



THE EFFECT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR: THE CASE OF CANBEBE DIAPER

By

Afomia H/michael

A Thesis submitted to Addis Ababa University School of commerce graduate studies for the Partial Fulfilment of the required for the Award of Masters of Arts Degree in Marketing Management

Advisor: Temesgen Belayneh (PhD)

May, 2019

Addis Ababa, Ethiopia

**THE EFFECT OF SALES PROMOTION ON CONSUMER
BUYING BEHAVIOR: THE CASE OF CANBEBE DIAPER**

By

Afomia H/michael

A Thesis submitted to Addis Ababa University School of commerce graduate studies for the Partial Fulfilment of the required for the Award of Masters of Arts Degree in Marketing Management

Advisor: Temesgen Belayneh (PhD)

May, 2019

Addis Ababa, Ethiopia

DECLARATION

I hereby declare that this study entitled “*The effect of sales promotion on consumer buying behavior: the case of canbebe diaper*” is my original work prepared under the guidance of my advisor Temesgen Belayneh (Ph.D.). This paper is submitted in partial fulfilment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

By: Afomia H/Michael

Signature _____

Date

**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
POST GRADUATE STUDIES DEPARTMENT OF MARKETING**

**THE EFFECT OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOR:
THE CASE OF CANBEBE DIAPER**

BY: Afomia H/Michael

APPROVAL BOARD COMMITTEE

ADVISOR.....SIGNATURE.....

INTERNAL.....SIGNATURE.....
EXAMINER

EXTERNAL.....SIGNATURE.....
EXAMINER

Contents

ACKNOWLEDGEMENTS	i
ACRONYMS	ii
LIST OF TABLES.....	iii
LIST OF FIGURE.....	iv
ABSTRACT.....	v
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the study	1
1.2. Back ground of the organization.....	2
1.3. Statement of the problem	3
1.1. Objectives of the study.....	4
1.1.1. General objectives.....	4
1.1.2. Specific Objectives	4
1.2. Research question	4
1.3. Scope of the study.....	5
1.4. Significance of the study.....	5
1.5. Definition of terms.....	6
1.6. Limitation.....	7
1.7. Organization of the study.....	7
CHAPTER TWO	8
REVIEW OF RELATED LITERATURE	8
2.1 THEORETICAL REVIEW	8
2.1.1 Sales promotion.....	8
2.1.2 Sales promotion activities (lottery, buy one get one free, premiums).....	9
2.1.2.1Lottery/Competition.....	9
2.1.2.2Buy one get one free	10
2.1.2.3Gifts/premiums	11
2.1.3Consumer Buying Behavior.....	11
2.2EMPERICAL REVIEW	13
2.2.1Effect of Sales Promotion tools on Customer Buying Behavior.....	13
2.3Conceptual frame work.....	15

2.3.1 Hypothesis.....	15
CHAPTER THREE	16
Research Design and Methodology	16
3.1 Introduction.....	16
3.2 Research Approach	16
3.3 Research Design.....	16
3.4 Population and sample size	17
3.4.1 Population of the study	17
3.4.2 Sample Size Determination.....	17
3.5 Data source and types of data	17
3.6 Validity and Reliability of the Study	17
3.6.1 Validity	17
3.6.2 Reliability.....	18
3.7 Data Collection Procedures.....	19
3.8 Data Analysis	19
3.9 Ethical considerations	20
CHAPTER FOUR.....	21
DATA PRESENTATION ANALYSIS AND INTERPRETATION.....	21
4.1 Results.....	21
4.1.1 Sample and response rate.....	21
4.1.2 Demographic profile of respondents.....	22
4.1.3 Measurements of the level of agreement of the respondent's Perception towards different variables of the research.....	23
4.1.4 Measurement of the level of agreement of the respondent's Perception towards the dependent variable (customer buying behavior)	27
4.2 Regression analysis	29
1 Normality Test	29
2 Test of Kurtosis and Skewness	29
3 Multicollinearity Assumptions.....	30
4.2.1 Results of Regression analysis.....	31
4.2.2 Regression Coefficients or Model.....	33
4.3 Hypothesis testing.....	34
4.4 Discussion of the Results	35

CHAPTER 5	38
5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.....	38
5.1 Summary	38
5.2 conclusion	39
5.3 Recommendation	40
References	42
Appendix	VI

ACKNOWLEDGEMENTS

First and foremost, I would like to thank God. Of course, He is always on my side to strengthen me in any endeavors which I may in.

I would also want to express my appreciation to Dr. Temesgen Belayneh, for being my advisor and for all his constant professional support. Without his very constructive study guidance, encouragement critiques and recommendations, this paper would not have been accomplished this way. A special thanks to all my family members for their unreserved cooperation and patience to make this study true.

Finally, I thank all known and unknown generous peoples who have been helping me.

ACRONYMS

BOGOF- Buy one get one free

SPSS- statistical package for social science

ANOVA- Analysis of Variance

LIST OF TABLES

List	Page
Table 3.1: <i>Reliability Measurement</i>	18
Table 4.1: <i>Demographic information for Canbebe diaper customers</i>	22
Table 4.2: <i>Canbebe diaper customer's perception towards Lottery kind of sales promotion</i>	24
Table 4.3: <i>Canbebe diaper customer's perception towards BOGOF</i>	25
Table 4.4: <i>Canbebe diaper customer's perception towards premium</i>	26
Table 4.5: <i>Canbebe diaper customers buying behavior</i>	27
Table 4.6: <i>Test of kurtosis and skewness</i>	29
Table 4.7: <i>Test of Multicollinearity</i>	30
Table 4.8: <i>Model summery</i>	31
Table 4.9: <i>ANOVA</i>	31
Table 4.10: <i>Regression coefficient results</i>	32
Table 4.11: <i>Hypothesis testing</i>	33

LIST OF FIGURE

Figure 1: Conceptual Frame work.....	15
Figure 2: respondent of questionnaire.....	21
Figure.3: Graphical Test of Normality Assumption.....	28

ABSTRACT

The study had examined the effect of sales promotion on the customer buying behavior in the case of canbebe diaper. The sample populations of the study were customers of canbebe diaper users in Addis Ababa. Quantitative research approach been adopted in selecting a sample size of 385. primary data were collected using questionnaires from the customers of the product and then collected 371 responses, and descriptive and explanatory research design was used the data collected were carefully edited, coded, encoded using spread sheet and analyzed by using SPSS, The results of the analysis revealed that lottery, buy one get one free and premium were identified by the customers of canbebe diaper as factors determining their buying behavior, In accordance with existing empirical literature the results of the present study have supported the established relationship between buying behavior and sales promotion, The result of the study indicated that the identified factors (lottery, buy one get one free and premium)have significant relationship with customer buying behavior , according to their respective extent lottery system have the strongest positive relationship and buy one get one free have relatively lower positive effect on customer buying behavior of canbebe diaper following , premium type have slightly lower effect, With these findings the study provides many implications to increase the buying behavior of can bebe diaper by recommending that the company must strengthen the use of sales promotion as customers have shown great interest and are highly influenced by sales promotion activities.

KEY WORDS: *Sales promotion, Lottery, buy one get one free, free gifts, and Consumer buying behavior*

CHAPTER ONE

INTRODUCTION

In this chapter the back ground of the study and the company, statement of the problem that necessitates this research to be undertaken, general and specific objectives, basic research questions, scope of the study, definition of terms and finally the significance of the study are discussed.

1.1. Background of the study

Marketing is the inclusive collection of activities involved in being certain that were continuing to meet the needs of our customers and getting profit in return. ‘It is a social and organizational process by which peoples and companies get what they need through making, offering and trading results of significant worth with others’. (Kotler, 1967)

Drawing in new clients has turned out to be critical in present day business so firms need to think about the performance and conduct of their purchasers, organizations need to convey to the shoppers what they bring to the table (Lancaster, 2006)By this means marketers use different tools to reach customers like promotion, which is one of the strategies to attract customers to buy more of the product or service.

Promotion is a very important element of marketing as it can increase brand recognition and sales. Promotion is included of various elements like Public Relations, Advertising, and Sales Promotion.

Sales promotion is one of the most important strategies that marketers are aiming nowadays to increase their market sale and profit and it is one of the most important techniques in the marketing mix. Sales promotions are increasing day by day thanks to the strong competition and other developments that are taken place in the world as globalization and high-tech developments (Shimp T. A., 2003) specifies sales promotion as one the most amazing gear that chains other marketing effort to pull in purchasers.

Sales promotion acts as a modest weapon by providing an extra motivation for the target audience to purchase or support one brand over the other. It is particularly effective in encouraging product trials and unplanned purchases (Aderemi, 2003)

Consumer buying behavior has numerous factors as a part of it, which is believed to have some level of effect on the purchasing decisions of the customers the heterogeneity among people, makes understanding consumer behavior a challenging task to marketers. Hence, marketers felt the need to obtain an in-depth knowledge of consumers buying behavior. Finally, this knowledge acted as an imperative tool in the hands of marketers to forecast the future buying behavior of customers and devise four marketing strategies in order to create long-term customer relationship.

Currently many business organizations apply sales promotion as their coup up mechanism in the market; products like diapers could be mentioned. Just like any other product, Diapers requires thorough research regarding consumer-buying behavior to guide present and future marketing activities. This is especially so, given the circumstances that the diaper market is considered as one of the fastest growing and competitive markets in the baby product category.

1.2. Back ground of the organization

Ontex Hygienic Disposables Plc is a manufacturer of Canbebe brand diapers, in partnership with Tracon Trading Plc, The partnership of the two, Ontex Ethiopia, operates as a subsidiary plant of the Belgian parent company. Belgium Ontex was founded in 1979 in Buggenhout, Belgium; Ontex is engaged in international business with sales in 110 countries. It has 19 production facilities in 14 countries and 27 sales and marketing sites. It has 11,000 employees. In 2016, its turnover was 1.9 billion euros.

