and local beer industries for the perceived fact that companies feel sales promotion is bait and plays an important role in the consumer decision making process. There are several reasons for this dramatic growth. First, consumers have accepted sales promotion as part of their buying decision criteria. It provides reluctant decision makers with an incentive to make choices by increasing the value offered by a particular brand. Second, the increasing tendency of businesses to focus on short-term results has helped spur growth in sales promotion, which can provide an immediate boost in sales. Product managers also tend to view sales promotion as a way to differentiate their brand from that of competitors in the short term. Third, the emergence of computer technology has enabled manufacturers to get rapid feedback on the results of promotions. Finally, an increase in the size and power of retailers has also boosted the use of sales promotion. As many marketing books declares consumer buy the benefit not the actual products. The benefits that is associated with sales promotion activities are injected to the market through consumer promotion tools (for example samples, coupons, prizes, cash refund, warranties, demonstrations, contest); trade promotion tools (for example buying allowances, free goods, merchandise allowances, co-operative advertising, advertising and display allowances, dealer sales contests); and sales-force promotion tools for example bonuses, contests, sales rallies (Campbell and Diamond, 1990). Sales promotion benefits which are directed at final consumers is presumed by the company, to motivate customer buy in bulk as a short run plan and thereby engage them to be loyal to the brand offer as a long run objectives. It is much confusing to managers in the industry whether sales promotion benefits fulfill the long run objectives set by them (Kotler, 2005).

1.2. Statement of the problem

Due to fierce competition among the beer markets in Ethiopia, the application of various marketing strategies and tactics becomes very crucial. To the minimum companies in the industry badly seek to defend their market share and expand it as possible. According to Access Capital Research (2010) until 2004/2005, Meta was the leading brewery having the lion's share of the beer market in Ethiopia, followed by Dashen and BGI Ethiopia respectively. However, market shares have shifted markedly in recent years, in which BGI claims almost half of the country's market share and has a particularly dominant share (of nearly two-thirds) in Addis Ababa. And this consumers' attitude and preference shift towards St. George beer which is the dominate product of BGI Ethiopia in the past few years. The marketing effort of competing companies in specific industry is mentioned as the challenge to other players to retain their customer loyal. Among companies effort that are used to challenge customer loyalty sales promotion effort is formidable. Effects of sales promotion on consumer behavior have been widely studied in literature (Nagar, 2009). Sales promotion has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity and brand switching (Nijs et al., 2001); consumers' sensitivity to price (Briesch and Yim, 2006).

The majority of past studies on the effectiveness of consumer sales promotion have focused on monetary sales promotions (Dhar and Hoch, 1996). However, in practice, a range of both monetary and non-monetary sales promotions are used (Campbell and Diamond, 1990).

As to Chandon (2000), customers will be loyal to specific brand if they are exposed to different sales promotion benefits as he categorizes them (utilitarian and hedonic benefits). He and his colleagues are tried to see the effect of sales promotion benefits in telecommunication industry.

Extensive use of sales promotion in Ethiopian beer industry, however, takes the researcher attention to make study on the effect of sales promotion benefits on consumer loyalty in beer industry in Addis Ababa Market. As to the researcher understanding there are limited study done in the area.

This study is basically undertaken to examine the type and extent of relationship between the sales promotion benefits and customer loyalty that is created because of the use of sales promotion tools in the case of different beer brands that are circulated in Addis Ababa.

1.3. Research questions

The study has been conducted to examine the effect of sales promotion benefits on consumer loyalty of beer brands in Addis Ababa.

The followings are major research questions that are answered through the research process.

- 1) What is the relationship between hedonic benefits of sales promotion and consumer loyalty of beer brands?
- 2) How the utilitarian benefits of sales promotion do is related with consumer loyalty of beer brands?
- 3) Which of the sales promotion benefits are more influential in beer brands industry?

1.4. Research objectives

Based on the research questions, research objectives are formulated in this section:

1.4.1. General objectives

The general objective of this study is to examine the effect of sales promotion benefits on consumer loyalty of beer brands in Addis Ababa.

1.4.2. Specific objectives

- To examine the relationship between different sales promotion benefits and customer loyalty.
- To investigate the role of different sales promotion benefits in retaining the customers.
- To assess the effect of sales promotion in helping the customers to search out the information about beer brands.
- To determine which of sales promotion benefits are much important to customers in beer industry?
-

1.5. Scope of the study

The scope of the study is limited to Addis Ababa city only. It is because of the fact that the city is the place for most breweries products destination. Even though, there are different sales promotion benefits and its congruence effect to create customer loyalty, the study is limited to address only the effects of Sales promotion benefits on customer loyalty of beer brands in Addis Ababa market.

1.6. Significance of the study

The study on the effect of the sales promotion benefits on the customer loyalty of the beer brands industry is of significant value because:

- It is very useful for the beer brand marketers to recognize how their sales promotion campaigns influence the customer behavior and the status of the effectiveness of their activities in a particular way.
- It also carries importance for the policy makers and regulating bodies to make an understanding of the role of sales promotion benefits in changing the behavior of the customer in this dynamic industry.
- It may provide support to the academic researchers to understand the customer behavior of the beer brand industry by filling the gap in the literature as well as by investigating the relationship between sales promotion benefits and customer loyalty.

1.7. Organization of the study

This study has five chapters. The first chapter is introduction part which contains background of the study, the statement of the problem, research questions, objective of the study, significance of the study, scope of the study, limitation of the study, and organization of the study.

The second chapter is all about reviewing literatures written on sales promotion benefits and customer loyalty.

In chapter three the research methodology is used to gather, analyze, interpret and present the data. Chapter four is part for analysis, discussion and interpretation of findings.

And finally, in chapter five conclusion and recommendations has been given based on the findings of the research and future research area with the limitations are presented.

CHAPTER TWO

LITERATURE REVIEW

In this chapter, issues related with the study and obtained from different sources including articles, different books, web sites are reviewed and included to give insight about the theoretical framework of the study, previous studies done in relation to this study and conceptual framework with hypothesis of the study are presented.

2.1. Theoretical framework

2.1.1. Promotion

Promotion is a marketing mix component which is a kind of communication with consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviors (Evans, 1996).

According to Rowley (1998), promotion is an important element of a firm's marketing strategy. It is used to communicate with customers with respect to product offerings, and it is also a way to encourage purchase or sales of a product or service. Sales promotion tools are used by most organizations in support of advertising and public relations activities, and they are targeted toward consumers as final users. She also states that promotion has a key role in determining profitability and market success and is one of the key elements of the marketing mix which includes advertising; direct marketing; sales promotion; public relations and publicity; personal selling and sponsorship.

2.1.1.1. Sales promotion

Sale promotion is one of the key elements in marketing mix for many consumers' products worldwide that has been used in order to stimulating consumer purchases.

According to Kotler (2003), Sales Promotion is a key ingredient in marketing campaigns and consists of a diverse collection of incentive tools, mostly short term designed to stimulate quicker or greater purchase of particular products or services by consumers. Sales promotions programs are those activities other than stimulate consumer purchase.

Whiles Haugh (1983), defined sales promotion as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the final consumer with the primary objective of creating an immediate sale”.

Achumba (2002), considered sales promotion as those marketing activities, other than personal selling, advertising and publicity that stimulate consumer purchasing and dealer effectiveness, such as displays, shows and expositions, demonstration etc. Sales promotion has been defined as a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale (George, 1998).

American Marketing Association (AMA) defines sales promotion as a Marketing pressure created through non-media and media activities to augment consumer demand for a limited and predetermined time period. It has become an integral part of the promotion schemes of both manufacturers and retailers of durable as well as non-durable consumer goods. It consumes a very significant portion of the promotional expenses of marketers. Brand managers are now relying heavily on sales promotion because its impact on sales is more direct, immediate, and quantifiable as compared to advertisement. Marketers use both price and non-price promotions either independently or in association with each other.

Price promotions allow buyers to make some savings of money where as non-price promotions like premium add value to the offer. Point-of-Purchase promotions like feature advertisements and displays lead to impulse buying.

The dynamic nature of sales promotion has inspired many researchers to turn their attention to study the various issues related to this element of promotion mix. Many studies have been conducted on the planning, implementation and evaluation aspect of sales promotion worldwide.

2.1.1.2. Sales promotion objectives

Sales promotions have many objectives, which are interlinked to the objectives of marketing and communications. Promotions are often used to increase short-term sales of a product or a service (Peattie, 1994). According to this literature, sales promotions are targeted to different groups with different promotional objectives. The general consumer groups that promotions are targeted for are potential users, competitor loyal, brand switchers and loyal customers. Potential users are currently not using the service but can be persuaded to do so by promotional activity. Successful sales promotion can also encourage competitor loyal to change. Brand switchers are consumers who are switching through service providers according to whom has the best offer at the moment. Likelihood for them to switch is dependent on switching costs. When switching costs are low, brand switchers are easily persuaded to switch by sales promotion. However, making switchers loyal to a brand remains difficult. Loyalty of loyal customers can be also strengthened by sales promotions. (Peattie, 1994).The aforementioned consumer groups provide different strategic possibilities for service marketers. Encouraging potential users and competitor loyal to try can expand market share and erode competitors share. It also opens up long-term benefits if new customers can be converted to loyal customers. Promotions targeted to brand switchers can create temporary sales uplift and possibilities to increase loyalty. Sales promotions to loyal customers should create extra value in order to retain and reward them, and to reinforce loyalty (Peattie et al., 1994)

2.1.1.3. Types of sales promotion

The majority of past studies on the effectiveness of consumer sales promotion have focused on monetary sales promotions (Dhar and Hoch, 1996). However, in practice, a range of both monetary and non-monetary sales promotions are used and there are important differences between them (Campbell and Diamond, 1990).

