The Effect of Marketing Communication Techniques on the Sales Performance: The Case of TotalEnergies Retailers in Addis Ababa

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A Research thesis Submitted to the School of Commerce Department of Marketing Management, Addis Ababa University in partial fulfillment of the requirements for The Degree of Master of Arts in Marketing Management.

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Declaration

I, the undersigned, hereby declare that this thesis entitled: “The Effect of Marketing Communication Techniques on the Sales Performance: The Case of TotalEnergies Retailers in Addis Ababa” is my original work and to the best of my knowledge and belief this thesis contains no material previously published by any other person except where proper citation and due acknowledgement has been made. I do further affirm that this thesis has not been presented or being submitted as part of the requirements of any other academic degree or publication, in English or in any other language. This research is being submitted here in partial fulfillment of the requirement for the Master of arts degree in marketing management.

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ABBREVIATIONS

AAU	Addis Ababa University
AAAA	American Association of Advertising Agencies Ads Advertisements
IMC	Integrated Marketing Communications
MC	Marketing communication
MCT	Marketing Communication Techniques
PRs	Public Relations
ROI	Return on Investment
SD	Sales Division
TV	Television
TE	TotalEnergies
WWW	World Wide Web

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Abstract

The main target of the research was to measure and determine the effect of marketing communication techniques (MCT) on sales performance by Taking TotalEnergies Marketing Ethiopia S.C lubricant resellers as a case study. The five tools of MCT are advertisement, sales promotion, personal selling, direct marketing and public relation. All the variables have positive and significant effect on the sales performance of TotalEnergies Marketing Ethiopia S.C's lubricant resellers. When it comes to the magnitude or the strength of the effect of the MCT on the sales performance of the firm the highest significance value is recorded by personal selling and the lowest is for public relations. The firm also doing its best to fulfil its corporate social responsibilities as a public relation activity but there is a gap in letting the public know about the firm's public relation efforts, so the company needs an extensive promotion of its public relation activities. The firm needs to maintain the effects of direct marketing and sales promotion since its effect on sales performance found to be significant and needs to incorporate other technics sales promotion and direct marketing activities to boost the sales performance. Personal selling also has a significant effect on sales performance of the firm but still it needs much effort to improve its level of significance. To this end the study concluded that all five marketing communication techniques, have a positive and major effect on the firm's sales performance.

Keywords: *Marketing Communication Techniques, Advertising, Sales Promotion, Direct Marketing, Personal Selling, Sales Performance*

CHAPTER-ONE

INTRODUCTION

Background of the Study

It's no secret that communication is an essential part of every successful organization. Communication is the process of conveying thoughts and sharing the meanings among individuals or organizations. Communication is a need which is being used to create network, spread ideas and promote the products or services. Effective communications done through well-known channel that transmits simply and exactly. Communication in marketing channel can function as the process by which influential information is transmitted (Kaleb Bekure , 2021).

Communication is a need which is being used to create network, spread ideas, and promote the products or services. Effective communications done through well-known channel that transmits simply and exactly. Businesses use different tools to promote their company, product or services which include brochures, telemarketing, and websites. According to Jones (2008) marketing communication is revolutionary step because of a whole culture of agencies, in-house departments, and consultants had grown up around the notion of separation for advertising, direct marketing, sales promotion, and public relations efforts, rather than the harmonious, customer-centered planning process that it requires.

Companies have their own unique working principles of operation and are perceived different by their customers as well. I am motivated in this research to implement an explanatory study for understanding different marketing communication techniques in a TotalEnergies context and its effect on sales of the company. This article explores marketing communication techniques in order to know key skills required in increasing sales reputation. This paper will try to investigate the effect of Marketing communication techniques on the sales performance of TotalEnergies marketing Ethiopia.

1.1 Background of the Industry

The history of the petroleum supply in Ethiopia goes back towards the end of emperor Minillik II regime, particularly in 1905 with the construction of the Addis Ababa Djibouti Railway. Foreign Petroleum Suppliers such as Agip, Shell and Caltex were engaged in supply of fuel to Vehicles. The suppliers' imports fuel through the port Djibouti by locomotive. Although this period

considered as the landmark for the beginning of fuel Supply in Ethiopia. Prior to this, the industry characterized by monopoly market surrounded by various limiting procedures and laws which bound the companies to introduce and build their brand (Mekte, 2018). The pioneer in the supply of fuel and lubricants were four foreign companies named Shell Ethiopia Limited, TotalEnergies Marketing Ethiopia Share Company, Mobil Oil East Africa Limited and Agip. First Agip withdrawn from Africa in 2001 and Shell took Agip place and stayed up to 2008 only and replaced by Oil Libya. Similarly, when Mobil withdrawn from Africa in 2006, Total have taken over the business. And until September 2005 when the first domestic oil company National Oil Company (NOC) joined the sector, it was dominated by only the foreign companies (Mekte, 2018). Currently, there are more than 25 oil companies who are importing and blending lubricants in Ethiopia as well as distributing fuel to the market. There is only one multinational oil company in Ethiopia-TotalEnergies, the remaining oil companies are share companies or privately-owned ones. The major oil companies are TotalEnergies, National Oil Ethiopia (NOC), Libiya Oil Ethiopia, Yetebaberut Biherawi Petroleum (YBP), Kobil Ethiopia Ltd, Gomeju Oil, Taf Oil.

1.2 Statement of the problem

It is believed that Marketing practices help companies grow in every aspect of their business with assumption that lack of marketing activities will lead Company's sales and overall performance to be lower than the desired results. Recently, some companies in Ethiopia are becoming familiar to the term "marketing communication "and some are trying to deploy this marketing approach. The concept of Marketing Communications has been largely regarded as an important marketing management issue since the beginning of the last decade because of the effectiveness of the integration of marketing communication tools such as, advertising, public relations, direct marketing, sales promotion, and personal selling to optimize the communications impact on target consumers (Kotler, 2002:583; Schultz & Kitchen, 1997:469). Marketing communication techniques provides new dynamic model that facilitate the business to make marketing communication as consumer oriented (Kitchen, Brignell, Li & Jones, 2004). It makes easily available and access of goods and services and makes message more efficient and reduces product related risks in the mind of consumers. However, most marketing managers fail to

appreciate the importance of monitoring and evaluating the effect of marketing communication on the discharge of their marketing activities (Evinah Mbayisi Muhanji, Mr. Boaz Ngari, 2015). This neglect has made it impossible for the marketing managers to effectively measure marketing communication techniques on their business performance.

Recent study by GUGSA MERGA (2019) on the influence of marketing channel integration on the sales performance of small garment and textile industries indicates that marketing channel design, marketing channel administration and channel management technology of the textile and garment industries is influencing the sales performance of the sampled industries. The research failed to consider marketing communication techniques approaches and is limited to certain garment industries. Another unpublished research by Metages Masresha (2020), titled " The Practice Of Integrated Marketing Communications: The Case Of Ethio Telecom " assessed the practice in ethio telecom and concluded that , the entire level of practice of marketing communication techniques from the perspective of stages of its framework in ethio telecom is slow moving. For instance Metages Masresha(2020), mentions that the utilization of personal selling and direct marketing in ethio telecom is limited to key account customers and it is not inclusive of all customers to an individual level. Lastly, the researcher suggested further study on examining the effectiveness of marketing communication instruments.

Further recent study is carried out by Kaleb Bekure (2021) looked at the effect of integrated marketing communication on sales performance in the case of Dashen Brewary S.C, this study generalized the marketing communication techniques rather than trying to see their impact on sales performance in isolation as well as in depth because of that it is hard to find which particular marketing communication techniques took the lions share in terms of affecting the sales performance of the firm, unlike the previous study conducted by Kaleb Bekure this particular study clearly showed the level of significance of each marketing communication technique in order to synergize the least influencers with the strong influencers for the best of marketing output.

Misganaw Elmneh (2021) conducted a study on the practice of integrated marketing communications in Derba Midroc Cement factory and MOHA Soft Drinks Industry S.C & pointed out that from the perspective of stages of Marketing communication framework both

companies are slow-moving, and much endeavor is anticipated. There is no assessments and studies has been made in relation to the casual relationship between the Marketing communication techniques and the sales performance of the oil industry in Ethiopia, which makes oil companies to know less about the effect of marketing communication on their company's sales performance and to provide the least of their attention.

Previous studies that have been carried out did not focus on the oil industry, the basic aim of this study is to determine the effect of marketing communication techniques on sales performance by taking TotalEnergies lubricants situated as a case study. The study aims at obtaining a deeper understanding about how the elements of the marketing communication techniques namely, Advertising, personal selling, public relation, sales promotion, and direct marketing affects the sales performance of TotalEnergies lubricants if implemented.

1.3 Research Question

To this research work, the following research questions was emerged to provide solution to the research problems.

1.3.1 Main Research Question

What are the Effects of Marketing Communication techniques on the sales performance of TotalEnergies retailors?

1.3.2 Sub- Research Questions

I. What effect does advertising has on sales performance of TotalEnergies retailers?
II. Does sales promotion affect the sales performance of TotalEnergies retailors?
III. How direct marketing affects the sales performance of TotalEnergies retailors?

IV. To what extent personal selling affect the sales performance of TotalEnergies retailors?
V. Does public relation affect the sales performance of TotalEnergies retailors?

1.4 Objective of the study

1.4.1 General objective

The general objective of this study was to investigate the effect of marketing communication techniques on sales performance of TotalEnergies retailors.

1.4.2 Specific objective

To attain the general objectives the study had the following specific objectives.

I. To examine the effect of advertisement on the sales performance of TotalEnergies retailors.
II. To analyze the effect of sales promotion on the sales performance of TotalEnergies retailors
III. To determine the effect of direct marketing on the sales performance of TotalEnergies retailors
IV. To test the effect of personal selling on the sales performance of TotalEnergies retailors
V. To examine the effect of public relation on the sales performance of TotalEnergies retailors

1.5 Significance of the study

The findings of the study can be a very essential input for TotalEnergies retailors and other oil industry to identify and realize the effect of marketing communication techniques on their sales performance. Moreover each elements of the marketing communication will be addressed in relation to their respective effect on TotalEnergies products sales performance which enables to realize which element of the marketing communication techniques strongly influence the company's sales performance that allows companies to focus and put their effort on that particular marketing communication tool which influences sales performance strongly and to integrate the least influencers and strong influencers for the best of marketing result.

1.6 Scope of the study

This study intended to cover the effect of marketing communication techniques on the sales performance of TotalEnergies retailors in Addis Ababa. It will be conducted with the data obtained from retail shops through the data collection tool, questionnaire. This study covers only the five marketing communication techniques which are Advertising, direct marketing, personal selling, sales promotion, and public relation which determine sales performance. The other techniques which influence sales performance such as packaging, digital or electronic marketing exhibition and tradeshows are excluded intentionally.

This study targeted only retail lubricant shops of TotalEnergies products and didn't include other oil companies retailor shops.