Onex Ethiopia inaugurated the first diaper manufacturing plant in Hawassa Industrial Park (HIP) on July 11, 2017, with a quarter of a billion Br investment, Before launching the new manufacturing plant, Tracon Trading Plc was supplying disposable hygiene solutions such as canbebe diapers in Ethiopia since 2010, as a sole distributor of Ontex.

The company is allowed to supply 40pc of its product to the local market while exporting 60pc of the product to the East African market and sub-Saharan countries that are members of the Common Market for Eastern & Southern Africa (COMESA), which is the largest regional economic alliance in Africa with 19 countries and a population of about 390 million. It has a free trade area and launched a customs union in 2009.

Out of the total products, the company is targeted to sell 60pc of the diapers to infants with an age of up to four years. To promote its products, the company collaborated with Meseret Defar, the renowned two-time gold medalist at the Olympic Games, as its Brand Ambassador. Currently, in the local market, on average, a single unit of diapers is sold for eight Birr.

Ontex Ethiopia brands are distributed by independent distributors that carry in the region; canbebe, canped and wet wipes ,since 2016 they have opened their sales office in Addis Ababa, their company is driven by their ethical principles, based on safety, quality and customer satisfaction, their most valuable asset is their customers (company, 2017)

1.3. Statement of the problem

(Don Edward Schultz, 1998)states that sales promotion basically affect direct behavioral bases rather affecting consciousness or assertiveness, One of the purposes of a sales promotion is to cause a nonstop effect on the purchase behavior of the firm’s consumers, Which he tries to explain the direct correlation of sales promotion and customer buying behavior

Also (Shimp T. A., 2003)states although sales promotion is one of the implements in the marketing mix, it has different objective from others. For example, advertising aims to create brand awareness, influence and change consumers approaches. Personal selling aims to have direct contact with buyers. The main aim of this connection is to motivate, inform and educate them. Sponsorship marketing aims to promote the brand when it helping to do certain event.

However, sales promotion has another objective, which is offered by companies to motivate customers to consume definite product or service in a lower price’ which he basically tried to explain that sales promotion have direct effect on the customer’s intention of buying, Also onyango (2014) assures that ‘Different articles and researches repeatedly determines that sales promotion strategies have significant positive influence on the customer behavior’ In other hand some researchers point out that sales promotion may not be effective for instance Ehrenberg states that (Ehrenberg, 1994).

Routine monitoring reports show that the industry is improving Production capacity, storage and distribution systems, as well as the availability of the products in every aspect of the commodity

- However
 - the sales promotion version is not studied in this new and rising industry
 - In addition, the contribution of sales promotion in the buying behavior is still a covered up or not mentioned well in the industry with this country context.
 - Moreover no objective measurement was made to assess the effect of sales promotion on customer buying behavior in the diaper industry
- This study, therefore, carried to assess the effect of sales promotion on customer buying behavior in case of canbebe diaper focusing in Addis Ababa.

As stated there are different thoughts about the effect of sales promotion on buying behavior of a customer, the researcher have tried to investigate that sales promotion have positive effect on the buying behavior of customers in case of the diaper industry, and believes that it will add some value.

1.1. Objectives of the study

1.1.1. General objectives

The general objective of this study is to examine the effect of sales promotion on the buying behavior of customers in the case of canbebe diaper.

1.1.2. Specific Objectives

- To find out the practice of sales promotion in the Diaper industry.
- To find out how lottery method of promotion affects the buying behavior of customers
- To find out how buy one get one free affects the buying behavior of customers.
- To find out how gifts affects the buying behavior of customers

1.2. Research question

Main question

- Does sales promotion affect customer-buying behavior in case of canbebe diaper?

Specific questions

-What are the sales promotions practices in the Diaper industry?

-To where extreme does lottery affect the buying behavior of customers?

-To where extreme does buy one get one free affect the buying behavior of customers?

-To where extreme does buy gifts affect the buying behavior of customers?

1.3. Scope of the study

The scope of this study was to cover the effect of sales promotion on the buying behavior of the customer in case of canbebe diaper in Addis Ababa city. This research work was restricted to the sales promotional factors of canbebe diaper. Which enabled the researchers to generalize and affirm how effective sales promotion is in affecting customers behavior to buy, also the study have geographical, theoretical, and methodological scopes,

Geographical

For the purposes of this study, an experiment was taken place in Addis Ababa, and the questionnaire was distributed and collected in that specific city.

Theoretical

The variables under this study are limited to buy one get one free, lottery, and gifts as an independent and customer buying behavior as a dependent variable

Methodological

The study used quantitative research approach and both primary and secondary data. Survey Research method has chosen where Survey research is a commonly used method of collecting information about a population of interest. Mainly using a questionnaire, which are a typical scale of questions used to collect information from individual and help to have a structured survey.

1.4. Significance of the study

After this study is completed it is helpful to the diaper company management. The realization of the industry is becoming one of the highly competitive businesses locally and calls for respective marketing department to adopt properly formulated marketing strategies for identification of purchase intension of consumers for the success of the companies.

To Diaper companies, this study finding would be of great importance because through marketing expertise the companies will be better positioned to gauge their performance and make improvements where to boost their market performance and overall ranking in the industry, and also it helps them to know how to develop their sales promotion in order to grow with this growing market.

To those who have scholarly interested in the industry and overall sector, this study would provide a source of reference, literature review and basis upon which further studies can be developed.

1.5. Definition of terms

SALES PROMOTION- An action focused marketing event whose purpose is to have a direct impact on the behavior of a firm's customers (Robert C, 1990) However, sales promotion has another objective, which is stimulate consumers to purchase certain product or service in a lower price. Which are inducements that are offered by manufacturers. (Shimp T. A., 2003)

LOTTERY - a prize game in which an organizer accepts bets on the chances, which several numbers have of being extracted at random from a defined series of numbers or symbols. The winning numbers are determined by public draw. The prize money is divided into several winning categories and equally apportioned among the winners within each of these categories (Commission, 2006)

BUY ONE GET ONE FREE(BOGOF) - one of the sorts of extra bundles in which shoppers are offered the extra item at the ordinary cost, yet it was found in an enhanced bundle. Customer would be effectively persuaded to purchase items that do not require extra charges and higher seen by shoppers (Sinha, 2000)

GIFTS- A premium is an offer of merchandise or services either free or at a low price that is used as an extra incentive for buyers (Belch, 1995)

CUSTOMER BUYING BEHAVIOR - all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities (Kardes, 2011)

1.6. Limitation

In conducting this research it have the following limitations,

- The research covers a new research idea which is a diaper industry which lacks previous research materials and documents to refer for a specific industry results,
- Respondents might not be knowledgeable or actually not used the product and may just give a random response just for the sake of responding
- The research area conducted was only in Addis Ababa so the general result could not be inclusive of all areas.

1.7. Organization of the study

The study organized in to five chapters. The first chapter introduce the background of the study and company, statement of problem, the research objectives, and research questions besides, it encompasses significance and limitation of the study and scope of the study. The second chapter presents both theoretical and empirical review of the related literatures. The third chapter deal with methodology of the study. The fourth chapter will mainly concerned with the analysis of data collected. The last chapter, which is chapter five, presents the conclusion and the recommendation drawn from findings of the data in addition with implications and recommendation for further research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter review related literatures in the area of sales promotion and customer buying behavior , theoretical review was presented first defining sales promotion and the variables of the sales promotion ,which are lottery, buy one get one free and premium also it discuss customer buying behavior, next empirical review was discussed by mentioning and elaborating previous researchers findings of related studies, also with the conceptual framework construction and summarised performed actions.

2.1 THEORETICAL REVIEW

2.1.1 Sales promotion

Defining the term sales promotion is rather difficult for the presence of multiple relating techniques and tactics and that sales promotion is a tool to achieve company's marketing communication objectives and an essential element in planning marketing (Blattberg RC, 1990)they also states that it is an activity involved marketing occurrence whose object is to directly affect the conduct of an association's consumers.

Sales promotion is a Short-term procedure to determine request and furthermore it is particular promoting offer, which gives more benefit than what consumers get from the sale position of an item and has more strong effect on sales. (Banerjee.S, 2009) Also explained as Sales promotion is scope of promoting procedures structured inside a key advertising system to increase the value of an item or administration well beyond the 'ordinary' offering with the end goal to accomplish explicit deals and showcasing destinations. (Brassington, 2000) In general, Sales promotion can be explained as one of the main backbones of marketing communication mix. Marketing communication mix is mainly tools that are used to persuade consumers to purchase certain product or service, sales promotions are one of these tools that have effect on consumer buying behavior. (Philip Kotler, 1980)

(Forsyth, 2009) Describes sales promotion as a part of marketing that provides an inducement aimed directly at persuading a target audience to achieve one or more of a company's objectives,

in other words, it is a method that is used to persuade customers and which the customers need it in order to realize and choose the product.

Patrick also indicates that sales promotion have its own aim to be launched by manufacturers which could be to attract new customers by motivating potential customers to try new products or retailers to stock it for instance by means of they buying a particular product in order to enter a competition, and the second aim would be inducing present customers to buy more by indicating more ways and occasions for using the product.

Generally he concludes that sales promotion aims to rouse or re-rouse demand for a product during a particular period, in the future period, it cannot control absences in a product's style ,quality, packaging ,design or function, but it can make a considerable variance to whether a product is effective or not.

2.1.2 Sales promotion activities (lottery, buy one get one free, premiums)

2.1.2.1 Lottery/Competition

A lottery/ Competitions can be defined as buying the product will allow the customer to take part in a chance to win a prize, it induce consumers to use their skills or creative and analytical abilities to win a prize. This tool can increase consumers' involvement with the product.