Monetary promotions (e.g., shelf-price discounts, coupons, rebates and price packs) tend to provide fairly immediate rewards to the consumer and they are transactional in character; non-monetary promotions (e.g., sweepstakes, free gifts and loyalty programs) tend to involve delayed rewards and are more relationship-based. (Pride and Ferrel, 1989), state that sales promotion methods fall into one of the two groups. Consumer sales promotion methods are directed toward consumers and include coupons, contests, bonuses, vacations, gifts, tie-ins and free samples (Lamb et al., 1992). Trade sales promotion methods focus wholesalers, retailers and salespersons. Examples include sales contests, free merchandise, demonstrations, point-of-purchase, and display (Neslin, 1990) summarize the various definitions offered by several authors (Kotler, 1998), and develop the following definition of sales promotion: “sales promotion is an action focused marketing event whose purpose is to have a direct impact on the behavior of the firm’s consumers”.

2.1.1.4. Benefits of Sales Promotion

Drawing on Keller (1993), the benefits of sales promotion can be defined as the perceived value attached to the sales promotion experience, which can include both promotion exposure (e.g., seeing a promotion on a product) and usage (e.g., redeeming a coupon or buying a promoted product). This definition implies that consumers respond to sales promotions because of the positive experience they provide, or, following Holbrook’s (1994) definition, because of their customer value.

Sales promotions can offer many consumer benefits. Past studies have concentrated on monetary saving as the primary consumer benefit (Blattberg and Neslin, 1990).

However, there is evidence to suggest consumers are motivated by several other benefits, including the desire for: savings, quality, convenience, value expression, exploration and entertainment. These benefits are further classified as either utilitarian or hedonic (Babin,1994)

Utilitarian benefits are primarily functional and relatively tangible. Utilitarian benefits refer to such benefits such as quality, convenience in shopping, saving in time efforts and cost (Luk and Yip, 2008).

They enable consumers to maximize their shopping utility, efficiency and economy. In general, the benefits of savings, quality and convenience can be classified as utilitarian benefits. By contrast, hedonic benefits are more experiential and relatively intangible.

Hedonic goods as ones whose consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun (Hirschman and Holbrook, 1982). Consistent with this definition, the benefits of value expression, exploration and entertainment can be classified as hedonic benefits. Based on the distinction between the types of sales promotions and promotion benefits,

Chandon (2000), showed that monetary promotions provide more utilitarian benefits whilst non-monetary promotions provide more hedonic benefits. These relationships are a matter of degree rather than absolutes; for example, coupon promotions (i.e., a monetary promotion) may still provide some hedonic benefits such as the enjoyment in redemption, although its main benefit of saving is utilitarian (Mittal, 1994).

Moreover, (Chandon et al., 2000) tried to find out answers for a few questions like, are monetary savings the only explanation for consumers response to a sales promotion and if not, how the different consumer benefits of a sales promotion influence its effectiveness? They found that monetary and non-monetary promotions provide consumers with different levels of three hedonic benefits (opportunities for value expression, entertainment and exploration) and three utilitarian benefits (savings, higher product quality and improved shopping convenience).

It is argued that a sales promotion's effectiveness is determined by the utilitarian and hedonic nature of the benefits it delivers and the congruence these benefits have with the promoted product.

2.2. Consumer loyalty

It is very usual to explain consumer loyalty in terms of repurchase intention of products and services that is the goal of every business. All the businesses in the world desire for the customer loyalty because they know that it's very cheaper to retain a customer than to win the new one (Rust & Zahorik, 1993).

A group of researchers has used repeat purchase and repurchase intentions to measure the brand, product or service loyalty (Jones, 1994). According to Jones and Sasser (1995) customer loyalty can be categorized into three parts. First one of them is the re-buy intention, the second is primary level behavior and the third is the secondary level behavior. Re-buy intention relates to the future purchase intention of the customer to re-purchase the desired product or the service. Secondary level means the customer himself physically visits the place to purchase the product.

While in the third level customer deliberately recommends the product or the service to the people around him and thus exhibits the loyalty by human interaction. Oliver (1999) elaborated loyalty as a situation, in which customer consistently uses and recommends the product and prefers the same brand over the time.

Prus and Brandt (1995), pointed out customer loyalty through attitudes and behavior. The attitude includes the intention to repurchase the product, the intention to recommend and the immunity to competitors. The behavior consists of behavior of repurchase, purchasing other products from the company, and recommending it to other.

After studying the previous literature, following indicators are used for measuring customer loyalty.

- a) The intention and behavior of frequent repurchase
- b) The intention and behavior of recommending product to others, and
- c) The immunity to the promotional activities of competitors.

2.3. Empirical reviews

The empirical review part provides a frame work for establishing the impotence of the study as well as a benchmark for comparing the results of a study with other findings. Moreover it shares with the reader the results of other studies that are closely related to the study being reported. . Effects of sales promotion on consumer behavior have been widely studied in literature (Nagar, 2009). Sales promotion has effects on various aspects of consumer's purchase decisions such as brand choice, purchase time, quantity and brand switching (Nijs, 2001).

2.3.1. Sales Promotion and consumer loyalty

Sales promotion is one of the very exciting tools of marketing communication. This technique not only works for grasping the attention of the customer but also facilitates the customer to purchase the product by encouraging through different incentives (Omotayo, 2011). The consumer loyalty can be divided into the two different categories, hard core loyal and brand switcher.

A hard core loyal customer is one who does not affect from the price change and makes the repeat purchases on the normal prices. He/she is less prone to the price cuts or discounts (Evans, 1996).

Lau, Chang, Moon and Liu (2006), described the difference between hardcore loyal and the brand switchers. According to them hardcore loyal shows the highest level of commitment and makes the repeat purchase of the same product, even in the case of premium price.

Whereas the brand switcher keeps on moving within one or two of the brands in order to satisfy the needs fully. Brand switchers do not satisfy from one particular brand and sales promotion is very useful tool to attract brand switchers. The gap still exists in literature to find the relation of sales promotion with both loyal as well as brand switcher.

2.4. Conceptual framework of the study

In this part of the study the theories that are discussed and empirical studies done by different researchers are combined to set the framework of this study.

The conceptual framework of the study was adopted from the benefit congruency framework of sales promotion effectiveness by chandon (2000) and customized for this study to suit it with the context of Ethiopia.

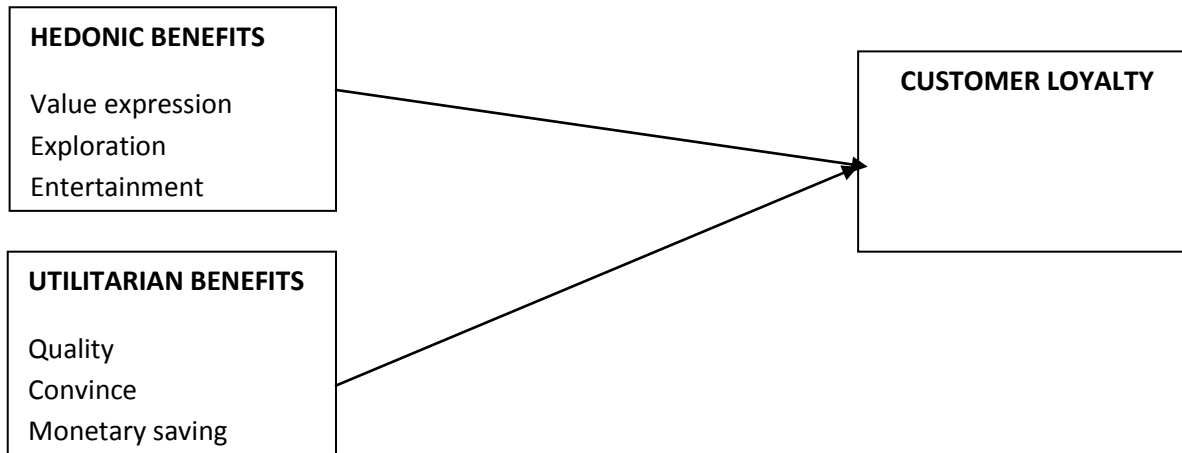


Figure 1: A Benefit Congruency Framework of Sales Promotion Effectiveness.

2.4.1. Research hypothesis

Based on the benefit Congruency Framework of Sales Promotion Effectiveness, the hypothesis for this study is formulated.