1.7 Limitation of the study

This study would be more important if more oil companies will be included in the research at different parts of the country. However, it would be practically unattainable to assess all oil companies due to lack of time and financial resources, a doubt in respondents' willingness and despite the pursuit for in depth analysis on the part of the writer. Therefore, only TotalEnergies retailors in Addis Ababa are selected for the study.

1.8 Organization of the study

The study is organized in five chapters. The first chapter deals with the problem, its nature and level. Objective and importance of the study will briefly be discussed in this chapter. The review of related literature will be discussed in the second chapter. This chapter presents the theoretical review, Empirical review & conceptual frame works or a brief review of recent related studies that serve as a basis and proof to support the basic questions of the study. Chapter three address research methods which explain the design, sample procedure, instrument and data analysis techniques that will be used to achieve the purpose of the study. Chapter four focuses on the presentations, analysis, and interpretation of the data. Finally, the fifth chapter deals with summary, findings/conclusions and recommendations of the results obtained.

1.9 Definition of Terms

- **Marketing communication Techniques** includes advertising, direct marketing, branding, packaging, your online presence, printed materials, PR activities, sales presentations, sponsorships, trade show appearances and more (Wiefels, P. 2002)
- **Advertisement:** According to Kotler and Armstrong (2008), "advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor". Some of the well-known advertising media are: broadcast advertisement (TV, Radio, and Internet), Print media (newspapers, magazines, leaflets, brochures, billboards, signage, and direct mail), online media (social media, website browsing etc.), outdoor media (putting large bill boards and hoardings above buildings, near streets etc.
- **Sales Promotion:** Griffin et al (2004) describe marketing concept of sales promotion as "short-term promotional activities designed to stimulate consumer buying or co-operation from distributors and other members of the trade".
- **Direct Marketing:** According to Stone & Jacobs (2001) "direct marketing is the interactive use of advertising media to stimulate an immediate behavior modification in such a way that this behavior can be tracked, recorded, analyzed and stored on a database for future retrieval and use".
- **Personal Selling:** According to Brassington and Pettit (2000), personal selling is a two way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions.
- **Public Relation:** According to Kotler and Armstrong (2004), public relations means "building good relations with the company‟s various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors, stories and events".

CHAPTER-TWO

Literature review

This chapter provides an insight to the readers about the theoretical review, empirical review, conceptual framework, and hypothesis of the topic under study. There are also subtopics that are related to the theoretical and empirical findings.

1.9 Theoretical Review

1.9.1 AIDA Theory

AIDA (attention, interest, desire, action) has been around for a long time as one of the earliest of the Hierarchy of Effects models in marketing. Often seen as the earliest of sales models (Strong, 1925), it has been used in sales training since at least the 1950s but has been applied across the marketing communications board in terms of a receiver of a marketing communications message (external stimuli) and how they react to the message in terms of a process that supposedly moves the recipient through from grabbing attention to the desired end result i.e. in many instances, a buying action or sale). It is acknowledged that the desired action may not be a sale but some other desired end state such as, example, voting or donating if the process is dealing with political or social marketing. AIDA and other Hierarchy of Effects models "have dominated the literature" around how advertising works (Kaleb Bekure 2021).

The AIDA model, tracing the customer journey through Awareness, Interest, Desire and Action, is perhaps the best-known marketing model amongst all the classic marketing models. Many marketers find AIDA useful since we apply this model daily, whether consciously or subconsciously, when we're planning our marketing communications strategy (Smart Insight 2021), the AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker & Joachimsthaler, 2000).

So that, AIDA theory explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

1.9.2 The Hierarchy-Of-Effects theory

The hierarchy-of-effects theory is a model of how advertising influences a consumer's decision to purchase or not purchase a product or service. The hierarchy represents the progression of learning and decision-making consumer experiences as a result of advertising. A hierarchy-of effects model is used to set up a structured series of advertising message objectives for a particular product, to build upon each successive objective until a sale is ultimately made. The objectives of a campaign are (in order of delivery): awareness, knowledge, liking, preference, conviction, and purchase. (Will Kenton, 2021). The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference, conviction and purchase. Customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button. (Evinah Mbayisi Muhanji, Mr. Boaz Ngari, 2015).

The hierarchy-of-effects theory is an advanced advertising strategy in that it approaches the sale of a good through well-developed, persuasive advertising messages designed to build brand awareness over time. While an immediate purchase would be preferred, companies using this strategy expect consumers to need a longer decision-making process. The goal of advertisers is to guide a potential customer through all six stages of the hierarchy. The awareness and knowledge (or cognitive) stages are when a consumer is informed about a product or service, and how they process the information they have been given. For advertisers, it is essential to key brand information in this stage in a useful and easily understood fashion that compels the prospective customer to learn more and make a connection with a product. (Will Kenton, 2021).
Advertisers plays a key role to advertise the product and make awareness to the consumers, for example a famous runner can be used to advertise the performance of engine oil, the consumer will relate his performance along with the engine oil.

Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003). Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004). Therefore , informing a consumer at the right time and place is a key to make them loyal customer.

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch & Belch, 2003). This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander & Schouten, 2002).
The main goal of creating awareness and informing the consumer about our product is to sell the product, while purchasing the it the payment system should be simple and easy, even if the consumer is convinced to purchase the product and the payment system is back warded , he/she will not be interested to purchase the product.

While most of the research and discussion on ' marketing communications techniques' has focused on the benefits of bringing together the various tactical elements of Marketing Communication, the greater long-term promise of Marketing Communication lies in its potential to refine or redefine the purpose of marketing communications- helping to create relationships, rather than simply persuading potential buyers or building brands. By asking the right questions

(i.e., those relating to trust, commitment, and shared values) marketers will be able to forge more mutually beneficial and enduring relationships with customers (James G Hutton, 2010).

Therefore, Hierarchy of effects theory is a modern marketing strategy that helps to the seller to influence the buyer on his purchasing decision and will make loyal customer.

1.9.3 Relationship Marketing Model

Relationship marketing theory is a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions (Alexander & Schouten, 2002). As a practice, relationship marketing differs from other forms of marketing in that it recognizes the long-term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages (Aaker & Joachimsthaler, 2000). With the growth of the internet and mobile platforms, relationship marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels (Berglof & Bolton, 2002).

A key principle of relationship marketing is the retention of customers through varying means and practices to ensure repeated trade from preexisting customers by satisfying requirements above those of competing companies through a mutually beneficial relationship (Albers & Straughan, 2000). Extensive classic marketing theories center on means of attracting customers and creating transactions rather than maintaining them, the majority usage of direct marketing used in the past is now gradually being used more alongside relationship marketing as its importance becomes more recognizable. Increased profitability associated with customer retention efforts occurs because of several factors that occur once a relationship has been established with a customer (Berglof & Bolton, 2002).

While most of the research and discussion on marketing communication techniques are focused on the benefits of bringing together the various tactical elements of it, the greater long-term promise of marketing communication lies in its potential to refine or redefine the purpose of marketing communications- helping to create relationships, rather than simply persuading potential buyers or building brands. The key to this new ‘marketing communications' is rejection

of the current competitive/exchange view of relationships generally held by marketing theory and practice, and the adoption of a more humanistic approach to marketing relationships. By asking the right questions (i.e., those relating to trust, commitment and shared values) marketers will be able to forge more mutually beneficial and enduring relationships with customers (James G Hutton, 2010).

Marketing Communications Mix Instruments

Marketing communication is typically divided into separate communication instruments that are used for different purposes depending on how marketers want to communicate with the target groups and how the target audience wants to be communicated. Each instrument has its own strengths and limitations, and marketers usually utilize some sort of mix of instruments to generate as effective influence as possible (De Pelsmacker et al., 2007). Promotional strategy is closely related to the process of communication because as humans, we assign meaning to feelings, ideas, facts, attitudes, and emotions. Communication is the process by which we exchange or share meanings through a common set of symbols. When a company develops a new product, changes an old one, or simply tries to increase sales of an existing good or service, it must communicate its selling message to potential customers. In doing so, marketers communicate information about the firm and its products to the target market and various publics through various marketing promotional tools (Lamb, Hair, and McDaniel, 2010). Accordingly, the various resources marketing communications instruments are discussed concisely as follows.

I. Advertising

Advertising is any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect reflects the fact that the space or time for an advertising message generally must be bought. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it and advertising is

the best-known because of its pervasiveness. For marketers who want to build or maintain brand awareness and reach mass markets with their advertising message, media advertising remains an excellent way to do so. Advertising is also a valuable tool for building company or brand equity because it is a powerful way to provide consumers with information as well as to influence their perceptions (Belch, & Belch, 2018).

II. Sales Promotion

It is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer oriented and trade-oriented activities. Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials. These promotional tools encourage consumers to make an immediate purchase and thus can stimulate short-term sales. Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers, promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products (Belch, & Belch, 2018). Marketers typically design these incentives for use in combination with other advertising or personal selling programs. Many sales promotions, like free samples or point-of-purchase displays are designed to build short-term sales though others, like contests and sweepstakes (lottery) have become integral components of firms' CRM (customer relationship management) programs as means to build customer loyalty (Grewal, & Levy, 2008).

III. Direct Marketing

The direct marketing tool kit or instrument contains a variety of marketing communication initiatives, including telephone, mail, program-length television commercials (infomercials), catalogs, the Internet, and E-mail as well as newer communication technologies such as podcasts, and cell phones. All these initiatives address the customer in very different ways. Regarding to this, the increased use of customer databases has enabled marketers to identify consumers over time and across purchase situations which has contributed to the rapid growth of direct marketing. Marketers have been able to build these databases merit to consumers' increased use

of credit and debit cards store-specific credit and loyalty cards, and online shopping all of which require the buyer to give the seller personal information that becomes part of its database (Grewal. & Levy, 2008).

Direct marketing plays a big role in the marketing communications programs of consumer-product companies and business-to-business marketers. They use telemarketing to call customers directly and attempt to sell products and services or qualify them as sales leads. Marketers also send out E-mails, direct-mail pieces ranging from simple letters and flyers to detailed brochures, catalogs and DVD to give potential customers information about their products or services. In connection with this, many companies now have extensive databases containing customer names, mail and E-mail addresses, geographic, demographic, and psychographic profiles, purchase patterns, media preferences, credit, and other financial information, and other relevant customer characteristics. Marketers use this information to target their current and prospective customers through a variety of direct-marketing methods such as direct mail, E-mail marketing, telemarketing, and others. These databases are an integral part of companies' customer relationship management (CRM) programs which involve the systematic tracking of customer preferences and behaviors and modifying a product or service to meet individual needs and wants (Belch, & Belch, 2018).

IV. Personal Selling

Personal selling is the two-way flow of communication between a buyer and a seller that is designed to influence the buyer's purchase decision. Personal selling can take place in various settings: face-to-face, video teleconferencing, on the telephone, or over the Internet. Although consumers don't often interact with professional salespeople, personal selling represents an important component of many marketing communication programs, especially in business-to-business settings. The cost of communicating directly with a potential customer is quite high compared with other forms of promotion, but it is simply the best and most efficient way to sell certain products and services. Customers can buy many products and services without the help of a salesperson, but salespeople simplify the buying process by providing information and services that save customers time and effort (Grewal, & Levy, 2008).