A lottery also defined, as a means of raising money by selling numbered tickets and giving prizes to the holders of numbers drawn at random. The winner chosen at random, but you have to pay to play; a game of chance has an entry charge. It is also a promotion that involves the awarding of a prize based on chance with a consideration required for entry; In general, it is a type of sales promotion that is based on luck which winners are determined by random selection lottery is a form of gambling which involves the drawing of lots for a prize. Some governments outlaw it, while others endorse it to the extent of organizing a national lottery (lottery, 2016)

Lottery could be mentioned as a game type of sales promotion as it present consumers with every time they buy, in canbebe diaper case sending an SMS(short message system)with the mysterious number in order to help them win a price.

In standard dictionary lottery could be defined as a contest in which symbols are distributed or sold, the winning symbol or numbers being secretly predetermined or ultimately selected in a

random drawing, selection made by a lot from a number of applicants or competitors and could also be defined as an activity or occasion regarded as having an outcome depending on chance

Thus, an existing lottery is defined as a prize game in which an organizer accepts bets on the probabilities, which several numbers have of being extracted at random from a defined series of numbers or symbols. The winning numbers are determined by public draw. The prize money is divided into several winning categories and equally apportioned among the winners within each of these categories (Commission, 2006)

2.1.2.2 Buy one get one free

Marketers find BOGO scheme has an attractive element to pull customers attraction towards purchasing their products in a short time of period and to capture the market for future business, Buy one- get one free promotions may be offered to shoppers at the regular price, thus adding value to the product. Since an additional amount is given, free of charge consumers may be persuaded to buy the product.

Buy one get one free scheme can be used effectively to advertise and gain sales for new product launched in the market. Consumers may repeat the purchase of single brands or change between few brands due to the perceived quality of the products sold (Yee, 2008)

(Sinha, 2000) explained buy one get one free as one of the sorts of extra bundles in which shoppers are offered the extra item at the ordinary cost, yet it was found in an enhanced bundle. Customer would be effectively persuaded to purchase items that do not require extra charges and higher seen by shoppers

Also they suggests that buy one get one free is characterized as one of the common used promotion tools of sales promotion, it might be said that in the event that you get one item, you get another for no expense, by utilizing this procedure the customer can be effectively pulled in to purchasing the item in light of the fact that there is no extra expense and it ought to be more esteemed from the client point of view, hence client can't disregard such incredible arrangement.

2.1.2.3 Gifts/premiums

Premiums are goods offered either free or at low cost as incentives to buy a product, (Astous, 2002) suggests that though the majority of promotion involves financial saving, some promotions could be non-financial also One kind of non-financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount.

Proper gifts are one of the best ways to transfer the message that communication is important. Oral communications are soon forgotten but gifts with company's mark unit act as a reminder and attract the customers, (Fan, 2006)

According to (Kotler & Keller, 2016)) premiums are "supply that are offered at a low cost or free as an incentive to purchase a particular product" also he classified premium as with pack premium, free in mail premium and self-liquidating premium with pack premium accompanies the product inside or on a package , free in mail premium is mailed to customers who send in a proof of purchase whereas self-liquidating premium is sold below its normal retail price to consumers who request it. In addition, according to (group, 2017) research suggests that marketing gifts are articles of merchandise that are used in marketing programs. They are often given away in order to promote a company, brand or to boost corporate image. Offering gifts are one of the best marketing strategies that a company can deploy in order to boost brand awareness. By doing so, the company will be able to leave a good impression in the minds of their associates or clients, which they will also feel, valued when your company puts in extra effort to offer them promotional merchandise.

2.1.3 Consumer Buying Behavior

Understanding consumer's behavior and "knowing buyers" is not straightforward. Customers may state a certain something yet do another. They can be influenced and change their mind the last minute. Alternatively, their needs or wants change from time to time. Consumer buying behavior refers to the buying behavior of customers who buy goods and services for personal usage. (Kotler & Keller, 2016)

Customer buying behavior alludes to the purchasing conduct of definite customers, the individuals and family units, who purchase commodities and initiatives for individual utilization (Kumar, 2000)

In defining buying behavior (Worth, 2008) also indicates it as an arrangement of exercises, which includes the buy and utilization of products, and enterprises that came about because of the clients' enthusiastic and mental needs and conduct reactions. Also indicates it is a procedure of choosing, buying and clearance merchandise and ventures as indicated by the requirements and needs of the customers. It is behavior that buyers express when they select and buy the items or services utilizing their accessible assets with the end goal to fulfill their requirements and wants. (Kanuk, 2000)

According to (Solomon, 2013) consumer behavior is much more of studying what and why to buy, it focuses on how marketers impact consumers and also on how consumers utilize the items and services marketers move, he also states that consumer behavior is the exploration of the techniques included when people select, buy, utilize, or discard items, administrations, thoughts, or encounters to fulfill needs and wants.

In the meantime, (Kotler, 2011) highlight the significance of understanding consumer buying behavior of the ways how the consumers pick their items and services can be critical for producers and also service providers as this provides them with advantage over its competitors in a few perspectives. For instance, they may utilize the learning acquired through concentrate the customer buying behavior to set their systems towards offering the correct items and services to the correct customers emulating their requirements and needs viably.

Likewise, they show that it is fundamental to refer to that in spite of the extraordinary endeavors to learn and comprehend the purchasing conduct of customers; it is exceptionally hard to distinguish the correct reasons why a buyer buys and favors one item or service over another. This is on the grounds that customers here and there settle on acquiring choices dependent on their enthusiastic convictions which they even themselves are not very much aware of.

(Egan, 2007) States better attention to consumer buying behavior is a positive commitment to the nation's financial state. He likewise proposes that the nature of goods and services are particularly great in nations where consumer-buying behavior of customers is surely known.

2.2 EMPIRICAL REVIEW

2.2.1 Effect of Sales Promotion tools on Customer Buying Behavior

Promotion is one of the strategies to attract customers to buy more or try the product or service. The results of the promotion lasts include increased sales and the amount of material used and attract new consumers

Effects of sales promotion on customer buying behavior has been studied by different authors and researchers, this authors concluded that lottery kind of sales promotion and buy one get one free kind of sales promotion have a positive effect on customers buying behavior,

(Jone, 1998) Described that Lotteries are different from any other gaming product. Lottery players jeopardy a small amount of money against very long chances to win a large prize, with the net proceeds going to the public good and marketers use the thought basically to present and concur the insight of their customers, also indicates that lotteries can be used to attract many users in with the understanding of to win or use the product Therefore, **H1. Lottery has a significant and positive effect on customer buying behavior**

(Darco, 2012) Examined the effect of sales promotion on consumer buying behavior, the study revealed that sales promotion has an influence in the purchase decision of consumers. It was realized that the consumer may not go through the entire decision making process anytime they want to purchase a telecom service or product. This may be so because the evoked sets, which present the consumer with established alternatives, may inform the consumer's judgements in deciding which service or product to buy. This may eventually prevent the consumer from going through all the stages of decision making because of experience and available information to him. It also observed that the consumer would mostly consider which telecom service operator is offering the best discount and the kind of service that satisfies their need. Sales promotion therefore is an inevitable promotional tool for telecom firms if they really want to maintain or increase their market share.

K. Jayaraman, Mohammad Iranmanesh, Manjeet Dashini Kaur and Hasnah Haron (2013), Javed, Rizwan, Khan, Aslam, Anwar, Noor, Kanwal, (2013) examined Consumer Reflections on "Buy One Get One Free" (BOGO) Promotion which suggests consumers in the study give more importance to the attributes like value added products and quality and therefore businessmen engaged in BOGO scheme may focus on these attributes to increase their volume of sales, and

agreed that buy one get one free has a positive relationship with buying behavior also, they try to specify that there is a significant relationship found between buy one get one free and consumer buying behavior during sales promotion. (Shamout, 2016) Studied

Impact of Sales Promotion on consumer buying behavior, the study considers four technical tools, which are Free Sample, buy one get one free, coupon discount, and price discount, accordingly the study suggests that the consumers' attitude towards different promotional tools on buying behavior is favorable. It showed that sales promotion tools are supplementary or complementary to existing business as an additional marketing strategy, Sales promotion tools are playing an important role to stimulate customers towards buying any promoted product and that will definitely increase dealers and retailers profit and market share. In this study, it showed that consumers' behavior can be positively induced by using various promotion tools such as; price discount, samples and buy one get one free. Therefore, **H2. Buy one get one free has a significant and positive effect on customer buying behavior**

Though the majority of promotion involves financial saving, some promotions could be non-financial. One kind of non-financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount,

A premium is a product or service offered at a relatively low price in return for the purchase of one or many products or services (Astous, 2002)). For instance, premium promotion is baby eating can with a spoon with a purchase of a diaper, free packages of diaper towel and baby shoes with a purchase of a diaper, and also informally can be provides a session on different hospitals specially to benefit first time mothers on how to take care of their baby also on how to change a diaper, it is a free session which benefit the company in case of promotions and also they give a free gift package with a diaper and different baby products. (Darkea, 2005) Indicate that gift promotion is effective in maintaining quality perception because consumers make quality inferences based on the original price rather than the price corrected for the value of the free gift. This implies that devising an offer, as a separate gift is a good tool to communicate value to customers. Similarly, it was indicated by this researcher that premium promotion is one of the most influencing variables for consumer purchase decision.

This means that gifts or premium promotion differentiates a promotional benefit in form of a tangible, separate product which is often complimentary product offered to the customers. These gifts and premium often create value to the customers and induce them to purchase a product. Therefore, **H3. Gifts has a significant and positive effect on customer buying behavior**

2.3 Conceptual frame work

A conceptual framework is an analytical tool with several variations and contexts. It is used to Make conceptual distinctions and organize ideas. Strong conceptual framework captures something real and does this in a way that is easy to remember and apply (www.wikipedia.org, as read in April 2016).