The central premise of this research is the effect that sales promotion benefits have on customer loyalty. Congruence frame work argues that sales promotion effectiveness is determined by the utilitarian and hedonic nature of the benefits it delivers, and the congruence of these benefits has with the promoted product.

Therefore, the researcher has constructed research hypothesis by adopting a benefit congruency framework of sales promotion effectiveness by Chandon (2000).

Bridge (2006), stated that prior usage of a brand and prior promotional activities that related to the core values of the customer can play roles in driving consumer loyalty to a specific brand.

According to Luk and Yip (2008), the buying behavior of consumers is mainly determined by the value it has with them. Based on these premises, the following hypothesis is formulated.

H1: Value Expression has a significant positive effect on customer loyalty in beer brands.

Ho: Value Expression has no significant positive effect on customer loyalty in beer brands.

Blattberg and Neslin (1989) , postulated that the increase in promotional activities in relation to the use of new technologies and highly novel items can led to the customer's loyalty to a brand and avoid switch to the competing ones. Based on this the following hypothesis is formulated.

H1: Exploration has a significant positive effect on customer loyalty in beer brands.

Ho: Exploration has no significant positive effect on customer loyalty in beer brands.

H1: Entertainment has a significant positive effect on customer loyalty in beer brands.

Ho: Entertainment has no significant positive effect on customer loyalty in beer brands.

Simonson, Carmon, and O'Curry (1994), suggested that a new feature on the promotional activities of a brand increase overall choice probability. Based on this assumption

H1: Quality has a significant positive effect on customer loyalty in beer brands.

Ho: Quality has no significant positive effect on customer loyalty in beer brands.

The existence of convenience in obtaining a product provides a stepping stone to a customer to be loyal to specific brand Chandon (2000). The idea is that promotions that are compatible with the promoted product, based on the benefits they provide, have a greater impact on the demand of the product. Based on this the following hypothesis is formulated.

Ho: Convenience has no significant positive effect on customer loyalty in beer brands.

H1: Convenience has a significant positive effect on customer loyalty in beer brands.

According to Liao (2006), monetary promotions rewards can be perceived as savings or loss reduction. On the other hand, for promotions in units other than money (e.g., samples, premiums), the benefits are more difficult to be integrated into the price reference. These promotions are then framed as gains. Promotions framed as gains have the benefit of being segregated from the reference price, whereas promotions framed as reduced loss are seen as merely reducing the purchase price. Based on this premises the following hypothesis is formulated.

H1: Savings has a significant positive effect on customer loyalty in beer brands.

Ho: Savings has no significant positive effect on customer loyalty in beer brands.

CHAPTER THREE

RESEARCH METHODOLOGY

In this chapter the research methodology including the research design, research approach, target population with sampling process and sample size determination are discussed.

3.1. Research approach

Research methodologies can be classified using the variety of ways, such as methods of data collection, time dimensions, researcher participation and the purpose of the study (Blumberg, 2008). Research design is an overall programed guide a researcher uses in the process of data collection, analyses and presentation. There are three types of research design based on the study purpose: exploratory, descriptive and causal (David, 1987). In this study the researcher aimed at examining the effect of sales promotion benefits on customer loyalty on beer brands in Addis Ababa. For this purpose the researcher has used descriptive and casual research design method to gather more information as well as to see the relationship between items in depth.

3.2. Research design

Moreover, the researcher implemented quantitative research approach because it involves theoretical constructs to the test and because it is a method of research to test hypothesis (Jan, 2010)

3.3. Target population

Target population of the study consist users of different beer brands in the Addis Ababa Market. Based on the number of beer brand users from selected sub cities, proportionate sampling procedure was employed to get the enough response from the respondents. Population is defined as ‘the complete set of units of analysis that are under study (Davis, 2000). Proctor (2003, p.16) defines population as the total group to be studied.

Since the research focuses on deeply seeing the relationship between sales promotion benefits and customer loyalty on beer brand in Addis Ababa, the target population of the research can be all people who are consuming beer brands.

As to the researcher understanding the population which consumes beer is unknown.

3.4. Sampling framework

The sampling framework of this study was drawn from the user of beer brands among Arada and Kirkos sub -cites of Addis Ababa.

3.5. Sampling technique

In this study, it was difficult to gather lists of beer brand consumers from different markets. This makes the sample taking process doubtful. The researcher has used probability sampling technique particularly two stage cluster sampling to tackle sampling error doubts and problem of getting list of beer brand consumer. Under this technique, there are specific methods that help to get the intended sample size. There are two basic reasons for selecting this method:

- It gives each element in the population an equal probability of getting into the sample; and all choices are independent of one another. And
- It also allows each possible sample combination to have an equal probability of being chosen.

3.5 .1 Sample size determination

Since the population size of this research is unknown, unknown population sample size formula has been used Corbetta (2003). Using a 95% confidence level, 0.5 standard deviation and a margin of error (confidence interval) of +/- 5% and level corresponds to a Z- score which is a constant value needed for the equation sample size were determined. Hence, z-score for 95% confidence level is 1.96.

The formula is:

Necessary sample size= (z-score) ²*Std Dev*(1-StdDev)/(margin of error)²

Then by inserting the value of each variable the sample size is defined

$$((1.96)^2 * .5(.5)) / (.05)^2$$

$$(3.8416 * .25) / .0025$$

.9604 / .0025 = 384.16, the sample size for this study is 384.

3.6. Sources and types of data

The study used both primary and secondary data for the study. The Primary data for the study were obtained from the views of respondents expressed in the questionnaire. According to Amedahe (cited in Yieri, 2006), primary sources of data allow more informed judgment about the quality and usefulness of information a researcher intends to use. Secondary collected from an assortment of sources. These comprise scholarly written journals (through the internet and available hard copies), research reports, and newsletters from the various beer companies in the country. Data from magazines and websites of beer producing firms as well as websites of organizations that do business with the firms were also used.

3.7 . Sampling procedures

Under cluster sampling the first step is to divide the total population into relatively small divisions (clusters). The base for clustering was sub-city. From the total 10 sub-cities, only two sub cities were taken using simple random sampling technique. Simple random sampling technique was chosen because it is relatively easier way of taking samples. First, the researcher wrote the name of each sub cities on a paper. Then put slips of paper into a box and mix them thoroughly and then draw a single slip of paper without looking from the total 10 slips. More importantly it was chose because the number of clusters (10 Sub-cities of Addis Ababa city) is very small.

To choose sample hotels; restaurant and bars the researcher was employed systematic random sampling methods.

Based on this probability sampling technique Arada and Kirkos sub cities were taken as a sample cluster and the sample respondent were from this sub-city only. Accordingly the number of respondents from each stratum was taken based on the sample frame as follows. The individual beer consumers in the selected out lets are unit of analysis.

Table 1. List of Sample Frame

Sub city	Number of hotels	Number of bar, café, and restaurant	Total
Kirkos	51	310	361
Arada	55	280	335

Source: FDRE Ministry of Trade

As it is shown in the above table through the data obtained from the Federal Democratic Republic of Ethiopia, Ministry of Trade both sub-cities have almost equal number of Hotels and BRC. To take proportional number of participants from each sub city selected, the researcher assigned half of the 384 sample size (192 participants) to each sub cities.

Sample taken FROM KIRKOS SUB-CITY

Considerations:

N=Total number of sample size needed

H=Total number of hotels in the sub city

BRC=Total number of bar, restaurants, and café in the sub city

THBG=Total number of sample collecting units/areas

Respondents from Hotels= $N (H/THBG)$

$$=192(51/361)$$

$$=27 \text{ respondents}$$

Respondents from BRC = $N (BRC/THBG)$

$$=192(310/361)$$

$$= 164 \text{ respondents}$$

Sample taken FROM ARADA SUB-CITY

Considerations:

N=Total number of sample size needed

H=Total number of hotels in the sub city

BRC=Total number of bar, restaurants, and café in the sub city

THBG=Total number of sample collecting units/areas

Respondents from Hotels= $N (H/THBG)$

$$=192(55/335)$$

= 31 respondents

Respondents from BRC = $N (BRC/THBG)$

$$=192(280/335)$$

= 160 respondents

Likewise, using the sampling frame in table 1 above systematic sampling technique was applied. The researcher uses systematic sampling technique because it lessens the effort of finding customers in every doors of contact places and to include respondents from every corner of the sub city.

The researcher set to include in average of 5 respondents from each hotels and BRC (Bar, restaurant and Café) selected in the sub city.

From KIRKOS SUB-CITY

Hotels included

$$27/5 =5 \text{ hotels}$$

Bar, Restaurant and Café

$$164/5=33$$

FROM ARADA SUB-CITY

Hotels included

$$31/5 =6 \text{ hotels}$$

Bar restaurant and café

$$160/5=32 \text{ bar, restaurant and café}$$

Again systematic sampling technique was implemented to know which of the hotels and BRC (Bar, restaurant and Café) were specifically contacted. The main roads in the sub city serve as a reference point of data collection. With the application of skip interval and considering every third outlets in the main roads of the respective sub-cities, from Kirkos sub-city 5 hotels and 33 bars, restaurant and café and from Arada sub-city 6 hotels and 32 bar, restaurant and café were selected. Contacted respondents are chosen from each hotels and bar, restaurant and café through using colors of seats. The researcher was trying to use all the days in the week (Monday through Sunday) where used for contacting respondents.