V. Public Relations

Public relations is the marketing function that evaluates public attitudes, identifies areas within the organization the public may be interested in, and executes a program of action to earn public understanding and acceptance. Public relations help an organization communicate with its customers, suppliers, stockholders, government officials, employees, and the community in which it operates. Marketers use public relations not only to maintain a positive image but also to educate the public about the company's goals and objectives, introduce new products, and help support the sales effort. The company or organization attempts to get the media to cover or run a favorable story on a product, service, cause, or event to affect awareness, knowledge, opinions, and/or behavior. Techniques used to gain publicity include press releases, press conferences, feature articles, photographs, films, and video news releases (Lamb et al., 2010).

VI. Packaging

Packaging is a marketing communication tool that combines graphic design with marketing concepts to create an identity for the brand. It can be effectively used to influence customer choice at the point of sale in terms of reducing the uncertainty and risk inherent in product choice and it acts as a concrete reminder at the point of sale. Most importantly, its appeal plays an important role in attracting consumers' attention. As a result, packaging can make a major contribution to the success of the brand as a whole. Packaging comprises a number of physical or functional benefits including the storage of the product, the extension of the product's shelf life, the facilitation of physical storage, the protection of the product during distribution, the communication of usage information, and the assurance of consistent quality (De Pelsmacker, et al., 2010). Moreover, as Pickton, & Broderick, (2004) stated, the emotional and psychological benefits of packaging are to elicit a strong visual impact to stand out, to be eye-catching, to differentiate itself from the other brands, to attract the eyes of the consumers, to communicate what the brand stands for, to act as a reminder for the brand at the point of sale and at home, to provide cues to the consumers to express their loyalty to the brand and to create an emotional link with the right kind of target audience.

VII. Digital or Electronic Marketing

The rapid growth of the Internet and more recently, social media is changing the nature of how companies do business and the ways they communicate and interact with consumers. Every day more consumers around the world are gaining access to the Internet's World Wide Web (WWW) of information available to users. Electronic marketing allow users to perform a variety of activities such as receive, alter, and share information and images, make inquiries, respond to questions, and even make purchases online. The Internet can also be used as a marketing communication tool in its own right because it is a medium that can be used to execute all of the elements of the promotional mix. In addition to advertising on the Web, marketers offer sales promotion incentives such as coupons, contests, and sweepstakes online, and they use the Internet to conduct direct marketing, personal selling, and public relations activities more effectively and efficiently (Belch, & Belch, 2018).

VIII. Exhibitions and Trade Shows

An exhibition or trade fair is a place where manufacturers and retailers of a certain product category or sector meet each other to talk about trade, to present and demonstrate their products and services, to exchange ideas and network and to buy and sell products (De Pelsmacker, et al., 2010). Exhibitions and trade shows create a temporary forum for sellers to exhibit and demonstrate their products to prospective purchasers. Some exhibitions exist as marketplaces where buyers and sellers meet and these are called selling exhibitions on the other hand others exist with no actual buying and selling taking place at the exhibitions called non-selling exhibitions. Some exhibitions are open to the public while others are business-to-business aspects. Exhibitions and trade shows can take many forms from humble in-store special displays, to conferences, to very large international trade and consumer shows and other circumstances and they are widely regarded as a powerful way for firms to reach many potential customers face-to-face at a cost far below that of calls by salespeople (Pickton, & Broderick, 2004). These instruments that a business can use to effectively communicate the benefits of products or services to its customers

IX. Sponsorship

Sponsorship is defined as an investment in cash or kind in an activity in return for access to the exploitable commercial potential associated with this activity. The company promotes its interests and brands by tying them to a specific and meaningfully related event or cause. It is a thematic communications instrument by which the sponsor assists the sponsee in realizing his or her project and in return the sponsee co-operates in realizing the communications objectives of the sponsoring company. If the latter is not the case, the investment of the sponsor is nothing more than altruism, charity, patronage, or benefaction. To sum up, sponsorship shares two of the fundamental objectives of advertising, i.e., the generation of awareness about the product or company and the promotion of positive messages about the product or company (De Pelsmacker, et al., 2010).

1.9.4 Sales Performance

Sales performance also refers to the total amount of firms output sold to the market especially on monthly or annually basis, this affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even the pricing of the goods and services Bucklin, (1996). Sales performance is an integrated framework that enables organizations to plan and model sales strategies and ensure timely execution of sales initiatives while ensuring both front line salespeople and decisions-markers have visibility into performance.

1.10 Empirical Review

Kaleb Bekure (2021): conducted a study to measure and determine the effect of applying marketing communication techniques on sales performance by Taking Dashen Brewery Debrebrehan plant as a case study and its branch office situated in Addis Ababa. It was observed that the marketing communication tools advertisement has a positive but moderate effect on the sales performance of the firm. it is recommended that an extensive seasonal study about the effect of marketing communication on sales performance is required by the firm to find out which particular marketing communication tool is significantly affecting so that it can be maintained and also to pinpoint which particular marketing communication tool is negligibly affecting the firm‟s sales performance so that the company would work on it for improvement.

Cheruiyot Rose Jemutai, Peter Philip Wambua (2016): examined the Marketing Communication and Performance of Post Office Savings Bank of Nairobi. The main objective of the study is to find out whether Advertising, Sales Promotion Personal selling; Direct Marketing and Public relation is used to improve performance in the bank. Data from 80 employees was analyzed to determine Marketing Communication effects on performance, Findings show that advertising, direct marketing, personal selling, sales promotion, and public relations enhance the company‟s performance by enhancing customer attraction, customer loyalty, sales volumes, branch expansion and reminding customers of the bank‟s products. The study recommends that management take seriously strategies that can improve the execution of these Marketing communication techniques as they are crucial for the performance of the company.

A study conducted by Kathleen Kihanya (2013): The study found that advertising of services through the key media channels- above the line-TV Radio newspapers and billboards), below the line (wall branding, newsletters, leaflets) social media (Facebook, YouTube) and Billboards influenced the company performance to a great extent. Sales promotions initiatives such as Win plot/car/holiday promos, customer service week and intermediary training influenced the company performance to a great extent. Direct personal selling (to agents and brokers) had a positive effect on company performance to a great extent. Other marketing communication tools like direct marketing also influenced the company performance to a great extent.

Metages Masresha (2020): explore the practice of marketing communication: the case of Ethio-telecom. The main objective of the study is to enhance the practice of marketing communication in Ethio telecom. In-depth interview was conducted with 11 purposively selected professionals, specialists, directors, managers, from communication division to obtain detailed information about of the current practice of marketing communication ethiotelecom. Findings show that digital marketing, sales promotions, and sponsorship are the most broadly employed marketing communication instruments, public relations, trade shows and packaging are not broadly and regularly employed,

The other finding exhibits that Staffs have positive perception towards the implementation of marketing communications in ethio telecom explaining their insight that marketing communication has much benefit in saving resources, making easy work relations as well creating coaxial relationships with various stakeholders. The study recommends that first, technical trainings in marketing communication activities shall be given especially for marketing communication workers to escalate their creativity and competency. Second, Fragmented or Misplaced marketing communication tools shall be brought together so as to have better practice of marketing communication in ethio telecom than ever before. For example, personal selling and direct marketing shall be incorporated in communication division. There should be professional freedom for workers to let them to be creative and competent as well. Third, Comprehensive planning on the marketing communication techniques shall be made. For example, the organization should prepare its own marketing communication plan and shall move on through scientific oriented strategies.

Esayas Azene (2017): conducted a study on the impact of Integrated Marketing Communications on the company's sales performance (in the case of Tikur Abay Shoe Share Company). The main objective of this study is to examine the marketing communication tools commonly used by the companies under study in boosting their sales performance; established how Marketing Communications save time, money, and stress. The findings shows that Marketing Communication tools commonly used by firms are not effective in boosting their sales performance,Marketing Communications does not save time, money and stress for organizations, the other findings also showed that there is no significant relationship between Marketing Communications and companies' sales. The study recommends that there should be a periodic SWOT analysis of the business environment to access their strength, weakness, opportunity, and threats.

Emeh, Prince C, Anyaogu, Peter M, Kalu, Innocent N. (2018): conducted a study to investigate the effect of marketing communication on sales volume by taking around 200 employees of the Nigerian food and beverage industry as a source of primary data. It was observed that there is a positive and significant relationship between Marketing communication variables and sales volume with the exception of public relations which showed positive but insignificant effect on

sales volume. The researchers recommended that more emphasis be placed on direct marketing and sales promotion even as more resources should be allocated to advertising as it paves way for other promo-tools to yield desired results.

Evinah Mbayisi Muhanji, Mr. Boaz Ngari (2015): addressed the following research questions; what was the influences of advertising, sales promotion, public relations, personal selling and direct marketing on the sales performance of Commercial Banks in Kenya? The study carried out a census of all the staff within the department of marketing at 43 Commercial Banks operating in Kenya. The study concluded that there was a positive relationship between independent variables (advertising, personal selling, sales promotion, public relations and direct marketing) and dependent variable (Sales Performance of Commercial Banks in Kenya).

1.10.1 Hypothesis of the study

H1: Advertisement has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

H2: Sales Promotion has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

H3: Direct marketing has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

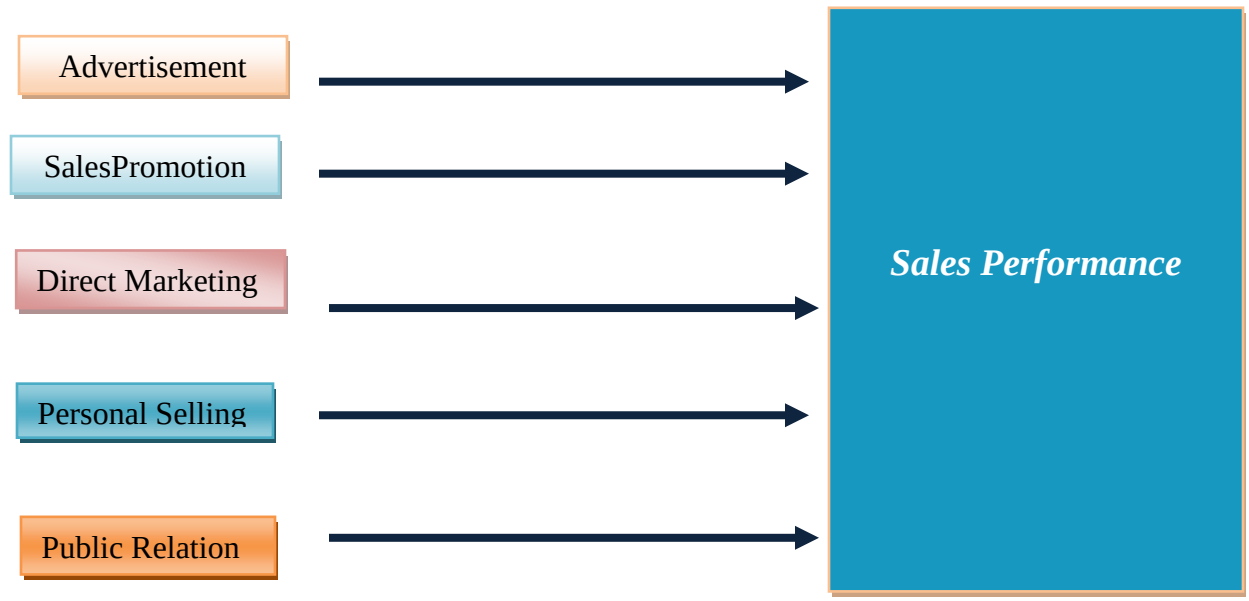
H4: Personal selling has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

H5: Public relation has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

1.11 Conceptual Framework

Conceptual design is a conceptual model on how one theorizes of the relationship among the several factors that have been identified as important to the problem (Sekaran 2003). In my study, sales performances of TEME S.C is the dependent variable while the independent variable is integrated marketing communications and integrated marketing communications tools. The framework of this study is developed based on the view presented in the literature which suggested that significance influences between integrated marketing communications and integrated marketing communications tools toward marketing performance of firms.