The figure below shows the relationship between dependent and independent variables of this research. It shows that consumers buying behavior is a dependent variable as it depends upon the various sales promotion gears. On the other hand, lottery, buy one get one free and gifts are independent variables.

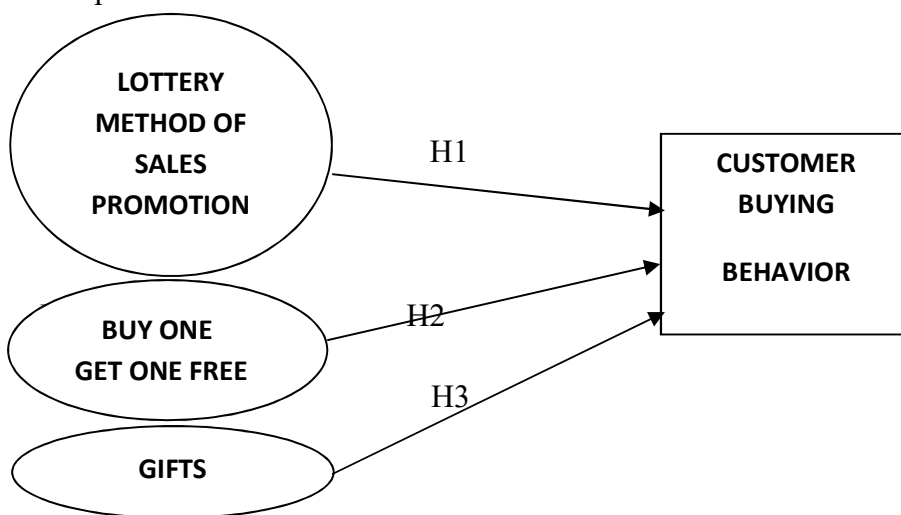


Figure1: Conceptual framework; Source: Modified from Shrestha (2015)

2.3.1 Hypothesis

The hypothesis of the study was developed after a care full empirical review and based on the proposed conceptual frame work as listed below

H1. Lottery has a significant and positive effect on customer buying behavior

H2. Buy one get one free has a significant and positive effect on customer buying behavior

H3. Gifts has a significant and positive effect on customer buying behavior

CHAPTER THREE

Research Design and Methodology

3.1 Introduction

The research provides discussions of the research methodology used in this study. It discussed the description of the study area, research approach, research design, population and sampling, data collection procedures and data analysis of this study.

3.2 Research Approach

This research wanted to address questions, which include predictions about possible relationships between the two variables, sales promotion and customer buying behavior.

As objectivity is reflected here, quantitative research approach is employed. It involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn. (Emma, 2011) described quantitative analysis as a research method holding numerical data and measurement techniques in order to explore analyze and address the research objectives.

Quantitative approach followed as it allows the study to examine the effect of sales promotion on the buying behavior of customers in case of canbebe diaper and the study aims at collecting and converting data into numerical form. Like qualitative researchers, those who engage in this form of analysis have expectations about testing theories deductively, and being able to generalize and replicate the findings.

3.3 Research Design

As this study try to examine the effects of sales promotion on customer buying behavior of canbebe diapers from the viewpoints of customers a combination of descriptive and explanatory type of research used, explanatory type of research used as it try to identify the nature of cause-and-effect relationships and descriptive research design is used as it basically involves on explanation of different theories and helps to analyze sales promotion and customer buying behavior correlation.

3.4 Population and sample size

3.4.1 Population of the study

Target population means the total number of entities in which the researcher is interested in, it could be the collection of individuals, objects or events about which the researcher wants to make inferences, The target population of the study was the customers of canbebe diaper in Addis Ababa also the target population of the study could be considered infinite population because the diaper user cannot be considered structured and easy accessed for data collection.

3.4.2 Sample Size Determination

As the target population is Addis Ababa canbebe diaper user its infinite population, for populations that are large, (Cochran, 1963) developed the following equation to yield a representative sample for proportions.

$$No = \frac{Z^2 pq}{e^2}$$

Which is valid where no, is the sample size, Z2 is the 1-a equals the desired confidence level, which is 95%, e is the desired level of precision, p the estimated proportion of an attribute that present in the population, and q is 1- p. the value of Z is found in statistical tables. So for the purpose of this study the researcher formulated a sample size assuming p is 0.5(maximum variability), 95% of confidence level and +/- 5% precision, the sample size is 385.

3.5 Data source and types of data

The research consisted of both primary and secondary sources of data, In order to realize the target the study used Likert scale type standard questionnaire as a primary data source and secondary data was gathered from different books, articles, letters, company articles, published and unpublished articles

3.6 Validity and Reliability of the Study

3.6.1 Validity

Refers to how well a test measures what it is purported to measure. Validity determines whether the measuring instrument truly measures what it was intended to measure or how truthful the research results are.

Oliver (2010) consider validity to be compulsory requirement of all types of studies. Appropriate time scale for the study was selected, methodologies such as questionnaires chosen, so the research included the different kind of techniques to check the validity, the first pretest is given after the draft questionnaire is written in order to eliminate the possible mistake , the second test is given after the questionnaire is finalized it has been distributed the customers of canbebe diaper and related marketing experts to mark out the flaws in the questionnaire and finally it was given to the consumers to be filled out In regard to the sales promotion and consumer buying behavior, a question adopted from previous researches was used for this study and related literature.

3.6.2 Reliability

The extent to which ends up area unit consistent over time associate degreed a correct illustration of the overall population underneath study is observed as responsibility. If the results is reproduced below the same methodology – then the instrument is reliable. It is the degree to that associate degree assessment tool produces stable and consistent results. The concern of the same check is typically expressed as a parametric statistic that measures the strength of association between variables. Such coefficients vary between -1.00 and +1.00 with the former showing that there is a perfect negative reliability and the latter shows that there is perfect positive reliability. In this study each statement rated on a 5 point response scale which includes strongly agree, agree, neutrals, disagree and strongly disagree, Regarding the measurement the value of reliability (William, 2010)scales exhibiting a coefficient alpha between 0.80 and 0.96 are considered to have very good reliability, between 0.70 and 0.80 are considered to have good reliability, and alpha value between 0.60 and 0.70 indicates fair reliability and when the coefficient alpha is below 0.60, the scale has poor reliability. Accordingly, Alpha values of the survey indicate good reliability since most of the alpha value is more than 7 and the result are presented in Table below.

S. No	Variables	Cronbach's Alpha Value	Number of Items
1.	Customer buying behavior of canbebe diaper	0.92	5
2.	Lottery	0.69	4
3.	Buy one get one	0.67	4
4.	Gift	0.91	4

Table 3.1: Reliability Measurement Source: computation from survey data(2019)

3.7 Data Collection Procedures

After the research questionnaire is prepared it was distributed for the targeted customers after the filling by the customers the questioners was collected and processed by SPSS and the data collected were coded and presented for analysis.

3.8 Data Analysis

In this research, the independent variable was sales promotion (buy one get one free, premium and lottery) and the dependent variable will be customer-buying behavior, Apart from descriptive statistics, the characteristic of the respondents' regression analysis was used to measure and predict the relationship between the predictor/independent variables and the dependent variable. To obtain these statistical outcomes, the study used Statistical Package for Social Science (SPSS); regression analysis was used because Regression analysis is a reliable method of identifying which variables have impact on a topic of interest. The process of performing a regression allows you to confidently determine which factors matter most, which factors can be ignored, and how these factors influence each other; it is also a powerful statistical method that allows you to examine the relationship between two or more variables of interest. While there are many types of regression analysis, at their core they all examine the influence of one or more independent variables on a dependent variable. As the researcher try to manipulate regression model the following formula is used,

The regression model framework of the study is

$$\text{CBB} = \beta_0 + \beta_1 L + \beta_2 \text{BO} + \beta_3 G + \varepsilon$$

Where; CBB is = customer buying behavior of can bebe diaper

β_0 = The Constant intercept

β_i = The coefficient of the independent variables

L= lottery system

BO=buy one get one free

G= gifts

ε = The Error term

3.9 Ethical considerations

Some ethical issues that have been taken into serious consideration for this research are-

- The study did not abuse any data found, and the examination have certain ethical duty keeping up towards the participants.
- There was a duty to protect the rights of people, which participated in the study as well as their privacy and sensitivity.
- All the research participants was informed about the purpose of the research and their willingness was secured before the filling of the questionnaire also they were informed about their full rights to fill the questionnaire or to leave without participating in the filling of the data.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATION

4.1 Results

The student researcher is to find the effect of sales promotion on customer buying behavior in the case of canbebe diaper. In order to achieve this objective, related literature was reviewed, relevant interview question to the general manager has been raised and questionnaires is distributed to the selected customers of the company. Accordingly, the major findings of the study is analyzed in this chapter.

4.1.1 Sample and response rate

A total copy of 385 questioners were distributed to the customers of the product, out of which 371 of them were cooperated in filling and returning the questionnaire. Whereas, the remaining 14 of them were not able to return the questionnaire due to unknown inconveniencies.