3.8. Methods of data collection

The researcher has employed the customer survey questionnaire to gather data. Customer survey questionnaire were necessary to test the hypotheses. With the survey method, it was hoped that the findings from the sample customers can be generalized into a large target population of Ethiopia. The survey was included questions related to the consumers' evaluation of sales promotion benefits and customer loyalty. All variables were assessed through the respondents' perceptual evaluations and the recall of their experiences. Moreover, Primary and secondary data were used in this study. Of the four types of data collection method identified, structured questionnaire data collecting methods were used (Fin, 1995). To obtain correct information from consumers a number of closed ended questions were prepared.

The questionnaire has had two parts. One is regarded as demographic background of the respondents and the other has been related to the dependent variable (customer loyalty), independent variables (sales promotion).

3.9. Instrument and measurement

There are two major independent variables, utilitarian benefits and hedonic benefits. The dependent variable of the study is consumer loyalty. The purpose of the instrument developed for this study was used to test the 6 formulated research hypotheses. It is very important when instrument accurately measure the underlying constructs used in formulating these hypotheses. The measures that are used in the study were borrowed and/or adapted from previous measures. The majority of the instruments used here are borrowed from previous study in this study were constructed for Western consumers, so it was necessary to test the instrument prior to the data collection process to ensure its applicability in the Ethiopia market. Therefore, pretest was used to avoid possible ambiguity in the wording of the scale's items that could be arises from different cultural interpretations of certain phrases during translation. The questionnaire designed for this study were originally drafted in English, were translated into Amharic, and then again translated back into English (through back translation method). To ensure the correct meaning of the translated version, graduate students from Addis Ababa University School of Commerce were involved to review the transcribed copies in English and Amharic. Their suggestions, along with feedback from the pretest, were incorporated into the final version of the questionnaire.

The questionnaire was consist Likert-type statements about which respondents could be asked to indicate their degree of agreement using a five-point scale with anchors of 1 = strongly disagree and 5 = strongly agree (Rashid, 2013).

It is consistent with a Benefit Congruency Framework of Sales Promotion Effectiveness (Chandon, 2000).

3.9.1. Reliability

In order to test the internal consistency of variables in the research instrument Cronbach's alpha coefficient were calculated. As Zikmund, Babin and Griffin (2010) state scales with coefficient alpha between 0.6 and 0.7 indicates fair reliability. As to (Nunnally and Bernstein, 1994) the cutoff level of reliability recommended for theory testing research is when it reached .70.

Thus, for this study, a Cronbach's Alpha score of .60 or higher is considered adequate to determine reliability.

As per the Cronbach's alpha result, the coefficient for all independent variables and the dependent variable were in the acceptable range, i.e. >0.6. As a result, all the 21 items were retained, and the seven variables in this study met the minimum requirement (see Table 5 below).

Table 2. Cronbach's measure

Constructs	Number of Items	Cronbach's Alpha
Value expression	3	.83
Exploration	3	.68
Entertainment	3	.73
Quality	3	.71
Convenience	3	.72
Saving	3	.71
Customer loyalty	3	.80

Source: SPSS Survey Result (2016)

3.9.2. Validity

In order to ensure the quality of this research design content and construct validity of the study were checked. The content validity was verified by the advisor of this research, who looks into the appropriateness of questions and the scales of measurement. Peer discussion was also another way of checking the appropriateness of questions. Moreover, the pilot test conducted prior to the actual data collection helped to get valuable comments. Construct validity is used to ensure measure is actually measure what it is intended to measure (i.e. the construct), and no other variable. In order to test the construct validity, correlation coefficient for the independent and dependent variables were calculated. As per the result of the correlation analysis, the six factors measuring customer loyalty were positively related with customer loyalty. Since the independent variables are positively related with the dependent variables, the independent variables can be considered as a good measure customer loyalty.

3.10. Method of data analysis

The data analysis was made by using both descriptive and inferential statistics. Descriptive statistics such as frequencies, percentages, means and standard deviations were used to be used to analyze demographic data. Moreover, Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables and to examine the relationship of the variables.

With regard to inferential statistics, Multiple linear regressions has been also employed to test hypothesis and achieve the study objective that tries to see the effect of different sale promotion benefits (hedonic and utilitarian).Regression analysis was used to test the significance contribution of each independent variable to the dependent variable customer loyalty. Moreover, one way ANOVA and independent sample T-test were used to see the mean difference among demographic profile of respondents on the benefits which makes them loyal customer. Cronbach's alpha were used to test goodness and internal consistency of the measure. All the analysis is done with SPSS 21.

3.11. Ethical Considerations

In order to keep the confidentiality of the data that is given by respondents, they were not required to write their name and have get assurance that their responses will be treated in strict confidentiality (see appendix). The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, the researcher was trying to avoid misleading or deceptive statements in the questionnaire. More importantly, the questionnaires were distributed only to voluntary participants.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1. Demographic characteristics

After collecting the data using customer survey questionnaire, the data were checked for unengaged responses (giving same response for every question forwarded), Missing values, and Outliers (extreme values as a response). Out of 384 surveys, 362 were complete. It is about 94 percent of valid response rate. 22 responses (about 6%) were not included in the study because of incompleteness for some reasons mentioned above. The following subsequent tables visualize the frequency and demographic profile respondents.

Table 3.1. Demographic Characteristics Table

Characteristics		Frequency	Percent
Gender	Male	215	59.4
	Female	147	40.6
Age	18-30	240	66.3
	31-45	87	24.0
	46-60	25	6.9
	>60	10	2.8
Education	Up to twelve grade	76	21.0
	Diploma	83	22.9
	B.A degree	108	29.8
	Second degree and above	95	26.2
Marital status	Single	236	65.2
	Married	115	31.8
	Divorced	4	1.1
	Widow	7	1.9

Source: SPSS survey result (2016)

The study founded there are more males as 215 out 362 representing 59% than (41%) representing 147 females. Even though the numbers of male respondents are a bit higher than female counterparts we can generally conclude fairly equal numbers of representative of both genders were included in the study

The study also found that majority of the respondents 240 (66.3%) fell within the age range of 18-30 years and least of the respondents 10(2.8%) fell within 60 years and above. It much indicated that most of the sample populations are youngsters. Moreover 87 respondents which account (24%) within the range of 31-45 and 25 respondents which account (6.9%) were from the age group of 46-60 categories. Hence, we can conclude that beer market is dominated age groups of adult.

As to the study output of educational level of the respondents, most of the participants 108 (29.8 %) are B.A degree holders. On the contrary, 76 respondents which account (21%) are from up to twelve grade categories. Moreover, 83 (22.9%) are respondents are diploma holder and 95(26.2%) are from second degree and above category.

Of the total of 362 respondents 263(65.2%) are single respondents. Married fellows also account 115(31.8%) which is half of single respondents. The least respondents are from widow 7(1.9%) and divorced 4(1.1%).

Table 3.2. Demographic Characteristics

Characteristics		Frequency	Percent
Monthly Income	Below 4000	172	47.5
	4001-8000	85	23.5
	8001-12000	42	11.6
	>12000	63	17.4
Beer brands consumption	Every day	65	18.0
	once in a while	121	33.4
	most of the days in a week	57	15.7
	Rarely	101	27.9
	only on weekends	18	5.0
Brand familiarity	Harar	24	6.6
	Meta	39	10.8
	Dashen	24	6.6
	Saint gorge	186	51.4
	Habesha	58	16.0
	Walia	29	8.0

As the study result indicates 172 (47%) of the respondents are found to be earning below 4000. Likewise those respondents who earn 8001-12000 are 42(11%) which is the least number. The highest earners (>12000) are about 63(17.4%). A good number of respondents 85(23%) are getting next to the floor (4001-8000)

4.2. Normality test

Normality is the mainly significant postulation in multivariate analysis (Hair ,2010). It deals with the nature of data circulation for an individual regularly construct and its association to normal distribution (Tabachnick & Fidel, 2007). Furthermore, when the final aim of research is to make inference, then screening for normality is a significant step in nearly all multivariate analysis (Hair et al., 2010)

The preliminary test of normality reveals that there was a sign of non-normality, which was revealed by calculating the Z-score values for each item.

Subsequently, after the transformation, the Skewness and Kurtosis of all the items are within the acceptable range of < 2 and < 7 respectively. For instance, Skewness values are less than 2; similarly, the kurtosis values, are less than 7. Perhaps this is in line with the examination of Tabachnick and Fidel (2007).