Fig2.1 Conceptual Framework: Effects of marketing communication techniques on the sales performance of TotalEnergies retailors



Source: Kotler and Keller (2008)

CHAPTER-THREE

Methodology

3 Introduction

The methodology part of the research work includes the research approach, the research design, data types and sources, population of the study, sampling procedures, data collection instruments, data analysis technique, validity and reliability and the ethical consideration during the research work.

3.1 Research Approach

In this study I used mixed methods that involve combining or integration of qualitative and quantitative research and data in a research study. Qualitative data tends to be open-ended without predetermined responses while quantitative data usually includes closed-ended responses such as found on questionnaires or psychological instruments Creswell (2014).

Convergent parallel mixed methods designs will be used is a form of mixed methods design in which the researcher converges or merges quantitative and qualitative data in order to provide a comprehensive analysis of the research problem. In this design, the investigator typically collects both forms of data at roughly the same time and then integrates the information in the interpretation of the overall results. Contradictions or incongruent findings are explained or further probed in this design Creswell (2014).

Both qualitative and quantitative research approaches is implemented for this study, by using parallel data gathering. The purpose of using mixed-method approach is to make the research more comprehensive and to get more data. Quantitative research is an inquiry into an identified problem, based on testing a theory, measured with numbers, and analyzed using statistical techniques. The goal of quantitative methods is to determine whether the predictive generalizations of a theory hold true. By contrast, a study based upon a qualitative process of inquiry has the goal of understanding a social or human problem from multiple perspectives. Qualitative research is conducted in a natural setting and involves a process of building a complex and holistic picture of the phenomenon of interest. As questionnaire will be used as a

data collection mechanism, the researcher will analyze the responses of close ended questions of the questionnaire quantitatively.

3.2 Research design

Lewis & Thornhill (2009) defines a research design as the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. On Wumere (2009:111) on the other hand define research design as a kind of blueprint that guides the researcher in his or her investigation and analysis. In order to do so, explanatory research design wase applied for this particular thesis. As it is identified unlike descriptive research, explanatory research design goes beyond merely describing the characteristics, to analyze and explain why or how something is happening. Thus, explanatory research aims to understand phenomena by discovering and measuring casual relations among variables.

The reason behind preferring explanatory research design over the others is, the study has independent variables and dependent variable which tried to show a cause-and-effect relation between the two and tried to show the magnitude of the effects of each of the techniques of marketing communication considered as independent variables on the dependent variable which is the sales performance of TotalEnergies resellers.

3.3 Data type and source

While deciding about the method of data collection to be used for the study, there are two types of data - primary and secondary data. The primary data are those which are collected afresh and for the first time, and thus happen to be original in character. The secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process. There are different primary data collection methods and the important ones are: (i) observation method, (ii) interview method, (iii) through questionnaires, (iv) through schedules, and (v) 20 other methods which include (a) warranty cards; (b) distributor audits; (c) pantry audits; (d) consumer panels; (e) using mechanical devices; (f) through projective techniques; (g) depth interviews, and (h) content analysis (Kothari, 2004). The researcher used primary data as a source of data and the means to collect the primary data is

through questionnaire. The source for the primary data is TotalEnergies lubricant resellers in different parts of Addis Ababa

3.4 Population of the study

Population is defined as the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Davis 2000, pp. 220); Creswell (2009) defined a population as a group of individuals who have the same characteristic. The population for the research work is TotalEnergies lubricant resellers. The population taken for the research work is Addis Ababa because of the existence of roughly 60% of the vehicles (Ethiopian Transport Authority, public data from the website).

3.5 Sampling Procedure

Considering Malhotra (2007) a sample of over 200 respondents in a survey study is likely to give an acceptable degree of accuracy. Therefore, the stated sample size is considered to be appropriate to make generalizations about the study population. Based on Krejcie and Morgan‟s (1970) sampling table, it is appropriate to select sample size of 140. There are several approaches to determining the sample size. These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size. Under this step sample size is selected, implying that the member of customers included in the study will be selected. Since it is difficult to determine the size of the sample and in order to make the right decision, different factors like the nature of research, time and money must be considered. The sample size is determined by using Yamane's formula of sample size in order to obtain reliable data (Yamane, 1967).

$$n = \frac{N}{1+N\,(e)^{2}}$$

Where, n=required sample size

N=total number of populations

e=accepted margin of error (±5% of precision)

No	Name of lubricant distributor	No of retail shop
1	Dineka Negash	252
2	Fekadu Leshad	372
3	Abubeker Nassir	221
4	Hussen Ahmed	305
	TOTAL	1150

Table 1 : Total Energies retailers

$$n = \frac{N}{1+N(e)^2} = \frac{1150}{1+1150(.05)^2} = 296$$

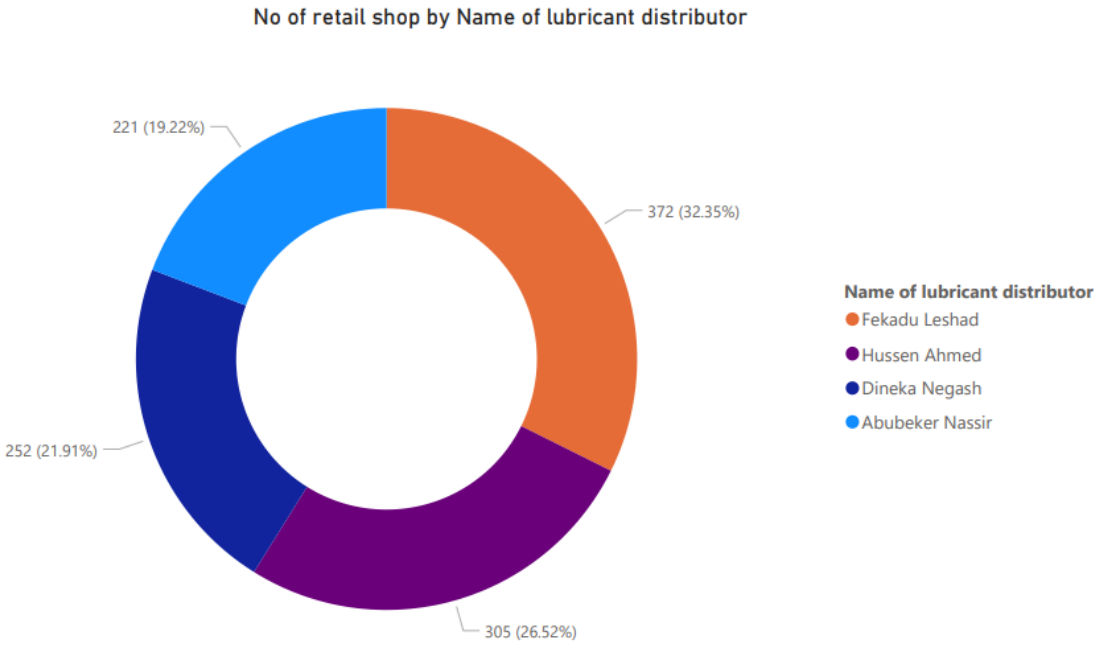


Figure 1 :TotalEnergies Distributors with respective Number of Retail

Sample from X lubricant distributor = no of retailors from X lubricant distributor /total population*sample size

The total population is the sum of all lub retail shops under four lub distributors in Addis Ababa that is 1150. Here are the distributors with their respective number of retailors and the sample that will be from each of them.

Sample from x lubricant distributor = no of retailors from X lubricant distributor /total population*sample size

- Dineka Negash: Number of retailors 252(252/1150*279= 64)
- Fekadu Leshad: Number of retailors 372(372/1150*279= 95)
- Abubeker Nassir: Number of retailors 221(221/1150*279= 56)
- Hussen Ahmed: Number of retailors 305(305/1150*279= 78)

I have distributed extra 10% questioners of the sample size to compensate for the questionnaires that are distributed but may not be returned to the researcher and the total samples size was 296.

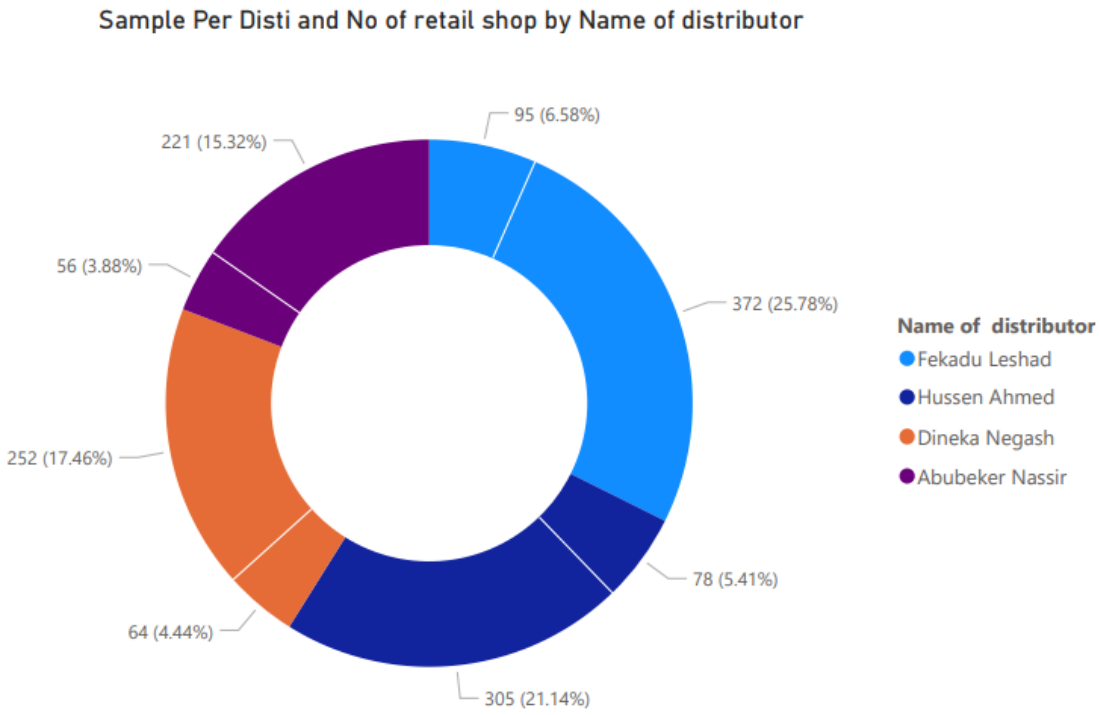


Figure 2 :TotalEnergies Distributors & Sample from Respective Distributors

3.6 Data gathering Instrument

Since the questionnaire is one of the most important research instruments for collecting primary data, close ended questionnaire used as a primary source of data in this study. The researcher designs the questionnaire used for this study in a way that was clear, brief and understandable to

the respondents and make sure it covered the relevant aspects of the model used. The questionnaire was employed for this study into a five-point Likert scale anchored from "Strongly Disagree" to "Strongly Agree" on the scale. The questionnaire will be made up of two sections. The first section will be made up of general information questions aimed to capture information related to students. The second section will be comprised of questions aiming to address the five Marketing communication techniques as independent variables**.** The data will be collected by a self-administered face to face survey throughout different retailor shops.