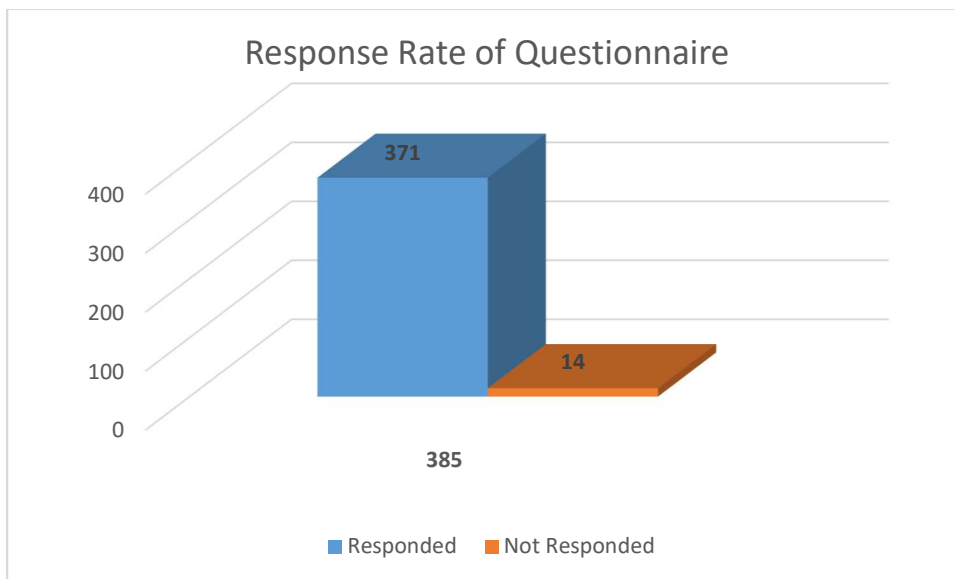


Figure 2: respondent of questionnaire

4.1.2 Demographic profile of respondents

The samples of this study have been classified according to three demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents' proportion of males and females in the sample, range of age, academic qualification of respondents and the degree of usage of the product by the customers. The demographic composition of the respondents is summarized below, As can be seen from the first demographic data of the table showing customers sex distribution out of 371 respondents 128(34.5%) were male and 243 (65.5%) were female. Based on the data majority of the respondents were female.

Table 4.1: Demographic information for Canbebe diaper customers

Items	Description	No of respondents	Percentage	Cumulative Percent
Sex	Male	128	34.5%	34.5
	Female	243	65.5%	100.0
	Total	371	100.0	
Age	18-30	76	20.5%	20.5
	31-43	240	64.7%	85.2
	44-56	52	14.0%	99.2
	56 and above	3	.8%	100.0
	Total	371	100.0	
Educational background	Basic Education	11	3.0%	3.0
	Professional Certificate	12	3.2%	6.2
	College diploma	57	15.4%	21.6
	First-degree	188	50.7%	72.2
	above 1st degree	103	27.8%	100.00
	Total	371	100.0	
Canbebe Diaper Usage	Always	184	49.6%	49.6
	Sometimes	116	31.3%	80.9
	If there is no other choice	71	19.1%	100.0

	Total	371	100.0	
--	-------	-----	-------	--

Source: Computation from survey data (2019)

The second demographic data of the table indicates the age distribution of the customers of the company in which the figure implies that 76(20.5%) were in the age range of 18 – 24 years old, 240(64.7%) of the respondents were between 25-35 years of age, 52(14.08%) of them were between 36 – 45 and 3(0.8%) of them were 46-55years of age. Based on the data majority of the respondent are said to be youngsters.

The third demographic data of the table indicates the educational background of customers 11(3.0%) of them finished basic education, 12(3.2%) of them have professional certificate, 57(15.4%) of them have college diploma, 188(50.7%) of them have their first degree and 103(27.8%) of them were with master degree. Based on the data majority of the respondents were degree holder. This shows that the respondents can understand the question and respond towards the concept of sales promotion practice of the company.

The last demographic data of the table indicates the product usage of the customers as the data were collected from a user of the product the researcher try to find the frequency of the usage of the customers mentioning always, sometimes and if there is no other choice by this means 184(49.6%)of the user use the product always,116(31.3%) of the user use the product sometimes and 71(19.1%)of the user use the product if there is no other choice, based on the data the majority of the diaper customers use canbebe diaper always and can be said that its their first preference

4.1.3 Measurements of the level of agreement of the respondent’s Perception towards different variables of the research

As indicated in the first question of the below table asking if lottery system of sales promotion in the company encourages the customers to buy more of the product 21.6 %(80) strongly agree, 43.1 %(160) agree, 14.3(53) were neutral, 14.3(53) disagree and 10 %(37) strongly disagree, Based on the data majority of the respondents agreed that lottery encouraged them to buy more of the product,

Table 4.2: Canbebe diaper customer's perception towards lottery

	LOTTERY kind of sales promotion	Customer response	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Does lottery encourage buying more of the product?	Frequency	80	160	41	53	37
		Percent (%)	21.6%	43.1%	11.1%	14.3%	10.0%
2	Does the respondent buy the product more when the lottery value is high?	Frequency	105	142	59	50	15
		Percent (%)	28.3%	38.3%	15.9%	13.5%	4.0%
3	Does lottery allow buying the product earlier than planned?	Frequency	69	160	37	60	45
		Percent (%)	18.6%	43.1%	10.0%	16.2%	12.1%
4	Does the respondent buy the product because of lottery kind of promotion?	Frequency	48	164	43	83	33
		Percent (%)	12.9%	44.2%	11.6%	22.4%	8.9%

Source: Computation from survey data (2019)

In the second question asking if the respondent buy the product more when the lottery value is high 28.3%(105)strongly agreed ,38.3(142)agreed,15.9%(59)were neutral,13.5%(50) disagreed and 4.0%(15) strongly disagreed, based on the data majority of respondents agreed that they buy the product more when the value of the lottery is high, the third question try to identify if lottery allow to buy the product earlier than planned and 18.6% strongly agreed, 43.1%(160)agreed 10.0%(37)were neutral, 16.2%(60)disagreed and 12.1%(45)strongly disagreed as per the majority response customers try to indicate that lottery also allow them to buy the product earlier , and the

last question was asking if the respondent buy the product because of lottery kind of promotion and 12.9%(48)strongly agreed, 44.2%(164) agreed, 11.6%(43)were neutral, 22.4%(83)disagreed and 8.9%(33) completely disagreed which indicates that customers agreed that they also buy the product by the means of lottery kind of sales promotion.

Also in the following table asking if bogof type of sales promotion in the company encourages the customers to buy more of the product 19.9 %(74) strongly agree, 48.5%(180) agree, 14.6%(54) were neutral, 9.2%(34) disagree and 7.8 %(29) strongly disagree, Based on the data majority of the respondents agreed that bogof encouraged them to buy more of the product,

Table 4.3: Canbebe diaper customer's perception towards bogof

	Buy one get one free(BOGOF)	Customer response	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Does BOGOF encourage buying more of the product?	Frequency	74	180	54	34	29
		Percent (%)	19.9%	48.5%	14.6%	9.2%	7.8%
2	Does the respondent buy the product more when the BOGOF value is high?	Frequency	73	170	47	62	19
		Percent (%)	19.7%	45.8%	12.7%	16.7%	5.1%
3	Does BOGOF allow buying the product earlier than planned?	Frequency	57	155	56	60	43
		Percent (%)	15.4%	41.8%	15.1%	16.2%	11.6%
4	Does the respondent buy the product because of BOGOF kind of promotion?	Frequency	47	154	68	58	44
		Percent (%)	12.7%	41.5%	18.3%	15.6%	11.9%

Source: Computation from survey data (2019)

In the second question asking if the respondent buy the product more when the bogof value is high 19.7%(73)strongly agreed,45.8(170)agreed,12.7%(47) were neutral,16.7%(62) disagreed and 5.1%(19) strongly disagreed, based on the data majority of respondents agreed that they buy the product more when the value of the bogof is high, the third question try to identify if bogof allow

to buy the product earlier than planned and 15.4%(57) strongly agreed, 41.8%(155)agreed 15.1%(56)were neutral, 16.2%(60)disagreed and 11.6%(43)strongly disagreed as per the majority response customers try to indicate that bogof also allow them to buy the product earlier , and the last question was asking if the respondent buy the product because of bogof kind of promotion and 12.7%(47)strongly agreed, 41.5%(154) agreed, 18.3%(68)were neutral, 15.6%(58)disagreed and 11.9%(44) completely disagreed which indicates that customers agreed that they also buy the product by the means of bogof kind of sales promotion.

As indicated in the first question of the above table asking if premium type of sales promotion in the company encourages the customers to buy more of the product 18.1 %(67) strongly agree, 39.6%(147) agree, 10.2%(38) were neutral, 22.4(83) disagree and 9.7%(36) strongly disagree, Based on the data majority of the respondents agreed that premium encouraged them to buy more of the product

Table 4.4: Canbebe diaper customer’s perception towards premium

	PREMIUMS	Customer response	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Does premium encourage buying more of the product?	Frequency	67	147	38	83	36
		Percent (%)	18.1	39.6%	10.2%	22.4%	9.7%
2	Does the respondent buy the product more when the premium value is high?	Frequency	61	159	44	80	27
		Percent (%)	16.4%	42.9%	11.9%	21.6%	7.3%
3	Does premium allow buying the product earlier than planned?	Frequency	48	149	51	94	29
		Percent (%)	12.9%	40.2%	13.7%	25.3%	7.8%
4	Does the respondent buy the product because of premium kind of promotion?	Frequency	48	163	47	74	39
		Percent (%)	12.9%	43.9%	12.7%	19. %9	10.5%

Source: Computation from survey data (2019)

In the second question asking if the respondent buy the product more when the premium value is high 16.4%(61)strongly agreed,42.9%(159)agreed,11.9%(44)were neutral,13.5%(50) disagreed and 4.0%(15) strongly disagreed, based on the data majority of respondents agreed that they buy the product more when the value of the premium is high, the third question try to identify if lottery allow to buy the product earlier than planned and 12.9%(48) strongly agreed, 40.2%(149)agreed 13.7%(51)were neutral, 25.3%(94)disagreed and 7.8%(29)strongly disagreed as per the majority response customers try to indicate that premium also allow them to buy the product earlier , and the last question was asking if the respondent buy the product because of premium kind of promotion and 12.9%(48)strongly agreed, 43.9%(163) agreed, 12.7%(47)were neutral, 19.9%(74)disagreed and 10.5%(39) completely disagreed which indicates that customers agreed that they also buy the product by the means of buy one get one free kind of sales promotion,