In knowing that homoscedasticity test is related to the assumption of normality, if the data is fairly normal, then the relationships between the variables is assumed to be homoscedastic and, thus, heteroscedasticity is absent (Tabachnick & Fidel, 2007). The fact that, both the multivariate and univariate normality are confirmed in this study, it could be concluded that, the assumptions of homoscedasticity is achieved.

Table 4. Skewness and Kurtosis

Constructs	Skewness	Kurtosis
Customer loyalty	-0.46	-0.11
Value expression	-1.02	0.88
Exploration	-0.51	-0.12
Entertainment	-0.47	-0.02
Quality	-0.24	0.01
Convenience	-0.53	-0.20
Saving	-0.22	-0.22

Source: SPSS survey result (2016)

4.3. Multicollinearity

Multicollinearity is a predicament that happens when the independent variables are extremely interrelated to as

high as 0.9 and above (Tabachnick & Fidell, 2007). As soon as two or above constructs are excessively interrelated, they enclose unnecessary information, and for that reason, not all of them are required in the same analysis, since they enhance or increase the size of error terms, and, thus, grow weaker the analysis (Maiyaki & Moktar, 2011). If the Multicollinearity problem is detected, it can be resolved by deleting the offending variable(s).

4.4. Ranking sales promotion benefits of customer loyalty

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, 2005).

The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

On the other hand, standard deviation shows the variability of an observed response from a single sample. The mean values are presented in table 6, together with standard deviation of values for each variable.

Table 5 Ranking sales promotion benefits of customer loyalty

Variables	Mean	Std. Deviation
Using "X " brand makes me to feel good about myself	3.56	1.185
I can be proud of my purchasing "X " brand	3.78	1.072
I feel like I am a smart shopper when I purchase "X " brand	3.83	1.094
Value expression	3.72	.969
when using "X" brand I feel like trying new brands	3.47	1.177
When using "X" brand I feel like I can avoid buying always the same brands	3.33	1.230
When using "X" brand I feel like I can get new ideas of things to buy	3.21	1.252
Exploration	3.34	.955
"X" brand's promotions are fun	3.10	1.215
"X" brand promotions are entertaining	3.56	1.098
"X" brand promotions are enjoyable	3.69	1.046
Entertainment	3.45	.906
"X" brand is a higher-quality product at the same price	3.52	1.050
I am willing to afford a better for "X" brand	3.34	1.152
"X" brand upgrade me to a better brand	3.44	1.070
Quality	3.43	.866
"X " brand's promotions remind me that I need the product	3.42	1.151
"X " brand's promotions make my life easy	3.53	1.207
"X" brand's promotion makes me to remember what I need	3.36	1.211
Convenience	3.44	.951
I really save money when I buy "X" brand	3.31	1.265
I feel that I am getting a good deal when I buy "X" brand	3.18	1.129
I really spend less when I buy "X" brand	3.06	1.125
Saving	3.18	.939

Source: SPSS survey result (2016)

The mean score for value expression was relatively high (3.72). This indicates that respondents consider value expression benefit of a brand to be loyal customer on beer brands. Consumers are much engage when the product is giving them sense of value which expresses them in some way. Next the mean score of entertainment is higher (3.45). This indicates that fun associated with a product /beer is much important to customers in the sector.

Convenience is the other variable that scores higher mean (3.44). This implies that most respondents are influenced by location that beer products available at.

Specifically, consumers are much attracted by quality those scores as the highest mean (3.43). Even though quality important to beer industry it is less initiating to make customer to make them loyal in the industry.

The item with the lowest mean score (3.34) refers exploration and (3.18) for saving. It implies exploration is somehow meaningful to customers in beer brands market than saving. They are much worried of the tests and companies effort making them to feel as if they are always using new products than the money they are thinking saving of using a beer of their favorite.

4.5. Correlation analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). As per Marczyk, Dematteo and Festinger, (2005) general guidelines correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

Depending on this assumption, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was done.

As per table 6 the coefficients shows that the six factors measuring customer loyalty were all positively related with customer loyalty within the range of 0.252 to 0.480, all were significant at $p < 0.01$ level. Five independent variables i.e. exploration, quality, convenience, entertainment and saving show a moderate level of positive relation with the dependent variable (consumer brand loyalty). Value expression shows a small positive relation (0.252).

Regarding the relationship between the independent variables, table 7 clearly shows that figures with the symbol $**$ indicates that each of the variables are significantly correlated with each other at a significance level of $p < 0.01$. Value expression is significantly correlated with all the six independent variables at $p < 0.01$, at a moderate level with most of the variables except customer loyalty which exhibited small correlation. Exploration shows a positive moderate relationship almost with all the independent variables. Again entertainment also shows a positive relation with almost all independent variables. On the other hand, quality shows a positive significant relation with almost all variables at $p < 0.01$. In the same manner, convenience shows a positive significant relation with almost all variables at $p < 0.01$. Last saving, also show a positive significant relation with almost all variables.

4.6. Regression analysis

In order to examine the effects of sales promotion benefits on creating customer loyalty in beer brand markets, multiple linear regression analysis was employed. Customer loyalty was used as the dependent variable while sales promotion benefits were used as the independent variables. Tables 7 provide the results of the multiple regression analysis. The regression model (see Table 8) presents how much of the variance in the measure of consumer loyalty is explained by sales promotion benefits.

The model or the predictor variables have accounted for 26.4% (adjusted R square of 25.2% with estimated standard deviation .822) of the variance in the criterion variable (customer loyalty). The remaining 74.4% are explained by other variables out of this model.

Similarly, the ANOVA table (see Table 9) shows the overall significance/acceptability of the model from a statistical perspective.

As the significance value of F statistics shows a value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify which of the sales promotion benefits from independent variables has much effect on dependent variable (customer loyalty). Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient.

The regression coefficient explain the average amount of change in dependent variable that caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

Table 9: Regressions for Consumers loyalty

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	1.356	0.217		6.243	0
Value Expression	-0.03	0.059	-0.031	-0.513	0.608
Exploration	0.041	0.066	0.041	0.62	0.536
Entertainment	0.171	0.065	0.163	2.623	0.009
Quality	0.028	0.067	0.026	0.423	0.672
Convenience	0.036	0.06	0.036	0.597	0.551
Saving	0.382	0.058	0.377	6.59	0.000
Dependent Variable: Customer loyalty					

The R-square value only indicates the variance in overall consumer loyalty of beer brand as it is explained by the independent variables.

However, when we see the extent to which each independent variables influence the dependent variable, saving, entertainment, exploration, convenience, quality, and value expression was found to be the determinant of customer loyalty , in their descending order referring saving as the most effective sales promotion benefits to create customer loyalty.

According to Table 9, the regression standardized coefficients for the six independent variables, i.e. saving, entertainment, exploration, convenience, quality, value expression are .377, .163, .041, .036, .026 and -.031 respectively.

Their significance levels are 0.000, .009, .536, .551, .672, and .608 respectively, from which two of them are less than 0.05. This indicates that there is significant relationship between two of the independent variables and the dependent variable (customer loyalty). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with saving, entertainment were accepted and the remaining four alternative hypotheses (which are related with exploration, convenience, quality, and value expression,) were rejected.

Generally as table 9 clearly shows, among the six predictors, multiple linear regressions (Beta coefficients) analysis revealed that, saving, is the first most significant variable for consumers which affects their loyalty followed by entertainment. Exploration takes the third place and convenience of brands is regarded as the fourth most important factor of customer loyalty.

Finally, quality, takes the 5th place followed by value expression. Saving followed by entertainment was the most significant variable which creates customer loyalty followed by entertainment. Whereas, value expression, exploration, convenience and quality have no significant effect on customer loyalty as it is explained by the significance level $p > 0.05$.

This clearly tells that, beer brand users don't give due attention to value expression, exploration, convenience and quality as they do for saving and entertainment in beer industry.

4.7. Hypotheses testing

Table 10: Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Result	Reason
Ho: Value Expression has no significant positive effect on customer loyalty in beer brands. H1: Value Expression has a significant positive effect on customer loyalty in beer brands.	Ho: Accepted H1: Rejected	$\beta = -.031$, $p > 0.05$
Ho: Exploration has no significant positive effect on customer loyalty in beer brands. H1: Exploration has a significant positive effect on customer loyalty in beer brands.	Ho: Accepted H1: Rejected	$\beta = .041$, $p > 0.05$
Ho: Entertainment has no significant positive effect on customer loyalty in beer brands. H1: Entertainment has a significant positive effect on customer loyalty in beer brands.	Ho: Rejected H1: Accepted	$\beta = .163$, $p < 0.05$
Ho: Quality has no significant positive effect on customer loyalty in beer brands. H1: Quality has a significant positive effect on customer loyalty in beer brands.	Ho: Accepted H1: Rejected	$\beta = .026$, $p > 0.05$
Ho: Convenience has no significant positive effect on customer loyalty in beer brands. H1: Convenience has a significant positive effect on customer loyalty in beer brands.	Ho: Accepted H1: Rejected	$\beta = .036$, $p > 0.05$
Ho: Savings has no significant positive effect on customer loyalty in beer brands. H1: Savings has a significant positive effect on customer loyalty in beer brands.	Ho: Rejected H1: Accepted	$\beta = .377$, $p < 0.05$

Source: SPSS Survey Data (2016)

4.8. Sales promotion benefits and demographic variables

In order to achieve the objective that aims to examine if there is a difference between the demographic profile of consumers and sales promotion benefits effect in making customer loyal to specific brand , two inferential statistics techniques were employed. The independent t-test and one-way ANOVA were applied to compare demographic characteristics and investigate how they are related with saving, entertainment, exploration, convenience, quality, and value expression.