3.7 Data Analysis Technique

Data analysis is the application of reasoning to understand the data that have been gathered by determining a consistent pattern and summarizing of relevant details revealed in the investigation (Zikmund & et.al (2010)).

Once the data gathering had been finalized the next step that comes into mind was analyzing it through various methodologies available to transform the raw data into something meaningful through interpreting the output of the analysis. The type of the data analyses tool verified to analyze the data of a certain study is dependent on the type of data available.

The quantitative data obtained by using questionnaire will processed via SPSS version 20 and analyzed by descriptive statistics. Descriptive statistics includes mean, frequency, standard deviation and percentages to profile sample characteristics and major patterns emerging from the data.

Moreover, a multiple regression model was applied to measure the comparative importance of each of the elements of integrated marketing communication towards sales performance of the firm under study. Multiple regression model considers two variables categorized with in the dependent and independent variables which could be able to show a cause-and-effect relation about the variables under consideration. Since the study was conducted by using an explanatory research approach, it obviously would had a cause variable (independent variables) – Advertising, Sales promotion, Direct marketing ,Personal selling & Public relation and an effect

variable (dependent variable)- Sales performance to try to find the cause-and-effect relation among the variables. The regression model was adopted from Kihanya (2013):

SAL PER = ß0 + ß1ADV1 + ß2SP+ ß3DM + ß4PS + ß5PR +e

Where: SAL PER = sales performance
ß0 = Constant Term
ß1, ß2 and ß3, = Beta coefficients
ADV= advertising
SP= sales promotion
DM= direct marketing
PS= personal Selling
PR=Public relation
e = Error term

3.8 Validity & Reliability

The precision with which things are measured in a study is expressed in terms of validity and reliability. These two are related because if a measure is valid then it is reliable.

3.8.1 Validity

Validity represents how well a variable measure what it is supposed to measure. Siddiqi (2010) defined the validity as "the degree to which a measure accurately represents what it is supposed to". Validity is concerned with how well the concept is defined by the measure(s). He also mentioned about three types of validity: Content validity, Predictive validity, and Construct validity. Siddiqi (2010) defined the content validity as the assessment of the correspondence between the individual items and concept. Validity of the study will also be examined through a deep analysis of others researches in the review of related literature part with the intention of finding a dependable instrument which measures the variables under consideration. The structure and the language usage of the questionnaire planned to be easily understandable which takes the target population into consideration.

3.8.2 Reliability

Reliability is the extent to which measurements are repeatable – when different persons perform the measurements, on different occasions, under different conditions, with supposedly alternative instruments which measure the same thing. In sum, reliability is consistency of measurement (Bollen, 1989), or stability of measurement over a variety of conditions in which basically the same results should be obtained (Nunnally, 1978). To maintain the reliability of the survey as a data collection instrument five-scale system (Likert scale) questionnaires will be used. Compared to the two scale system it is believed to be more dependable since a scale too narrow as well as too wide might cause validity problems on the survey being undertaken. A two-scale system is the simplest Likert scale where there are just two Likert options, such as agree and disagree as two poles of the scale. Five is an effective choice since the reliability decreases if the number of response options is greater than five (Hayes, 1992).

3.9 Ethical Consideration

At the time of conducting the research work the company as well as the respondents were communicated that the study was undertake on their company and the data collection were merely be used for academic purpose and it is also highlighted to the respondent employees of the company that their response kept confidential. It is made clear to the respondents that filling of the questionnaire was a voluntary activity based on their own consent without others persuasion or manipulation. The respondent's right to privacy and anonymity was respected. Respondents was not expected to write their name on the questionnaire, which might help to protect the respondent's privacy and anonymity rights, so that no personal information of respondents was revealed to the public. The researcher also make sure there were not be any physical, social or psychological harm to the respondents due to their participation in the research. Questionnaires was distributed only when the researcher get the consent from the respondents.

CHAPTER-FOUR

Data presentation, Analysis and Presentation

4.1 Introduction

In this chapter the data obtained presented, analyzed and interpreted in the way which readers can easily understand and also perceive from what premises the conclusion is made. Out of the 307 distributed questionnaires to TotalEnergies retailers 279 completed questionnaires were used for presentation, analysis and interpretation. The data was statistically analyzed in both descriptive and inferential aspects using SPSS 26. Summary statistics, tables and bar graphs were employed. Multiple regression was conducted to find the significant factors influencing sales performance.

4.2 Response Taste

A total of 296 questionnaires were distributed to the sales representative, sales and marketing managers and general managers of TotalEnergies lubricant resellers. Out of which 279 (90.01%) respondents were kind to complete the questionnaire on time. As the study is conducted by using lubricant resellers in Addis Ababa as a source of data, most sales staffs were highly dispersed all over the city as a result about 16 (6.8) respondents failed to fill and complete the questionnaire on time the other 12 (3.1) respondents failed to return the questionnaire due to various reasons and taken out of consideration due to incomplete filling of the questionnaire.

4.3 Reliability Test

Cronbach’s alpha usually used in the studies to assess the internal consistency of the research instrument. Cronbach's α (alpha) is a coefficient of reliability used to measure the internal consistency of a test or scale; it resulted as a number between 0 and 1. As the value approaches to 1 the more is the internal consistency of the items, which means all the items measure the same variable. The result of the coefficient alpha for this study’s instrument was found to be 0.797, as indication of acceptability of the scale for further analysis since all the five items of

Marketing Communication Techniques (Advertising, Sales promotion, Direct marketing, Personal selling & Public relation) measure the same variable which is sales performance. Besides the overall reliability test, the items under each of the five marketing communication techniques are also tested to check if they measure the same technique or not. Alpha values above 0.7 are generally considered acceptable and satisfactory, above 0.8 are usually considered quite good, and above 0.9 are considered to reflect exceptional internal consistency (Cronbach, 1951). In the social sciences, acceptable range of alpha value estimates from 0.7 to 0.8 (Nunnally & Bernstein, 1994).

Items	**Cronbach's Alpha**	**Number of items**
Advertising	0.775	7
Sales Promotion	0.73	7
Direct Marketing	0.743	4
Personal Selling	0.798	5
Public Relation	0.76	3
Sales Performance	0.724	5

Table 2: Reliability Analysis of the Variables (Source, Own Survey, 2022)

4.4 Respondents' Profile

Out of the 296 questionnaires sent out, only 279 were returned during a period of three weeks' The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized. The variables include gender, age, education status, employment status, experience, and job title.

4.4.1 Gender of respondents

From the total respondents, the male lubricant seller constituted the highest percentage (65.9%) while their female counterparts only constituted (34.1%) of the total respondents.

Gender of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	95	34.1	34.1	34.1
	Male	184	65.9	65.9	100.0
	Total	279	100.0	100.0	

Table 2 :Table of Gender respondents

Gender of Respondants %	
Male	Female
66%	34%



Figure 3 :Respondents by Gender Info-graphics Excel O/P

4.4.2 Age of respondent

The age profile of respondents is led by the age group 21-30 which represents 44.8% of the sample followed by the age group 31-40 which comprises of 29.7% of the total sample. The third highest respondent age group is 41-50 representing 18.6% and the remaining age group was those respondents age group is 51-60. From this it can be concluded that, the age of most of the sales and marketing staffs of the lubricant resellers lies between 21-30 years of age and the least of the staffs are 51-60 years of age. The age of the respondents is summarized in the table below.

Respondents by Age Group					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 30	125	44.8	44.8	44.8
	31 - 40	83	29.7	29.7	74.6
	41-50	52	18.6	18.6	93.2
	51-60	19	6.8	6.8	100.0
	Total	279	100.0	100.0	

Table 3 : Respondents by Age Group

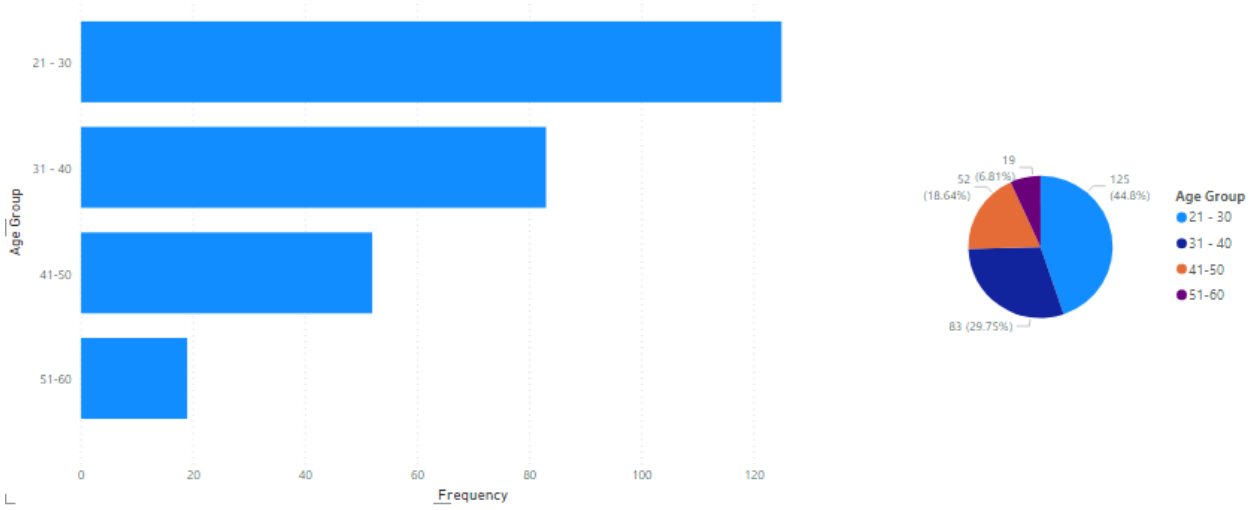


Figure 4 :Respondent frequency by Age group (Info Graphic)

4.4.3 Level of education of respondent

The level of literacy of respondents is led by those who hold diploma comprising 64.9 % which is followed by degree level representing 21.9%. Those who achieved masters were 13.3% of the total respondents. The educational level of the respondents are summarized in the table below.