In general, the independent variables have been noticed by the customers and have a general of positive effect on the customer,

4.1.4 Measurement of the level of agreement of the respondent's Perception towards the dependent variable (customer buying behavior)

In the below table it try to show the respondents buying behavior response towards the product, for instance in the first question which is if they are going to testify about the product to friends and family 66.9%(248) agreed, 10.8%(40) were neutral and 22.4%(83) disagreed regarding the majority number it's been known that the respondents are going to been said they are testifiers to friends and family

Table 4.5: canbebe diaper customers buying behavior

Item		STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
respondents testify about the product to family, friends	Frequency	63	185	40	50	33
	Percent %	17.0%	49.9%	10.8%	13.5%	8.9%
respondent is repeat customer of the product	Frequency	59	170	51	59	32
	Percent %	15.9%	45.8%	13.7%	15.9%	8.6%
respondent has become more loyal to the product since promotion	Frequency	56	163	64	55	33
	Percent %	15.1%	43.9%	17.3%	14.8%	8.9%
the product is the first to come to mind of the respondent	Frequency	66	158	45	73	29
	Percent %	17.8%	42.6%	12.1%	19.7%	7.8%
if the opportunity arises the respondent will buy the product	Frequency	70	163	70	39	29
	Percent %	18.9%	43.9%	18.9%	10.5%	7.8%

Source: Computation from survey data (2019)

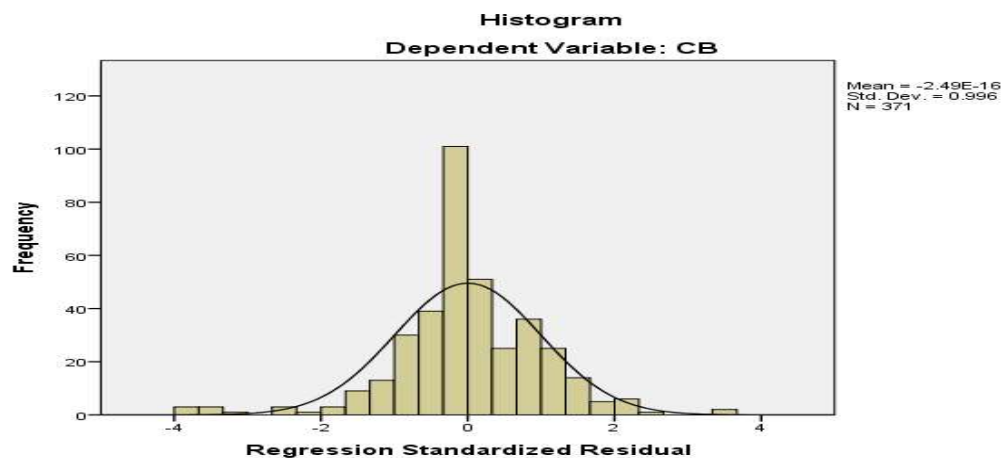
Second they been asked if they are a repeat customer of the product 229 %(61.7%) agreed, 13.7 %(51) were neutral and 24.5 %(91) disagreed regarding the majority number it has been known that the respondents are going to been said they are a repeat customers of the product, Third they been asked if the respondents become more loyal to the product since promotion 219 %(59%) agreed, 17.3 %(64) were neutral and 23.7 %(88) disagreed regarding the majority number it has been known that the respondents are going to been said they also become more loyal since the promotion, Next they been asked if the product is the first which came to their mind 60.4 %(224) agreed, 12.1 %(70) were neutral and 31.8 %(68) disagreed regarding the majority number it has been known that the product is the first that came to the mind of the respondents. Lastly, they been asked if the opportunity rises they will buy the product again 62.8 %(233) agreed, 18.9 %(70) were neutral and 18.3 %(68) disagreed regarding the majority number it has been known that the respondents will buy the product if the opportunity arises.

4.2 Regression analysis

In order to check the effectiveness of the data the following four assumptions namely normality, Kurtosis, Skewness and multi collinearity are conducted and discussed as follows

1 Normality Test

The researcher employed multiple regression model to regress independent variables and dependent variables. The fulfillment of regression model assumption should be checked first. A normality test is used to determine whether sample data has been drawn from a normally distributed population. The dependent and independent variables of this research is normality distributed as shown below on Figure and test of kurtosis.



Source: SPSS Result

Figure 3: Graphical Test of Normality Assumption

2 Test of Kurtosis and Skewness

Kurtosis value provides an indication about how peak the distribution is and skewness provide an indication of symmetry of the distribution. If the distribution is perfectly normal, the value of kurtosis is zero otherwise approach zero.

	Canbebe customer buying behavior	Lottery	Gift	Buy one get one
Skewness	0.177	0.179	0.158	0.165
Std. Error of Skewness	0.127	0.127	0.127	0.127
Z calculated	1.39	1.41	1.23	1.34
Kurtosis	-0.370	-0.307	-173	-0.171
Std. Error of Kurtosis	0.253	0.253	0.253	0.253
Z calculated	-1.46	-1.21	-0.69	-0.68

Table 4.6: test of kurtosis and skewness

Source: SPSS Result

From Table 4.6 z-score value is less than 1.96 it fulfills normality test, which indicates that the distribution and the data are perfectly normal, also as to consider the skewness approach normal all the variables must be nearly zero and the result shows this.

3 Multicollinearity Assumptions

Multicollinearity exists when there is a strong correlation between two or more predictors in a regression model (Saunders, 2007) there should be no perfect linear relationship between two or more the predictors. So the predictor variables should not correlate too highly (Ho, 2006) If there is perfect collinearity between predictors it becomes impossible to obtain unique estimates of the regression coefficients because there are an infinite number of combinations (Field, 2009) (Nunnaly, 1978) (Thornhill, 2003) (Saunders, 2007) (William, 2010) (Long, 2006) of coefficients that would work equally well. Perfect co linearity is rare in real-life data, but less than perfect co linearity is virtually unavoidable (Field, 2009)

Collinearity Diagnostics ^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	BOGO	gift	Lottery
1	1	3.798	1.000	.01	.01	.01	.00
	2	.090	6.494	.68	.02	.25	.10
	3	.066	7.613	.31	.91	.14	.00
	4	.046	9.038	.00	.07	.60	.89

a. Dependent Variable: Consumer behavior

Table 4.7: test of Multicollinearity

Source: SPSS Result

This research data multi-collinearity assumption is checked and all values predictor are <0.95 by Collinearity statistics that means there is no linear relationship between Lottery, Buy one get one and Gift method of market promotion method.

Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. The variable we want to predict is called the dependent variable or sometimes, the outcome, target or criterion variable (Long, 2006)

4.2.1 Results of Regression analysis

The model for the study that depicted effects of sales promotion on customer buying behavior in the case of canbebe diaper is

$$CBB = \beta_0 + \beta_1 L + \beta_2 BO + \beta_3 G + \varepsilon$$

Where; CBB is = customer buying behavior of canbebe diaper

β_0 = The Constant intercept

β_i = The coefficient of the independent variables

L= lottery system

BO=buy one get one free

G= gifts

ε = The Error term

Before exceeding to fit the model, the model summary Table should be referred. It describes the overall model whether the model is successful in predicting dependent variables. It gives a value of R square, which measure of how much of the variability in the outcome is accounted for the predictors.

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.641 ^a	.411	.406	.89800

a. Predictors: (Constant), Lot, BOGO, gift

b. Dependent Variable: CB

Table 4.8 model summery

R Square = 0.41 indicate that 41% of variability in Canbebe Diaper promotion can be accounted by or explained by Lottery, BOGO and Gift which is good.

From Table of model summary, those three independent variables (Lottery, Buy one get one and Gift) is explained 41% of the factors that affect the sale promotions of consumer buying behavior of Canbebe diaper.

Analysis of Variance /ANOVA/ Test

ANOVA model is more likely to be significant, indicating that at least one group mean is different from another group mean. ANOVA is the appropriate statistical technique to examine the effect of a less-than interval independent variable on an at-least interval dependent variable. If the F test result is not significant, the model should be dismissed and there is no need to proceed to further steps (William, 2010)

ANOVA ^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	206.442	3	68.814	85.334	.000 ^b
Residual	295.951	367	.806		
Total	502.394	370			

a. Dependent Variable: CB

b. Predictors: (Constant), Lot, BOGO, gift

Table 4.9 ANOVA

- **F (3,367) =85.33, P<0.001, R²=0.41 which indicate the regression model is significant.**

From the ANOVA test result indicated on above Table is noticed that F value 85.334 is significant at P<0.001 levels. Therefore, from the result, it can be concluded that the combination of the independent variables (Lottery, Buy one get one and Gift) significantly predicts the dependent variable (Canbebe Diaper Promotion of consumer buying behavior).

4.2.2 Regression Coefficients or Model

Since the adequacy of the model is approved, the significance of each of the coefficient should be tested.