4.8.1. The independent t-Test

T-test is used to test mean differences between two groups. In general, t-test requires a single dichotomous independent variable and a single continuous dependent variable (Marczyk, Dematteo and Festinger, 2005). Thus, t- test were used to compare mean difference between gender and sales promotion benefits.

Table 11: Independent sample t-test between gender and sales promotion benefits

Gender		N	Mean	Std. Deviation	Mean Difference	t-Value	Sig.(P)
Value Expression	Male	215	3.71	1.089	-.028	-.266	.000
	Female	147	3.74	.763			
Exploration	Male	215	3.43	.996	.236	2.323	.218
	Female	147	3.20	.877			
Entertainment	Male	215	3.55	.912	.240	2.490	.327
	Female	147	3.31	.882			
Quality	Male	215	3.39	.900	-.098	-1.061	.242
	Female	147	3.49	.813			
Convince	Male	215	3.42	.955	-.043	-.423	.947
	Female	147	3.46	.949			
Saving	Male	215	3.14	.993	-.118	-1.170	.026
	Female	147	3.25	.853			

*significant at $p < 0.05$

Source: SPSS Survey Data (2016)

As it is shown in table 10, the mean difference between male and female subjects with regard to the variables value expression and saving is-.028 and -.118 respectively. The result of independent sample t-test shows that the mean difference between male and female subjects with the variables value expression and saving is significant, at p value is .000 and .026 respectively, which is less than 0.05.

This result indicates that the two variables (value expression and saving) influence on male beer customer loyalty which is higher than the effects of the variables have on female subjects. The mean difference between female and male for the remaining four variables is not significant as their p values are greater than 0.05 (see table 10). This shows that the variables influence on brand choice of female and male subjects is almost similar

4.8.2. One-way ANOVA test

Similarly, ANOVA is a test of mean comparisons. In fact, one of the only differences between a *t*-test and an ANOVA is that the ANOVA can compare means across more than two groups or conditions (Marczyk, Dematteo and Festinger, 2005). Hence, One-Way ANOVA analysis between sales promotion benefits and four income levels, four education levels, and four age groups were executed.

4.8.2.1. Between income level and sales promotion benefits

Table 12: One Way ANOVA between Income Level and sales promotion benefits

		Sum of Squares	d.f	Mean Square	F	Sig.
Value Expression	Between Groups	9.162	4	2.291	2.481	.044
	Within Groups	329.584	357	.923		
	Total	338.747	361			
Exploration	Between Groups	11.993	4	2.998	3.373	.010
	Within Groups	317.339	357	.889		
	Total	329.332	361			
Entertainment	Between Groups	4.701	4	1.175	1.438	.221
	Within Groups	291.667	357	.817		
	Total	296.368	361			
Quality	Between Groups	7.613	4	1.903	2.583	.037
	Within Groups	263.074	357	.737		
	Total	270.687	361			
Convenience	Between Groups	7.644	4	1.911	2.138	.076
	Within Groups	319.074	357	.894		
	Total	326.719	361			
Saving	Between Groups	6.860	4	1.715	1.964	.099
	Within Groups	311.751	357	.873		
	Total	318.611	361			

* Significant at $p < 0.05$

Source: SPSS Survey Data (2016)

In order to find out whether there is a significant difference between the benefits of sales promotion and income level, one-way ANOVA analysis was executed. The results of the analysis are presented in Table 13. From the six variables significance difference between income levels is observed with regard to three variables (Value Expression, Exploration and Quality).

As table 13 shows there is significant difference between different income groups and Value Expression at $F=2.481$, $p<0.05$, which is .044. Similarly, the difference between exploration and different income levels is significant at $F=3.373$, $p<0.05$ (i.e. .010). Moreover, when we see the difference between quality and different income levels is significant at $F=2.583$, $p<0.05$ (i.e. .037). This implies that there is significant difference between different income level (Below 4000, 4001-8000, 8001-12000, >12000) with regard to their value expression , exploration and saving .

On the other hand, the result shows that there is no significant mean difference between different income groups with regard to the remaining three variables convenience, entertainment and saving $p>0.05$ (i.e. .07, .22, .09) respectively . It in turn indicates that the consideration of the three variables as making customer to be loyal to specific brand by different income groups is the same.

4.8.2.2. Between age and sales promotion benefits

Table 13 : One Way ANOVA between age and sales promotion benefits

		Sum of Squares	d.f	Mean Square	F	Sig.
Value Expression	Between Groups	5.669	3	1.890	2.031	.109
	Within Groups	333.078	358	.930		
	Total	338.747	361			
Exploration	Between Groups	8.895	3	2.965	3.313	.020
	Within Groups	320.437	358	.895		
	Total	329.332	361			
Entertainment	Between Groups	3.220	3	1.073	1.311	.271
	Within Groups	293.149	358	.819		
	Total	296.368	361			
Quality	Between Groups	9.383	3	3.128	4.285	.005
	Within Groups	261.304	358	.730		
	Total	270.687	361			
Convince	Between Groups	3.842	3	1.281	1.420	.237
	Within Groups	322.876	358	.902		
	Total	326.719	361			
Saving	Between Groups	4.348	3	1.449	1.651	.177
	Within Groups	314.263	358	.878		
	Total	318.611	361			

* Significant at $p < 0.05$

Source: SPSS Survey Data (2016)

The result of the analysis shows that there is a significance difference between age group of respondents with regard to two variable i.e. exploration and quality.

As table 12 shows there is significant difference between different age groups and exploration at $F=3.313$, significant level .020, which is less than 0.05. In the same manner there is significant difference between different age groups and quality at $F=4.285$, significant level .005, which is equivalent to 0.05. Loyalty range of respondents who are in different age groups is affected by exploration and quality of a brand.

For the remaining four variables, the result shows that the influence is the same among different age groups of respondents.

4.8.2.3 Between educational level and sales promotion benefits

Table 14: One Way ANOVA between educational level and sales promotion benefits

		Sum of Squares	df	Mean Square	F	Sig.
Value Expression	Between Groups	3.835	3	1.278	1.367	.253
	Within Groups	334.912	358	.936		
	Total	338.747	361			
Exploration	Between Groups	1.338	3	.446	.487	.692
	Within Groups	327.994	358	.916		
	Total	329.332	361			
Entertainment	Between Groups	.627	3	.209	.253	.859
	Within Groups	295.741	358	.826		
	Total	296.368	361			
Quality	Between Groups	5.938	3	1.979	2.677	.047
	Within Groups	264.748	358	.740		
	Total	270.687	361			
Convenience	Between Groups	9.110	3	3.037	3.423	.017
	Within Groups	317.608	358	.887		
	Total	326.719	361			
Saving	Between Groups	5.683	3	1.894	2.167	.092
	Within Groups	312.928	358	.874		
	Total	318.611	361			

ANOVA result in table 13 shows that two variables are perceived differently among respondents, who are in different educational groups. The variables are quality and convince with a significant level (.017) and (.047), respectively, which is less than 0.05.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

This chapter aims to review the problem of the research and conclude the findings of with regard to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is included in the present chapter. Limitation faced while conducting the study and suggestion for future researches is also included at the end of this chapter.

5.1. Summary of major findings

This study is carried out in order to see the effect of sales promotion benefits on consumer loyalty among beer brands in Addis Ababa. According to study findings, two factors, saving and entertainment were identified as critical to create loyal customer in beer industry. Comparatively, the most effective benefits of the two which influences customer to be loyal to specific beer brand are saving. Savings will be remarkable for those price-conscious consumers and for those with financial constraints.

In order to achieve the objective that aims to examine if there is a difference between the demographic profile of consumers and sales promotion benefits effect in making customer loyal to specific brand, two inferential statistics techniques were employed.

The Independent t-test and one-way ANOVA were applied to compare demographic characteristics and investigate how they are related with saving, entertainment, exploration, convenience, quality, and value expression.

As to the output of independent t-test, the mean difference between male and female subjects with regard to the variables value expression and saving is significant. It indicates that the two variables (value expression and saving) influence male beer users than the effects of the variables have on female subjects.

In order to find out whether there is a significant difference between the benefits of sales promotion and income level, one-way ANOVA analysis was executed.

The results of the analysis shows significance difference between income levels and three of sales promotion benefits value expression, exploration and quality. This implies that there is significant difference between different income level (Below 4000, 4001-8000, 8001-12000, >12000) with regard to value expression, exploration and saving.