Respondent by Educational level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	181	64.9	64.9	64.9
	Degree	61	21.9	21.9	86.7
	Masters	37	13.3	13.3	100.0
	Total	279	100.0	100.0	

Table 4 :Respondent by Educational level (Source: survey result, 2022)

4.4.4 Experience of the respondents

The lubricant resellers staffs are well experienced. From the total of 279 respondents' staffs with a range of 1-5 years of work experience constitute 178 (63.8%), staffs with a range of 6-10 years of work experience constitute 33 (11.8%), the rest staffs with a work experience of 10 and above constitute 68 (24.4%). The service year of the respondents are summarized in the table below.

Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 5	178	63.8	63.8	63.8
	6 to 10	33	11.8	11.8	75.6
	Above 10	68	24.4	24.4	100.0
	Total	279	100.0	100.0	

Table 5 :By Professional Experience respondent (Source: survey result, 2022)

4.4.5 Job Title of the respondents

When we take the job title of the lubricant resellers staffs, 118 (42.3%) respondents are sales representatives, 117 (41.9%) of the respondents are sales and marketing manager and 44 (15.8%) respondents are General manager, all of GMs are the owner of the company. The job title of the respondents is summarized in the table below.

Respondent by Job Title					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sales Representative	118	42.3	42.3	42.3
	Sales & Marketing Manager	117	41.9	41.9	84.2
	General Manager	44	15.8	15.8	100

	Total	279	100	100	

Table 6 :Respondent by Job Title

4.4.6 Mean and Standard Deviation

In order to analyze the respondents overall Marketing communication techniques, a total of 29 questions were grouped into the four dimensions of marketing communication techniques which are: Advertising, Sales promotion, Direct marketing, Personal selling and Sales performance . In order to compare the respondents Marketing communication on lubricants, descriptive statistics of mean and standard deviation are used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. As the standard deviation measures how much the respondents respond a given statement in varied ways. If the response is somewhat similar, the value for deviation will be minimum and if it varies more, it will be higher.

4.5 Descriptive statistics for integrated Marketing communication

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Advertising	279	1.14	5.00	3.4537	1.17298
SalesPromotion	279	1.00	4.86	3.2063	1.11703
DirectMarketing	279	1.00	5.00	3.2455	1.47909
PersonalSelling	279	1.00	5.00	4.4215	1.06432
Publicrelation	279	1.00	5.00	2.7269	1.12145
Salesperformance	279	1.00	5.00	3.5828	.85830
Valid N (listwise)	279				

Table 7 :Table of mean score for each of IMC Program (Source: SPSS survey output, 2022)

The table above elaborates the mean score and standard deviation value regarding to the perception of survey respondents towards IMT dimension computed from the raw data gathered from the TotalEnergies lubricant resellers. According to the mean score of each of the IMC tools, the highest mean score is found to be 4.42; meaning, respondents consider Personal selling affect sales performance of TotalEnergies lubricants highly than any other MC techniques, followed by Advertizing (mean score 3.45), Direct marketing (mean score 3.24), sales promotion (mean score 3.20), the last one is Public relation (mean score 2.72). Considering a 5 point Likert scale key

where, 1-1.499 = not at all, 1.500-2.499 = low extent, 2.500-3.499= moderate extent, 3.500-4.499 =great extent and 4.500-5.000 = very great extent (Kaleb Bekure 2021). It can be noted that all the five elements of IMC affect the sales performance of TotalEnergies lubricant to a greater extent.

4.5.1 Advertisement

Advertisement has a major role in sales performance of products. The researcher included advertising parameters to assess the effect on the sales performance of TE lubricants resellers in Addis Ababa. The mean values range from 2.72 from the lowest value to the highest 3.96 mean value of a given lubricants parameter.

Advertisement Descriptive Statistics

	N	Mean	Std. Deviation
Advertising helps to change outdated or negative perceptions of our business	279	3.96	1.400
Advertising reminds customers to purchase the products	279	2.72	1.720
Advertising enables our customers to be more aware about the products and its features.	279	3.36	1.632
Advertising is an effective tool used in promoting lubricants	279	3.61	1.347
Advertising on printed media enabled us to reach our target	279	3.67	1.252
Advertising campaigns which consider this modern era help us to improve our performance	279	3.37	1.626
Advertising improves our overall sales performance	279	3.48	1.439
Valid N (listwise)	279		

Table 8 :descriptive statics for advertising (Source: SPSS survey output, 2022)

From the table above, it can be understood that, the highest mean score is found to be 3.96 which goes to the statement, “Advertising helps to change outdated or negative perceptions of our business”, the respondents relatively agreed with, the application of the advertisement technique to let the public update themselves by the current status of the company. Advertising increases product differentiation and deters entry by contributing recognition and prestige to advertised goods, thereby inflating the market power of firms selling advertised goods and bracing prices. (Nelson 2004), Advertising's effectiveness lies in its capability to help stimulate or maintain sales (Eachambadi 1994; Mantrala, Sinha, & Zoltners 1992; Naik, Mantrala, & Sawyer Sethi 39

1998; Vidale & Wolfe 1957). From the list of questions regarding advertisement the second mean score is 3.67 for the statement “Advertising on printed media enabled us to reach our target”, with respect to this, the respondents support printed advertising tools would help the firm to reach to its sales targets. Advertising can be done through print media which includes newspapers, magazines, brochures, Audio media for example Radio, and visual media which includes Billboards, and television (Kotler & Armstrong 2010). Several pieces of research and studies confirm the ability of print media advertising to influence consumer behavior of its readers and also its influence on the buying decision (Ludmila Cabyova, Peter Krajovich, 2017). The third highest mean score recorded as 3.61 “Advertising is an effective technique used in promoting lubricants” The fourth highest score is 4.48 for the statement “Advertising improves our overall sales performance” , the respondents relatively agreed with, the application of the advertisement tools to let the public know about the brand and the products would enable the firm to improve its sales performance. Advertising increases product differentiation and deters entry by contributing recognition and prestige to advertised goods, thereby inflating the market power of firms selling advertised goods and bracing prices. (Nelson 2004), Advertising's effectiveness lies in its capability to help stimulate or maintain sales (Eachambadi 1994; Mantrala, Sinha, & Zoltners 1992; Naik, Mantrala, & Sawyer Sethi 39 1998; Vidale & Wolfe 1957). The fifth highest mean score recorded 3.37 for the statement” Advertising campaigns which consider this modern era help us to improve our performance” the respondents also respond positively that the company would implement various updated and modern advertisement mechanism which took this time of dynamic world into consideration, so that it has played its part in boosting their sales performance. Timely and contemporary advertisement campaigns make the difference in this modern digital era, in this sense those companies which harness this immense potential of the era to reach their target market easily in a pleasant way to inform, remind and persuade them towards their brand and products to enhance their end goal, which is the goal of any commercial firm, profitability (Williams, J. S, 1994). The sixth mean score recorded 3.36 for the list of questions under Advertisement is “Advertising enables our customers to be more aware about the products and its features.” The last mean score recorded 2.78 from the list of questions under Advertisement is “Advertising reminds customers to purchase the products” with respect to this statement, respondents almost disagree that advertising is not reminding customers to purchase lubricants.

4.5.3 Sales Promotion

In this dimension the highest mean score is 3.49, and the lowest mean score given by the respondent is 2.61.

	N	Mean	Std. Deviation
Low -cost gifts motivate customers to purchase our product	279	2.76	1.183
Sales discounts during holiday events attracts new customers	279	3.12	1.695
Sponsoring various events allow us to promote our brand and products	279	3.49	1.685
Event-organization helps us reach our sales target easily	279	2.74	1.346
Sales promotion activities enhance our overall sales growth	279	3.48	1.668
Product placement attracts new customers to purchase our products	279	2.61	1.666
Loyalty program helps us to remain the customer with us	279	3.44	1.687
Valid N (listwise)	279		

Table 9 :Sales Promotion Descriptive Statistics (Source: SPSS survey output, 2022)

From the table below, it can be understood that the highest mean score is found to be 3.49 which goes to the statement," Sponsoring various events allow us to promote our brand and products" the respondents highly agreed with this statement than the other statements. It's because TE sponsoring various big events held in Addis Ababa such as great Ethiopian run. The last mean score recorded from the list of questions under sales promotion is 2.61 for the statement "Product placement attracts new customers to purchase our products", the respondents with respect to this have an average response count close to neutral that is because the lubricant retailers believes that several other marketing techniques work for them better than product placement.

4.5.4 Direct Marketing

From the table below, it can be understood that the highest mean score is found to be 3.43 which goes to the statement," Contacting our customers through their personal mails persuade them to purchases decision to purchase". The last mean score recorded from the list of questions under direct marketing is 2.97 for the statement "Frequent messages sent to our customers via their personal phone promotes our sales", the respondents for this statement respond between neutral and agree meaning it doesn't at that much help the firm enhance its sales volume.

Direct Marketing Descriptive Statistics

	N	Mean	Std. Deviation
Contacting our customers through their personal mails persuade them to purchase	279	3.43	1.835
Updating new information influences our customers to purchase our products	279	3.42	1.819
Interactive communication facilitates our customers decision to purchase	279	3.17	1.915
Frequent messages sent to our customers via their personal phone promotes our sales	279	2.97	1.836
Valid N (listwise)	279		

Table 10 :Direct Marketing Descriptive Statistics

4.5.5 Personal selling

Personal selling is an integral part of promotion mix. It involves face to face interaction with prospective buyers for presenting goods and services and convincing them to make a purchase. From the table below, the highest mean score is" Direct personal contact to prospect customers improves our sales volume", mean value 4.31. The last mean score recorded from the list of questions under direct marketing is 2.52, which is the statement goes to "Frequent visit to prospect customers enables us to attain our sales target"

Personal selling Descriptive Statistics

	N	Mean	Std. Deviation
Direct personal contact to prospect customers improves our sales volume	279	4.31	1.205
Frequent visit to prospect customers enables us to attain our sales target	279	2.52	1.550
Creating friendly relationship with prospect customers increases our sales	279	3.47	1.568
Sincerity of salespersons influences prospect customers to purchase our products	279	3.45	1.492
Sales Staff ability to install confidence potential customers enhance our sales growth	279	3.35	1.799
Valid N (listwise)	279		

Table 11 :Personal selling Descriptive Statistics

4.5.6 Public Relation

From the table below, it can be understood that the highest mean score is found to be 2.91 which goes to the statement," Fulfilling our social responsibilities enabled us to enhance our sales performance."

Public relation Descriptive Statistics

	N	Mean	Std. Deviation
Fulfilling our social responsibilities enabled us to enhance our sales performance	279	2.91	1.492
Dissemination of reliable information through public relation rises our profitability	279	2.55	1.799
Communicating our public relation activities through web contributes to increase our sales performance	279	2.71	1.492
Valid N (listwise)	279		

Table 12 :Descriptive statics for Public Relation

The last mean score recorded from the list of questions under public relation is 2.55, which is the statement goes to "Dissemination of reliable information through public relation rises our profitability". From the respondent response, it can be concluded that public relation doesn't affect the sales performance of TE lubricant.