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.439	.141		3.119	.002		
	BOGO	.261	.061	.223	4.296	.000	.596	1.679
	Gift	.116	.059	.115	1.975	.049	.473	2.114
	Lottery	.452	.074	.386	6.074	.000	.397	2.518

a. Dependent Variable: CB

Table 4.10 Regression coefficient results

The above table shows that all the independent variables have significant relationship with dependent variable since their p-value is below 0.05 alpha level, considering the standardized beta coefficient's the strongest predictor of the dependent variables, i.e. Customer buying behavior of canbebe diaper is Lottery with 0.452 value and buy one get one free with 0.261 value and premium with 0.116 value respectively and which shows all the independent variables have positive relationship with the dependent variable

Therefore, the model is $Y = \beta_0 + \beta_1 L + \beta_2 B + \beta_3 G + \varepsilon$ can be formatted as follows in order to predict the amount of effect we get on customer buying behavior of canbebe diaper after applying determined amount of each market promotion method. The model will become,

$$Y = 0.439 + 0.452 L + 0.261 B + .0116 G$$

4.3 Hypothesis testing

There are three hypotheses that aim to see if there is relationship between the three independent variables of sales promotion (lottery, buy one get one free, and premium) and consumer buying behavior. The Sig result of each hypothesis test is less than 0.05 thus by this means each test is confirmed. The tests summarized as follows:

Table 4.11 Hypothesis testing

Hypothesis	Result
H1: Lottery has a significant and positive relationship with consumer buying behavior of canbebe diaper customers.	<i>Accepted</i> (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.452$, $P < 0.05$).
H2: buy one get one free has a significant and positive relationship with consumer buying behavior of canbebe diaper customers.	<i>Accepted</i> (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.261$, $P < 0.05$).
H3: gifts has a significant and positive relationship with consumer buying behavior of canbebe diaper customers.	<i>Accepted</i> (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.116$, $P < 0.05$).

Source: Computation from survey data (2019)

In brief:

H_{01} : The buy one get one method of promotion does not have significant influence on the process Canbebe diaper.

H_{a1} : The bogof method of promotion has a significant positive influence on the customer buying behavior of Canbebe diaper.

(Supported: $\beta_1 = 0.261$, t-Value = 4.30, $P < 0.001$)

As indicated on the above table buy one and get one method of promotion has positive effects on customer buying behavior of canbebe diaper. As observed from the table keeping, the other factor constant a one-unit increase in buy one get one method of promotion caused a 0.261 unit increase in customer buying behavior.

Ho₂: The Gift method of promotion does not have significant influence on the process Canbebe diaper.

Ha₂: The Gift method of promotion has a significant positive influence on the customer buying behavior of Canbebe diaper.

(Supported: $\beta_1 = 0.116$, t-Value = 1.98, $P < 0.05$)

As indicated on the above table Gift, method of promotion has positive effects on customer buying behavior of canbebe diaper. As it observed from the table keeping the other factor constant, a one-unit increase in giving Gift method of promotion caused a 0.116 unit increase in customer buying behavior.

Ho₃: The Lottery method of promotion does not have significant influence on the process Canbebe diaper.

Ha₃: The Lottery method of promotion has a significant positive influence on the customer buying behavior of Canbebe diaper.

(Supported: $\beta_1 = 0.452$, t-Value = 6.07, $P < 0.001$)

As indicated on the above table Lottery, method of promotion has positive effects on customer buying behavior of canbebe diaper. As observed from the table keeping the other factor constant, a one-unit increase in Lottery method of promotion caused a 0.452-unit increase in customer buying behavior.

In general Lottery method of promotion has its high impact on customer buying behavior of canbebe diaper followed by Buy one get one and Gift method of promotion respectively.

4.4 Discussion of the Results

The first thing that is going to discuss here should be the overall fitness of the model; different types of statistical results have confirmed this fact.

The first way is the ANOVA test that produced a P-value of 0.000, which is below the alpha level, i.e. 0.05. That means the overall independent variables have statistically significant relationship with that of the dependent variable, i.e. customer buying behavior of Canbebe Diaper.

The R (Coefficient of Correlation) which is simply measures the degree of (linear) association between the dependent variable and the independent variables jointly.

In this case the value of R which is 0.641 means which could show it have strong relationship between the independent variables as a whole which is as a sales promotion and customer buying behavior of the product or this can also means that independent variables taken together and customer buying behavior of Canbebe Diaper was vary together 64.1% of the time.

The last one is by checking the adjusted R square (Coefficient of Determination), can be defined as the $R^2 = 0.41$ which indicate that 41% of variability in Canbebe Diaper promotion can be accounted by or explained by Lottery, BOGO and Gift which is good. those three independent variables (Lottery, Buy one get one and Gift) is explained 41% of the factors that affect the sale promotions of consumer buying behavior of Canbebe diaper , which as the promotion type is new for the company the result can be counted as a very good start.

Generally, the regression model developed under the study is considered as a good fit or predictor of the buying behavior of consumers in the case of canbebe diaper

The individual effects of the independent variables are explained by their respective beta coefficients. As per the regression result table 4.3, the sales promotion of canbebe diaper and customer buying behavior have the strongest positive relationship. As it can be observed from the table keeping the other factor constant a one unit increase in Lottery method of promotion caused a 0.452 unit increase in customer buying behavior, which describes and also could be said a very appreciating result as a growing company which try to implement a new promotion system.

The second variable under study was buy one get one free and according to the regression result, it has a positive relationship with customer buying behavior and keeping the other factor constant a one-unit increase in buy one get one method of promotion caused a 0.261-unit increase in customer buying behavior. Here it is understandable that Buy one get one free promotion give more importance to the attributes like value added products and quality and therefore businessmen engaged in BOGO scheme may focus on these attributes to increase their volume of sales and attract more customers, and agreed that buy one get one free has a positive relationship with buying behavior also specified that there is a significant relationship found between buy one get one free and consumer buying behavior during sales promotion, And these ideas were shared in the study of consumer reflection on buy one get one free by K. Jayaraman, Mohammad Iranmanesh, Manjeet Dashini Kaur and Hasnah Haron, Javed, Rizwan, Khan, Aslam, Anwar, Noor, Kanwal, (2013)

The third variable was premium; this factor also has a positive relationship with customer buying behavior with a magnitude of keeping the other factor constant a one-unit increase in giving Gift method of promotion caused a 0.116 unit increase in customer buying behavior. This finding also got along with research held on Asia by the name of ODM group as a result stating Offering gifts are one of the best marketing strategies that a company can deploy in order to boost brand awareness. By doing so, the company will be able to leave a good impression in the minds of their associates or clients, which they will also feel, valued when your company puts in extra effort to offer them

CHAPTER 5

5. SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This concluding chapter summarizes the objectives of the study, the major findings and conclusions. It also discusses the managerial and theoretical implications of the study, and makes recommendation for further research.

5.1 Summary

The general purpose of this study was to examine the effects of sales promotion on the buying behavior of customers. Moreover, to this end, the study sought to identify the most important factors that are behind the rising industry of diaper.

As the study was conducted, using the structured questionnaire it helps me to understand also to get insight on factors that are affecting the buying behavior and multi linear regression model. Based on the analysis of data and discussion of results, the followings are the summary of major findings of the study.

ANOVA, R (coefficient of correlation) and adjusted R-square (coefficient of determination) were used to test the model's overall fitness, and it turns out all the factors identified before had a statistically significant relationship with the dependent variable (customer buying behavior). The R and adjusted R-square results showed that the factors identified are correlated with the dependent variable.

Concerning the individual variables, the customer buying behavior and lottery type of sales promotion have the strongest positive relationship. One-unit increase in Lottery method of promotion caused a 0.452-unit increase in customer buying behavior.

The second variable under study was buy one get one free type of promotion and according to the regression result, it has a positive relationship with the customer buying behavior and one unit increase in buy one get one method of promotion caused a 0.261 unit increase in customer buying behavior.

The third variable was premium type of sales promotion, this factor also have a positive relationship with the sales performance also with a magnitude one unit increase in giving Gift method of promotion caused a 0.116 unit increase in customer buying behavior.

5.2 conclusion

The objective of this research is to examine the effects of sales promotion on the consumer buying behavior. As such the researcher studied various promotional tools like lottery, buy one get one free and premium that affect the consumer buying behavior. The result of this research provides important information about the impact of sales promotion on consumer buying behavior and also leads us towards the most effective sales promotion tool practices,

The study had four specific objectives that are to find out the practice of sales promotion in the diaper industry, to find out how lottery affects the buying behavior of customers, to find out how buy one get one free affects the buying behavior of customers, to to find out how premium affects the buying behavior of customers Therefore, after gathering data using Questionnaire and analyzing it using spreadsheet and SPSS, the study came up with the following results;

After undertaking data collection with the customers of canbebe diaper, I came up with the sales promotion tools that affect the buying behavior of canbebe diaper those tools were the lottery, buy one get one free, and the premium type.

Then i used regression analysis to understand and examine the relationship of those identified tools with buying behavior of canbebe diaper. Moreover, based on the findings from the regression analysis, the researcher concluded that, those tools have a positive relation with the buying behavior of the consumers.

The relative importance of the tools to the buying behavior of canbebe diaper is determined by looking at their respective beta coefficients. With beta coefficient of 0.452, lottery kind of sales promotion has the highest effect on customer buying behavior. That indicates for a one-unit increase in Lottery method of promotion caused a 0.452-unit increase in customer buying behavior.

5.3 Recommendation

From the results of the research, it has been observed that customers responded positively to the various promotional types offered by the company. Accordingly, given the significantly positive relationships between sales promotion tools (lottery, buy one get one free, and premium) and consumer buying behavior, therefore, in the light of this, the following recommendations have been given for better and more effect of sales promotion.

- ❖ The company must intensify the use of sales promotion as customers have shown great interest and are highly influenced by sales promotion activities.
- ❖ The sales promotion practice of the company should be designed to create better understanding in the minds of the customers. In addition to this, the company should assign sales promotion strategy in order to satisfy the customers and to come again.
- ❖ Sales promotion has short-term effect; as a result, the diaper company need to do a continuous follow up to establish long-term relationship with new customers acquired during sales promotion period.
- ❖ Try to upgrade the current sales promotion tools of the company for the future campaign also adding other tools may give an additional effective result

Based on the result, it is well acknowledge that lottery kind of sales promotion is the most effective tool in motivating customers buying behavior, improving these tool is important for the success of canbebe Diaper Company and to get maintainable competitive advantage by increasing buying behavior , by these means managers of the company have to put more effort to improve its lottery kind of sales promotion also marketing managers of the company should modern and upgrade the lottery kind of sales promotion in its content ,

The second most effective sales promotion activity is buy one get one free, also in this technique the marketing department should increase the continuity and offer of buy one get one free

The least effective one as per the research from the promotional activities is gifts/premium; therefore, they should give attention on replacing the activity, as it is the lease effective technique to motivate the buying behavior of the customer.