Again the output of the analysis of age group and sales promotion benefits dictates that there is a significance difference between age group of respondents with regard to two variable i.e. exploration and quality. Loyalty range of respondents who are in different age groups is affected by exploration and quality of a brand.

ANOVA result of educational level and sales promotion benefits shows that two variables are perceived differently among respondents. These are in different educational groups. The variables are quality and convince with a significant level (.017) and (.047), respectively, which is less than 0.05.

5.2. Conclusion

This study was initiated to investigate the effects of sales promotion benefits on customer loyalty of beer brands in Addis Ababa.

The results of the study indicated that there is a positive effect of: _

- Entertainment: _ human being needs much fun and relaxation as a way of reduction tension. Of the many ways of entertainment, the entertainment gained from eating and drinking is crucial. Companies operating in beer brand industry need to focus on entertainment aspect of sales promotion benefits to attract, retain and to create loyal customers.
- Saving: _ From this finding, it can be concluded that when consumers are get informed of their savings, and really made to get helped to experience it well they tend to be loyal to a beer brand of specific company. Moreover literatures declare that consumer responds even for insignificant price reductions (Hoch, 1994). This finding is consistent with the findings of other researchers Rashid (2013), who concluded among all the predictors, saving is found having stronger impact on consumer's loyalty than any other predictor. As to Aaker (1996), the price reductions may enforce the customer to switch to other brand and thus it may eliminate the criteria of the quality and develop price elasticity in the purchase of the product.
- Moreover, as per to the findings of the study the impact of saving(utilitarian benefit) is high as compared to the impact of entertainment which is a hedonic benefit of sales promotion.

5.3. Recommendations

Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be used to influence consumers get accustomed to specific beer brand. In general, beer brand companies should focus on differentiation their products as a product that shares happiness and can be affordable.

The recommendations given are the following:

► Breweries need to use more entertainment focused sales promotion mixes if they want to defend their market share, embark to others in a highly competitive market like beer industry. Differentiation created through the hedonic need (latent need) of customer gets attention. Making and keep on building the excitement stance of the product could serve as a base and can be considered by beer consumer as a company tries to make its customer cheer always.

► The heart of marketing is reading customers need and work on it and satisfy it to the good of the company be it short run/long run. Price reduction/low cost offset product quality questions and develops price elasticity in the purchase of the product. Therefore, companies in the beer industry ought to work on the sales promotion activities that aimed at monetary saving for beer consumers.

5.4. Limitations and direction for future studies

The researcher faced a number of limitations which include; lack of cooperation from some of the respondents' was a challenge for the scope of the research as not all the selected respondents were willing to divulge information that is important to this study. To overcome this, the researcher issued an introductory letter indicating that the information collected will be treated with confidentiality and will be used for academic purpose only.

Creating loyal customers are account for a number of marketing strategy efforts. The researcher tries to address in this thesis the benefits of individual sales promotion benefits on creating loyal customers.

It will give a broad touches if the area is studied the collective benefits of sales promotion on creating customer loyalty as one independent variable in addition to the other benefits. Moreover, the study area in the beer brands can be conducted in the context of other countries, so that the findings of the study can be replicated.

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APPENDIXES

APPENDEX A
አዲስ አበባ ዩኒቨርሲቲ ንግድ ስራ ት/ቤት
የገበያ አስተዳደርና ሽያጭ ትምህርት ክፍል

በአዲስ አበባ ከተማ በሚኖሩ የቢራ ብራንድ ተጠቃሚዎች የሚሞላ መጠይቅ
ውድ ምላሽ ሰጭዬ

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ት/ቤት የማስተርስ ዲግሪዬን ለማግኘት “Effect of sales promotion benefits on consumer loyalty of beer brands in Addis Ababa” በሚል ርዕስ ለማድረግ የመመረቂያ ፀጉፍ ጥናት ግብአት የሚሆነኝን መረጃ ለመሰብሰብ ነው። የዚህ መጠይቅ ዋና አላማ የቢራ ፋብሪካዎች ቢራዎቻቸውን ለሚጠቀሙ ሰዎች የሚሰጡት ለአጭር ጊዜ የሚቆዩ የተለያዩ ጥቅማ ጥቅሞች ተጠቃሚዎች ታማኝ ደንበኞቻቸው እንዲሆኑ ምን ያህል ተጽዕኖ እንዳደረገባቸው ለማየት ሲሆን ጥናቱ በአዲስ አበባ ከተማ ብቻ በሚገኙ የቢራ ብራንድ ተጠቃሚዎች ላይ ለመስራት የታሰበ ነው ። የዚህ ጥናት ውጤት/ግኝት/ ጥናቱን ለሚጠቀሙ ሁሉ የሚረዳ እንዲሆን የእርሶ እውነተኛ ምላሽ ትልቁን ድርሻ የሚወስድ መሆኑን ተረድተው ለጥያቄዎቹ ትክክለኛ ምላሽ እንዲሰጡኝ ስጠይቅዎ ከውድ ግዜዎ ሰውተው ለሚያደርጉልኝ

ትብብር በቅድሚያ በማመስገን ነው። በመጨረሻም በዚህ መጠይቅ የሚሰበሰቡ መረጃዎች ሁሉ ለትምህርት አገልግሎት ብቻ ማንኛውም አስተያየት በከፍተኛ አድናቆት የምቀበለው መሆኑን ልገልፅልዎ እወዳለሁ።

በድጋሜ አመሰግናለሁ!!!

ሀ. ጠቅላላ መረጃዎች

ለሚከተሉት ጥያቄዎች የእርስዎን ሁኔታ የሚገልፀው አማራጭ ላይ የ(√) ምልክት በማድረግ ምላሽዎን ይስጡ።

1) ያታ? ወንድ [] ሴት []

2) ዕድሜ ? 18-30 [] 31-45 [] 46-60 [] >60 []

3) የትምህርት ደረጃ ?

አስራ ሁለተኛ ክፍል እና ከዚያ በታች [] ዲፕሎማ []

የመጀመሪያ ዲግሪ እና ከዛ በላይ [] ሁለተኛ ዲግሪ እና ከዚያ በላይ []

4) የጋብቻ ሁኔታ? ያገባ [] ያላገባ [] እባክዎን ሌላ ካለ ይግለፁ

5) ወርሀዊ ገቢዎ ምን ያህል ነው?

4000 እና ከዚያ በታች [] 4001-8000 [] 8001-12000 [] >12000 []

6) የእርስዎን የቢራ አወሳሰድ እንዴት ያስቀምጡታል?

በየቀኑ እጠጣለሁ [] አልፎ አልፎ ነው የምጠጣው []

በሳምንቱ አብላጫ ቀናት እጠጣለሁ [] ከስንት አንዴ ነው የምጠጣው []

እረፍት ቀናት ብቻ ነው የምጠጣው []

7) ከዚህ በታች ከተዘረዘሩት የቢራ ብራንዶች ውስጥ የእርስዎ ምርጫ የሆነው ብራንድ ላይ የ [√]

ምልክት ያድርጉ

- ሀ) ሀረር [] ለ) ጫታ [] ሐ) ዳሽን [] መ) ቅዱስ ጊዮርጊስ ሠ) ሀበሻ []
 ረ) ዋሊያ [] እባክዎን ሌላ ካለ ይግለፁ_____

ለ) እባክዎ ከዚህ በታች በተጠቀሱት ሀሳቦች ላይ ምን ያህል እንደሚስማሙ ወይም እንደማይስማሙ ለመግለፅ ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አቋም የሚገልፀው ቁጥር ላይ ያክብቡ።

ማሳሰቢያ፤- በሚከተሉት ጥያቄዎች ላይ በ(ሀ) ፊደል የተገለፀው ብራንድ እርስዎ በጥያቄ ቁጥር 7 ላይ የመረጡትን ብራንድ የሚወክል ነው።

	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ራስን መግለፅ					
ሀ ብራንድን ስጠቀም ስለእራሴ ጥሩ ስሜት እንዲኖረኝ ያደርገኛል	1	2	3	4	5
ሀ ብራንድን በመግዛቴ ከራሳችኛል ይሰማኛል	1	2	3	4	5
ሀ ብራንድን ስገዛ ብልህ ሸማች እንደሆንኩ ይሰማኛል	1	2	3	4	5
ቅኝት	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ሀ ብራንድ ስጠቀም አዲስ ብራንድን እንደተጠቀምኩ ይሰማኛል	1	2	3	4	5
ሀ ብራንድ ስጠቀም ሁል ጊዜ አንድ አይነት ብራንድን እየተጠቀምኩ እንዳልሆነ ይሰማኛል	1	2	3	4	5
ሀ ብራንድን ስጠቀም አንድ አዲስ ሀሳብን/ጥቅምን/ እንደማገኝ ይሰማኛል።	1	2	3	4	5
ዘና ማድረግ	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
የ ሀ ብራንድ ማስታወቂያዎች ሳቅን ያጭራሉ	1	2	3	4	5