4.6 Inferential Statistics

4.6.1 Correlation Analysis

This section tried to indicate the strength of linear relationship that exists between IMC tools (Advertisement, Sales promotion, personal selling, direct marketing, public relation and sales performance). Correlation is an instrument which uses to identify the existence of relationship between two variables, it doesn‟t infer any cause and effect relationship as of regression. For this case Pearson correlation was applied since the number of independent variables are more than one this would be the suitable method of measuring correlation among the variables.

As per Marczyk, Dematteo and Festinger (2005), general guide lines correlation of .01 to .30 are considered small, correlation of .30 to .70 are considered moderate, correlation of .70 to .90 are considered large and correlation of .90 to 1.00 are considered very large. Depending on this assumption, all basic constructs were included in to the correlation analysis and bivariate two

tailed correlation analysis was done. The table below analyzed the correlation among variables by calculating their Pearson correlation coefficient.

Correlations Table

		Advertising	Sales Promotion	Direct Marketing	Personal Selling	Public relation	Sales performance
Advertising	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	279					
SalesPromotion	Pearson Correlation	.546**	1				
	Sig. (2-tailed)	0					
	N	279	279				
DirectMarketing	Pearson Correlation	.318**	.386**	1			
	Sig. (2-tailed)	0	0				
	N	279	279	279			
PersonalSelling	Pearson Correlation	.567**	.527**	.353**	1		
	Sig. (2-tailed)	0	0	0			
	N	279	279	279	279		
Publicrelation	Pearson Correlation	.266**	.452**	.200**	.457**	1	
	Sig. (2-tailed)	0	0	0.001	0		
	N	279	279	279	279	279	
Salesperformance	Pearson Correlation	.700**	.670**	.438**	.680**	.478**	1
	Sig. (2-tailed)	0	0	0	0	0	
	N	279	279	279	279	279	279

Table 13 :Correlation between dependent and independent variable and with each other

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

Source: SPSS survey output, 2022

Pearson correlation coefficient is calculated to determine the relationship between IMC elements and sales performance of TE Lubricants. In the Pearson analysis it is found that there is a moderate as well as strong positive correlation as well as significant linear relationship is obtained between the MCT and sales performance of the company. The correlation coefficient value ranges from 0.47 to 0.70 which entails that there is a strong positive correlation among the

independent variables and dependent variables. The highly correlated variable with sales performance from the independent variables is Advertising with a correlation coefficient of 0.700. The Pearson correlation coefficient is also calculated to identify the strength and magnitude of relation among the independent variables and the correlation among them is found to be positive.

Out of the five independent variables, direct marketing and public relation showed a moderate positive relation 0.478 and 0.438 with sales performance while Advertising, Sales promotion, and Direct marketing showed a large level of positive relation 0.700, 0.670, and 0.438 with the sales performance. Table 4.10 also shows the correlation of the independent variables within themselves.

4.7 Multiple regression assumptions and diagnostic

Testing of assumptions is an important task for the researcher utilizing multiple regression, or indeed any statistical technique. Serious assumption violations can result in biased estimates of relationships, over or under-confident estimates of the precision of regression coefficients (i.e., biased standard errors), and untrustworthy confidence intervals and significance tests (Chatterjee & Hadi, 2012; Cohen, Cohen, West, & Aiken, 2003). In this study also the assumptions were briefly discussed and then a diagnostic test for each assumption were made. The multiple regression assumptions are Normality, Multicollinearity, and Homoscedasticity.

4.7.1 Normality test

Osborne and Waters (2002) state: “Regression assumes that variables have normal distributions”. They do not explicate which variables they are referring to, but the implication seems to be that multiple regression requires that the predictor and/or response variables be normally distributed. Only the assumption of normally distributed errors is relevant to multiple regression: Specifically, we may assume that errors are normally distributed for any combination of values on the predictor variables. Normality is checked through another mechanism called Kurtosis and Skewness analysis with the help of SPSS. For kurtosis, the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar and Saleh 2012). From the table below it can be noted that, almost all the Kurtosis and Skewness values of all the variables

are within the acceptable range, so it is possible to conclude that all the variables are normally distributed.

Skewness and kurtosis Table

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	279	-.246	.146	-1.297	.291
Sales Promotion	279	-.102	.146	-1.381	.291
Direct Marketing	279	-.328	.146	-1.363	.291
Personal Selling	279	-.102	.146	-.973	.291
Public relation	279	-.995	.146	-.145	.291
Sales performance	279	-.044	.146	-.628	.291
Valid N (listwise)	279				

Table 14 :Skewness and kurtosis Source: SPSS survey output, 2021

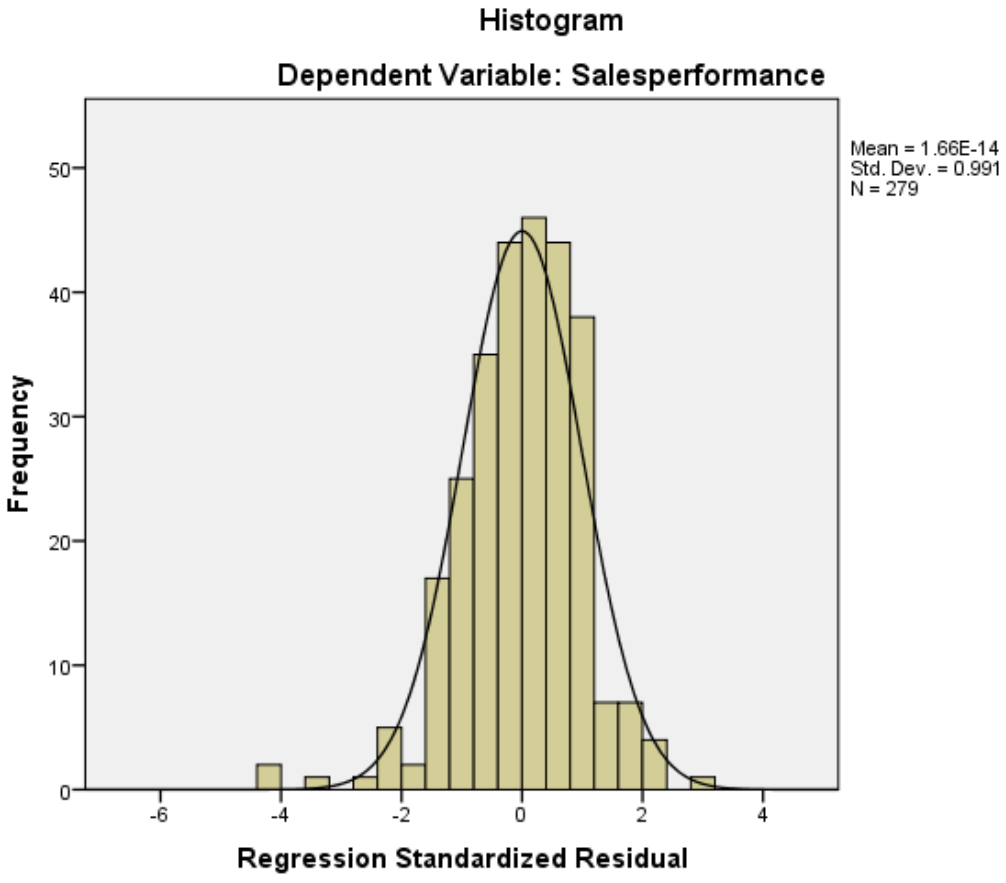


Figure 5:Normality curve

4.7.2 Multicollinearity Test

Multicollinearity refers to the relationship among the variables, the first multicollinearity test to the relation possessed with in the independent variables. The statistical problems created by multicollinearity occur at much higher correlation (.90 and higher) (Tabachnick & Fiddel , 2013 ,p 90). According to IBM SPSS output of the correlation results between the four independent variables were below the critical value (r=0.9). Hair et al(2006) argued that correlation coefficient below may not cause serious multicollinearity problem cited by Denanso (2017).

Multicollinearity can also be detected using tolerance value and variance inflator factor (VIF) value. An insignificant tolerance value point to the variable under discussion is almost a perfect liner combination of the independent variables already in the equation and that it should be dropped out from to the equation. Multicollinearity does not exist among all the independent variables provided that the tolerance value of all the independent variables was greater than 0.1 and the VIF values of all the independent variables are also less than 10. The below table demonstrates that the value for tolerance is greater than 0.1 and VIF value less than 10

Multicollinearity Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Advertising	0.585	1.71
	Sales Promotion	0.552	1.812
	Direct Marketing	0.816	1.226
	Personal Selling	0.543	1.843
	Public relation	0.722	1.385
a. Dependent Variable: Sales performance			

Table 15 :Multicollinearity

4.7.3 Homoscedasticity

In general, model errors are considered to have an unknown but finite variance that is constant across all levels of the predictor variables. The homogeneity of variance assumption is another name for this assumption. Ordinary least squares estimates will be unbiased and consistent as long as the errors are independent, but they will not be efficient if the errors have a variance that is finite but not constant across different levels of the predictor/s (i.e., heteroscedasticity is present) (Weisberg, 2005). Checking for homoscedasticity with a scatterplot of residuals versus

anticipated values is a useful approach to do so. There should be no discernible structure in the distribution; if there is, the data is called heteroscedastic (Montgomery et al., 2001). As evidenced by the scatter.

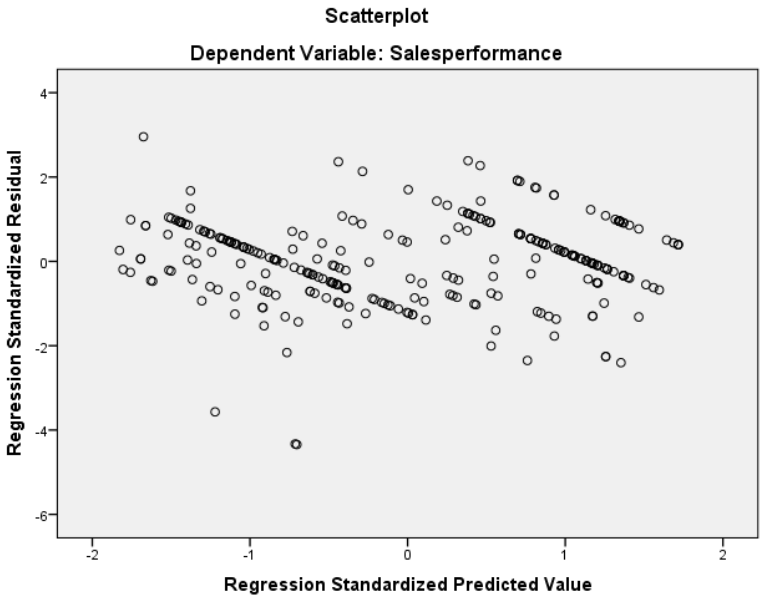


Figure 6 :Regression Sactterplot

4.7.4 Regression Analysis

Because simple regression only requires one predictor, multicollinearity is only a problem for multiple regressions . When two or more factors in a regression model have a strong association, multicollinearity exists. The tolerance and VIF values in the previous table, which was used to determine Multicollinearity, are above 0.1 and below 10. The results showed that there is no Multicollinearity between the independent variables, which would prevent the regression analysis from being performed. However, the values are within the permitted range, and the dependent and five defining independent variables were regressed.