In conclusion, the above three sales promotion activities appeared to be backgrounds of buying behavior of customers therefore can be diaper company should note these dimensions of sales promotion that are found to be effecting the buying behavior of customers and emphasize them in their marketing strategies.

References

1. Aderemi, S., 2003. *Marketing Principles and Practice. Mushin.* s.l.:Concept Publication Limited.
2. Anon., 2015. Effects of sales promotion on purchasing decision of customer: a case study of Baskin Robbins Ice.
3. Astous, A. & J. I., 2002. *Understanding consumer reactions to premium.* s.l.:s.n.
4. Banerjee,S, 2009. *effects of product category on promotional choice;* s.l.: s.n.
5. Belch, G. a. B. M., 1995. *Introduction to advertising and promotion.* 3rd Edition ed. Chicago: s.n.
6. Blattberg RC, N. S., 1990. *sales promotion concepts,methods and strategies.* s.l.:s.n.
7. Brassington, 2000. *Sales Promotion in principles of Marketing.* s.l.:s.n.
8. Commission, E., 2006. Study of gambling services in the internal market.
9. Commission, E., 2006. *Study of gambling services in the internal market of the European union.* Switzerland: s.n.
10. Darco, e., 2012. THE INFLUENCE OF SALES PROMOTION ON CONSUMER BUYING BEHAVIOUR.
11. Darkea, R. & C. M., 2005. Effects of pricing and promotion on consumer perceptions. *Journal of Retailing*, pp. 81(1), 35-47.
12. Don Edward Schultz, R., 1998. *Sales Promotion Management.* Chicago: Crain Books..
13. Egan, J., 2007. *Marketing Communications.* s.l.:London: Cengage Learning.
14. Ehrenberg, A. K. H. a. G. G., 1994. The After-Effects of Price-Related Consumer Promotions. *Journal of Advertising Research,,* pp. 11-21.
15. Emma, B. a. & B., 2011. *Business Research.* 3rdEdition ed. s.l.:s.n.
16. Fan, Y., 2006. Promoting business with corporate gifts -major issues and empirical evidence. Corporate Communications. *An International Journal*, pp. 11:43-55.
17. Field, A., 2009. *Discovering Statistics Using SPSS ,* London: Sage Publication.
18. Forsyth, P., 2009. *Marketing a guide to fundamentals.* s.l.:s.n.
19. freebies, 1. B., 2009. effects of product category on promotional choice:compatative study of discounts.
20. group, o., 2017. Marketing Gifts for the Baby Products Industry.
21. Ho, R. (. H. o. U. a. M. D. A. a. I. w. S. U. C. & H., 2006. s.l.: s.n.

22. Ho, R., 2006. *Univariate and Multivariate Data Analysis and Interpretation with Spss.*, USA: Chapman & Hall/CRC. : s.n.
23. Javed, R. K. A. A. N. K., 2013. The impact of promotional tools on consumer buying behavior. *Asian Journal of Empirical Research*, Volume vol. 3, pp. 114-130..
24. Jone, M., 1998. Lotteries Must Strike Balance between Letter of the Law and Unwritten Contract with Players. Volume Volume 2, No. 1, p. 9..
25. Kanuk, S. &., 2000. consumer behavior, European Behavior.
26. Kardes, F. C. M. a. C. T., 2011. *Consumer Behavior*. OH, South-Western Cengage: s.n.
27. Kotler, P., 1967. *Marketing Management*. 11th Edition ed. s.l.:Prentice-Hall.
28. Kotler, P. a. K. K., 2011. *Marketing Management*. 14th edition ed. s.l.:London: Pearson Education.
29. Kotler, P. & Keller, K. L., 2016. *Marketing Management*. 13th ed. 18 ed. s.l.:s.n.
30. Kumar, p., 2000. marketing of hospitality and tourism services.
31. Lancaster, J. &., 2006. *Selling and Sales Management*. 7th Edition ed. s.l.:s.n.
32. Long, J. S. a. F. J., 2006. *Regression Models for Categorical and Limited Dependent Variables Using Stata*. Second Edition ed. Texas: Stata Press.
33. lottery, n. l. n., n.d. s.l.: s.n.
34. news, f., 2017. *ontex*, s.l.: s.n.
35. Nunnaly, J., 1978. Psychometric Theory.. In: s.l.:McGraw-Hill Book Company, pp. 86-133,190-225.
36. Nunnaly, J., 1978. Psychometric Theory. . In: s.l.:McGraw-Hill Book Compan, pp. 86-133,190-225..
37. Philip Kotler, G. A., 1980. *Principles of Marketing*. 10th Edition ed. s.l.:Prentice-Hall.
38. Robert C, B. a. s. A. N., 1990. sales promotion: concepts, methods and strategies,.
39. Roger, B. & E., 2010. *consumer behavior*. 9th edition ed. Pennsylvania state university: Harcourt college publishers.
40. Saunders, E., 2007. *Research Methods for BusinessStudents*. 4th edition ed. s.l.:Prentice Hall..
41. Shamout, M. D., 2016. The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market. January.Volume Vol. 7, No. 1.

42. Shimp T. A., 2003. *Advertising, Promotion, & Supplemental Aspects of Integrated Marketing Communications*. Sixth Edition ed. s.l.:s.n.
43. Sinha, I. a. S. M. F., 2000. Consumers perceptions of promotional framing of price” *Psychology & Marketing*. In: s.l.:s.n., pp. Vol. 17, No. 3, pp. 257-75.
44. Sinha, I. a. S. M. F., 2000. Consumers’ Perceptions of Promotional Framing Price. *Psychology and Marketing*. In: s.l.:s.n., pp. 17,257–275.
45. Solomon, M. R., 2013. *Consumer Behavior Buying, Having, and Being*. 10th edition ed. s.l.:s.n.
46. Thornhill, S. a., 2003. s.l.:emeraldinsight, MCB University Press.
47. William, G. Z. a. B. J. B., 2010. *Essentials of Marketing Research*. 4th edition ed. USA: Cengage Learning..
48. Worth, S., 2008. consumer behavior and marketing strategies.
49. www.wikipedia.org, 2016. *conceptual frame work*, s.l.: wikipedia.
50. Yee, F. a. Y. o. b. l. o. c. s. e. m. 2.-2., 2008. influence of brand loyalty on consumer sportswear. In: *economic management* . s.l.:s.n., pp. 221-236.

Appendix

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire to be filled by the Customers

Dear Respondents

The purpose of this questionnaire is to gather data for research of partial fulfillment of MBA degree Entitle “EFFECT OF SALES PROMOTION ON THE CUSTOMER BUYING BEHAVIOR IN CASE OF CANBEBE DIAPER”. The output of this questionnaire will have greater contribution for the enterprise to improve its performance. Your thoughtful responses to the questions are sought to be of greater help to the success of this study. Therefore, please kindly extend your cooperation by honestly responding to the items contented in this questionnaire.

Instruction for filling the questionnaire

- please read each statement carefully and put the tick (√) mark under the choice.
- No need of writing your name * Thank you in advance for your indispensable cooperation

SECTION ONE: RESPONDENT’S DEMOGRAPHIC DATA AND USAGE LEVEL

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

1. Sex: [] Male [] Female

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

3, Education status: [] Basic Education [] Professional Certificate [] College diploma

[] First-degree [] above 1st degree

4, Do you use canbebe diaper: Always [] sometimes [] if there is no other choice []

SECTION TWO: SALES PROMOTION TOOLS AND CUSTOMER BUYING BEHAVIOR DIMENSIONS

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

VARIABLE 1, LOTTERY

1, Lottery system encourages me to buy more of the product

- A, Strongly Agree () D, Disagree ()
B, Agree () E, Strongly Disagree ()
C, Neutral ()

2, I tend to buy more often when the value of the lottery is higher

- A, Strongly Agree () D, Disagree ()
B, Agree () E, Strongly Disagree ()
C, Neutral ()

3, A lottery allowed me to buy the product earlier than planned

- A, Strongly Agree () D, Disagree ()
B, Agree () E, Strongly Disagree ()
C, Neutral ()

4, I tend to buy more quantity of the product because of the lottery kind of promotion

- A, Strongly Agree () D, Disagree ()
B, Agree () E, Strongly Disagree ()
C, Neutral ()

VARIABLE 2, BUY ONE GET ONE FREE (BOGOF)

1, buy one get one free encourages me to buy more of the product

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

2, I tend to buy more often when the value of the buy one get one free is higher

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

3, buy one get one free allowed me to buy the product earlier than planned

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

4, I tend to buy more quantity of the product because of the buy one get one free kind of promotion

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

VARIABLE 3, Premiums (Gifts)

1, I am more likely to buy more of the product if I know that I will receive a free gift.

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

2, I am willing to buy more and use the product to get a premium

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

3, premium allowed me to buy the product earlier than planned

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

4, I tend to buy more quantity of the product because of the premium kind of promotion

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

CONSUMER BUYING BEHAVIOR

1, I testified to friends and family about the product

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

2, I am a repeat customer of the product

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

3, I have become more loyal to the product ever since

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

4, can bebe Diaper is the first to come to my mind

A, Strongly Agree ()

D, Disagree ()

B, Agree ()

E, Strongly Disagree ()

C, Neutral ()

5, if I had an opportunity I would buy more of this product

A, Strongly Agree ()

B, Agree ()

C, Neutral ()

D, Disagree ()

E, Strongly Disagree ()

6, If you have additional comment related with the overall practice of sales promotion of the

Company please write on the space provided-----