የሀ ብራንድ ማስታወቂያዎች ያዘናሉ	1	2	3	4	5
የሀ ብራንድ ማስታወቂያዎች ያስደስታሉ	1	2	3	4	5
ጥራት	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ሀ ብራንድ ከፍተኛ ጥራት ቢኖረውም ዋጋው ከሌሎች ብራንድን አይለይም	1	2	3	4	5
ለሀ ብራንድ ከፍተኛ ክፍያ ብጠየቅም እክፍላለሁ	1	2	3	4	5
ሀ ብራንድ ወደ ተሻለ ብራንድ አስጠግቶኛል ብዬ አስባለሁ።	1	2	3	4	5
ቅርብት	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
የሀ ብራንድ ማስታወቂያዎች ሀ ብራንድን እንዳስታውስ ያደርጉኛል	1	2	3	4	5
የሀ ብራንድ ማስታወቂያዎች ህይወቴን ቀለል አድርገውልኛል	1	2	3	4	5
የሀ ብራንድ ማስታወቂያዎች ምን እንደምፈልግ እንዳስታውስ ያደርጉኛል	1	2	3	4	5
ቁጠባ	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ሀ ብራንድን ስገዛ ገንዘብ እንደቆጠብኩ አውቃለሁ።	1	2	3	4	5
ሀ ብራንድ ስገዛ ያልተጋነነ ግዥ እንደፈፀምኩ ይሰማኛል	1	2	3	4	5
ሀ ብራንድን ስገዛ አነስተኛ ዋጋ እንደከፈልኩ አውቃለሁ።	1	2	3	4	5
የደንበኞች ታማኝነት	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ሀ ብራንድን በተደጋጋሚ የመጠቀም ፍላጎት አለኝ	1	2	3	4	5
ሀ ብራንድን የሚያመርተው ድርጅት የሚያመርታቸውን ሌሎች ተመሳሳይ ብራንዶች ለመሞከር አስባለሁ	1	2	3	4	5
ሀ ብራንድን ጓደኞቼ እንዲሞክሩት አበረታታለሁ።	1	2	3	4	5
በድጋሜ አመሰግናለሁ!					

APPENDEX B

QUESTIONNAIRE IN ENGLISH

Addis Ababa University School of commerce

a questionnaire to be filled by Consumers of beer brands living in Addis Ababa

Dear Respondent,

This questionnaire has been prepared to collect raw data which will serve as an input for a thesis titled as **“Effect of sales promotion benefits on consumer loyalty of beer brands in Addis Ababa ”** thereby to earn my Masters of Art degree in Marketing Management from Addis Ababa University School of Commerce. The main objective of this study is to see to what extent different sales promotion benefits influences beer brand users loyalty to specific brand. The study will be conducted only beer brand users who dwell in Addis Ababa city.

The output of this Study will be helpful to all who use it if and only if you are cooperative in terms of providing genuine information. Therefore I pledge you to give your genuine responses to the questions hereunder and I will be grateful to you for scarifying your precious time to engage in with me in this research.

Last, I want to assure you that the any of the information you provide will serve only academic purpose and not disseminated to third party. I will appreciate any of your comment sent to me regarding the study because it makes greater contribution to the research output.

Thank you again!!!

Melaku Gulilat

Mobile +251-913 66 56 36

E-mail meliverpool8@gmail.com

Part A. The following questions are for background purpose only.

Note: For the following questions, please put a tick mark [] on one answer that describes your current situation.

1) What is your gender? Male [] Female []

2) Age? 18-30 [] 31-45 [] 46-60 [] >60 []

3) Education level?

Up to twelve grade [] Diploma []

B.A degree [] Second degree and above []

4) Marital status? Single [] Married []

Please specify if any other _____

5) Monthly income?

Below 4000 [] 4001-8000 [] 8001-12000 [] >12000 []

6) How do you put your level of beer consumption?

Every day [] Once in a while []

Most of the days in a week [] Rarely []

7) Please choose one beer brand that you MOST familiar with and put a tick mark

[]

1) Harar [] 2) Meta [] 3) Dashen [] 4) Saint George [] 5) Habesha []

6) Walia [] Please specify if any other _____

Part B: To indicate how much you agree or disagree with each statement, please circle one answer. You may "strongly disagree", "Disagree", "uncertain", "agree", or "strongly agree" with each statement.

NOTE: In the following questions, the "X" represents the brand you chose in the question 7.

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Value expression					
Using "X " brand makes me to feel good about myself	1	2	3	4	5
I can be proud of my purchasing "X " brand	1	2	3	4	5
I feel like I am a smart Shopper when I purchase "X " brand	1	2	3	4	5
Exploration	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
when using "X" brand I feel like trying new brands	1	2	3	4	5
When using "X" brand I feel like I can avoid buying always the same brands	1	2	3	4	5
When using "X" brand I feel like I can get new ideas of things to buy	1	2	3	4	5
Entertainment					
"X" brand's promotions are fun	1	2	3	4	5
"X" brand promotions are entertaining	1	2	3	4	5

"X" brand promotions are enjoyable	1	2	3	4	5
Quality					
"X" brand is a higher-quality product at the same price	1	2	3	4	5
I am willing to afford a better for "X" brand	1	2	3	4	5
"X" brand upgrade me to a better brand	1	2	3	4	5

Part B: To indicate how much you agree or disagree with each statement, please circle one answer. You may "strongly disagree", "Disagree", "uncertain", "agree", or "strongly agree" with each statement.

NOTE: In the following questions, the "X" represents the brand you chose in the question 7.

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Convenience					
"X " brand's promotions remind me that I need the product	1	2	3	4	5
"X " brand's promotions make my life easy	1	2	3	4	5
"X" brand's promotion makes me to remember what I need	1	2	3	4	5
Savings (Monetary savings)					
I really save money when I buy "X" brand	1	2	3	4	5
I feel that I am getting a good deal when I buy "X" brand	1	2	3	4	5
I really spend less when I buy "X" brand	1	2	3	4	5
Customer Loyalty					
I would like to use "X " brand again	1	2	3	4	5
I will consider other "X " brand categories	1	2	3	4	5
I would love to recommend "X" brand to my friends.	1	2	3	4	5

Thank you again!

ANNEX

ANOVA

Table: 6.1

		Value Expression	Exploration	Entertainment	Quality	Convenience	Saving	Customer loyalty
Value Expression	Pearson Correlation	1	.591**	.485**	.489**	.452**	.398**	.252**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	362	362	362	362	362	362	362
Exploration	Pearson Correlation	.591**	1	.608**	.508**	.429**	.502**	.340**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	362	362	362	362	362	362	362
Entertainment	Pearson Correlation	.485**	.608**	1	.512**	.498**	.391**	.352**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	362	362	362	362	362	362	362
Quality	Pearson Correlation	.489**	.508**	.512**	1	.545**	.483**	.317**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	362	362	362	362	362	362	362
Convenience	Pearson Correlation	.452**	.429**	.498**	.545**	1	.490**	.320**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	362	362	362	362	362	362	362
Saving	Pearson Correlation	.398**	.502**	.391**	.483**	.490**	1	.480**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	362	362	362	362	362	362	362
Customer loyalty	Pearson Correlation	.252**	.340**	.352**	.317**	.320**	.480**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	362	362	362	362	362	362	362

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

INDEPENDENT SAMPLES T-TEST

Table: 6.2

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	d.f	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Value Expression	Equal variances assumed	23.726	.000	-.266	360	.790	-.028	.104	-.232	.177
	Equal variances not assumed			-.284	359.767	.777	-.028	.097	-.219	.164
Exploration	Equal variances assumed	1.521	.218	2.323	360	.021	.236	.102	.036	.436
	Equal variances not assumed			2.379	337.886	.018	.236	.099	.041	.431
Entertainment	Equal variances assumed	.963	.327	2.490	360	.013	.240	.096	.050	.429
	Equal variances not assumed			2.506	320.612	.013	.240	.096	.052	.428
Quality	Equal variances assumed	1.373	.242	-1.061	360	.290	-.098	.093	-.280	.084
	Equal variances not assumed			-1.081	333.426	.281	-.098	.091	-.277	.081
Convenience	Equal variances assumed	.005	.947	-.423	360	.672	-.043	.102	-.244	.157
	Equal variances not assumed			-.424	315.093	.672	-.043	.102	-.243	.157
Saving	Equal variances assumed	4.971	.026	1.170	360	.243	-.118	.100	-.315	.080
	Equal variances not assumed			1.203	341.726	.230	-.118	.098	-.310	.075

Table 7. Correlation Analysis

	Value Expression	Exploration	Entertainment	Quality	Convenience	Saving	Customer loyalty
Value Expression	1	.591**	.485**	.489**	.452**	.398**	.252**
Exploration		1	.608**	.508**	.429**	.502**	.340**
Entertainment			1	.512**	.498**	.391**	.352**
Quality				1	.545**	.483**	.317**
Convenience					1	.490**	.320**
Saving						1	.480**
Customer loyalty							1

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

Source: SPSS survey result (2016)

Table 8 : Regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.514 ^a	0.264	0.252	0.822

a. Predictors: (Constant), saving , entertainment , value expression, convenience, quality, exploration