The summary of the study model is shown in the table below. This summary is intended to determine the elements that affect the sales performance.

Table 4.13 model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.833[a]	0.694	0.689	0.47891	0.694	123.99	5	273	0

a. Predictors: (Constant), Public relation, Direct Marketing, Advertising, Sales Promotion, Personal Selling

Table 16 :Model Summary Source: SPSS survey output, 2022

The most important values of R and R^2 are shown in the model summary table; the R value indicates that the degree of correlation between the variables is substantial, with a R value of 0.82. The R^2 is found to be 0.694, it means, about 69.4 % of the variation in the dependent variable (Sales Performance) of TotalEnergies is caused by the independent variavle (Advertising, Personal selling, Sales promotion, direct marketing & public relation). Other variables, which are outside the scope of this study, contribute for around 30.6 % in sales performance.

Following the model summary outputs from the regression analysis, an ANOVA analysis was performed. When there is one parametric dependent variable and one or more independent variables, analysis of variance (ANOVA) is a statistical test for identifying differences in group means. Using an ANOVA, the researcher try figuring out if there is a statistically significant difference between the groups that's not due to sampling error. If the researcher discovers a difference, he or she must determine which of the groups is the source of the discrepancy. That is to say, all four groups may be statistically different, or only one of the four groups may be statistically different. Wright,D.B. (2006). The table below depicts the ANOVA analysis.

Table 4.14 ANOVA Analysis table (Source: SPSS survey output, 2022)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.184	5	28.437	123.99	.000[b]
	Residual	62.613	273	0.229		
	Total	204.797	278			

a. Dependent Variable: Salesperformance

b. Predictors: (Constant), Publicrelation, DirectMarketing, Advertising, SalesPromotion, PersonalSelling

Table 17 :ANOVA Analysis table (Source: SPSS survey output, 2022)

The ANOVA table shown above demonstrates that the regression model accurately predicts the dependent variable. The f – statistics value of 123.99 is statistically significant at 1% (p value

0.05), according to the ANOVA summary table. This means that the regression model can be used to understand data.

Multiple regression result for IMC tools and Performance

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.797	0.123		6.497	.000
	Advertising	0.259	0.032	0.355	8.104	.000
	SalesPromotion	0.182	0.035	0.237	5.253	.000
	DirectMarketing	0.069	0.021	0.119	3.211	.000
	PersonalSelling	0.2	0.037	0.248	5.467	.001
	Publicrelation	0.107	0.03	0.139	3.541	.000
a. Dependent Variable: Sales performance						

Table 18 :multiple regression result for IMC tools and Performance

The beta coefficient of each of the integrated marketing tools is computed as the final output of the analysis of multiple regression model. The regression beta coefficients must be evaluated once the F-value and R^2 have been determined. The beta coefficients might be negative or positive, and each one has a t-value and significance of the t-value. The beta coefficient measures how much the outcome variable changes when the predictor variable changes by one unit. The t-test determines whether the beta coefficient differs from zero in a significant way. The variable does not significantly predict the outcome if the beta coefficient is not statistically significant (i.e., the t-value is not significant). Examine the sign of the beta coefficient whether it is significant. If the beta coefficient is positive, the outcome variable will increase by the beta coefficient value for every one-unit increase in the predictor variable. The interpretation of a negative beta coefficient is that: -

SALES PER= β O+(β 1) +(β 2) SP+(β 3) DM+(β 4) PS+e

Where, SALES PER = Sales Performance, ADV = Advertisement, SP= Sales Promotion, DM = Direct Marketing, PS = Personal selling, PR = Public Relation, BO Constant, B1 to B5 = beta coefficients, and e= the error term substituting the results in the model gives; -

SALES PER = 0.797 + 0.259 ADV+0.182 SP +0.069 DM+0.2 PS + 0.107 PR

The output from the above table computed the beta coefficients of each of the independent variables and the constant B0. The coefficient of each of the independent variable found to be, Advertisement (0.259), Sales promotion (0.182), direct marketing (0.069), personal selling (0.2), public relation (0.107). It can be noted that all the independent variables have positive and significant effect on the dependent variable, sales performance. B0, the Y-intercept, can be interpreted as the value you would predict for Y if both X1 = 0 and X2 = 0. Therefore, the B0 value in this case is found to be 0.797, which indicates even if we keep all of the independent variables of this study (advertisement, sales promotion, personal selling, public relation and direct marketing) at zero value sales performance would increase by 0.797. The result also shows that a unit increase in advertising would lead to an increase in personal selling by 0.259 by keeping the other independent variables zero. The other independent variable significant to be interpreted is that direct marketing, a unit increase in direct marketing would lead to an increase in sales performance by 0.069 by keeping the other independent variables zero. Even if its effect on the independent variable is minor, advertisement is one independent variable worth interpreting, as a unit increase in sales, advertisement would lead to a 0.259 rise in sales performance by keeping the other independent variables zero. When the personal selling beta score is interpreted, a unit increase in personal selling leads to a 0.2 improvement in sales performance when the other independent variables are kept constant. The last major independent variable to be evaluated is public relations; a unit increase in public relations would result in a 0.107 improvement in sales performance if the other independent variables were kept constant.

4.8 Hypothesis Testing

The study involved five hypothesis which were identified based on literature review. The four hypothesis and the results are presented below.

H1: Advertisement has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

The multiple regression result presented above in table 4.20 revealed that advertising has a positive and significant effect on the sales performance of TotalEnergies Marketing Ethiopia. Based on the result shown in the table, the beta correlation coefficient of advertisement is found

to be 0.355 with a sig value of 0.000, ($\beta = 0.355$, $p < 0.05$). This indicates that Advertising affects the sales performance of the company.

H2: Sales Promotion has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

The multiple regression result presented above in table 4.20 revealed that advertising has a positive and significant effect on the sales performance of TotalEnergies Marketing Ethiopia. Based on the result shown in the table , the beta correlation coefficient of sales promotion is found to be 0.237 with a sig value of 0.000, ($\beta = 0.237$, $p < 0.05$). This indicates that sales promotion affects the sales performance of the company.

H3: Direct Marketing has a positive and significant effect on the sales performance of TotalEnergies retailors shops

The multiple regression result presented above in table 4.20 revealed that personal selling has a positive and significant effect on the sales performance of TotalEnergies Marketing Ethiopia. Based on the result shown in the table , the beta correlation coefficient of direct marketing is found to be 0.119 with a sig value of 0.000, ($\beta = 0.119$, $p < 0.05$). This indicates that direct marketing affects the sales performance of the company.

H4: Personal Selling has a positive and significant effect on the sales performance of TotalEnergies retailors shops

The multiple regression result presented above in table 4.20 revealed that personal selling has a positive and significant effect on the sales performance of TotalEnergies Marketing Ethiopia. Based on the result shown in the table , the beta correlation coefficient of personal selling is found to be 0.248 with a sig value of 0.000, ($\beta = 0.119$, $p < 0.05$). This indicates that personal selling affects the sales performance of the company.

H5: Public relation has a positive and significant effect on the sales performance of TotalEnergies retailors shops.

The multiple regression result presented above in table 4.20 revealed that personal selling has a positive and significant effect on the sales performance of TotalEnergies Marketing Ethiopia. Based on the result shown in the table, the beta correlation coefficient of public relation is found

to be 0.139 with a sig value of 0.000, ($\beta = 0.119$, $p < 0.05$). This indicates that public relation affects the sales performance of the company.

The results of the hypothesis testing are Summary

Hypothesis	**Independent variables**	**Hypothesized statement**	**Result from multiple regression**	**Reason**
H1	Advertisement	Positive and significant effect on sales performance	Supported	$\beta = 0.355$, $p < 0.05$
H2	Sales Promotion	Positive and significant effect on sales performance	Supported	$\beta = 0.237$, $p < 0.05$
H3	Direct Marketing	Positive and significant effect on sales performance	Supported	$\beta = 0.119$, $p < 0.05$
H4	Personal Selling	Positive and significant effect on sales performance	Supported	$\beta = 0.248$, $p < 0.05$
H5	Public Relation	Positive and significant effect on sales performance	Supported	$\beta = 0.139$, $p < 0.05$

Table 19 :The results of the hypothesis testing are Summary

4.9 Discussion

In this section, the major findings will be summarized, and the results of this research will be further elaborated.

The study was evaluated using questionnaire, with questions tailored towards determining the impact of Marketing Communication Techniques on the sales performance in the case of TotalEnergies lubricant resellers in Addis Ababa. All the five hypotheses were subjected to statistical tests and the techniques employed were: Pearson's Correlation Coefficient. Computer aided Microsoft Statistical Package for Social Sciences (SPSS) was used to aid analysis to ensure accuracy and eliminate mistakes arising from manual computations.

The five independent variables had a positive correlation, and the variables have different magnitudes of correlation with sales performance as revealed from the Pearson's Correlation Coefficient. Accordingly, Advertising and sales promotion had the highest correlation, while public relation got a low correlation.

Other scholarly studies, such as Emeh, Prince C., Anyaogu, Peter M., Kalu, and Innocent N. (2018), entitled Effect of Marketing Communication (IMC) On Firms' Sales Volume: A Study of Nigeria's Food and Beverage Industry, found that changes in the independent variables of integrated marketing communication explain about 81 % of the variations in the total sales of the company. In addition, the analysis revealed that all integrated marketing communication techniques have a good and significant impact on the Nigerian food and beverage industry's sales performance. In addition, the study found that all integrated marketing communication techniques have a good and significant impact on the Nigerian food and beverage industry's sales performance. Also, the findings of Muhanji, & Ngari (2015), who found a positive relationship between integrated marketing communication and sales performance in their study of the Influence of Integrated Marketing Communication and Sales Performance of Commercial Banks in Kenya, are found to be consistent with this study. The other consistent finding in this study came from a study by Heerde, Leeflong, and Wittink (2004) titled "Decomposing the sales promotion bump with store data," which concluded that promotions resulted in increased sales of a firm's brands.

According to this study, all marketing communication techniques have a positive and strong effect on sales performance of TotalEnergies Marketing Ethiopia S.C resellers.

CHAPTER-FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Summary of findings

This study was aimed to investigate the effect of marketing communication techniques on sales performance in the case of TotalEnergies retailors. The key findings of the study were presented in this section, which were based on the results of numerous quantitative analytical outputs generated in the preceding chapter. The following are the significant findings:

- The importance of marketing communication technics in achieving the firm's sales performance strategy may be seen by looking at the beta coefficient values of the independent variables. This is because all aspects of MCT have a favorable and significant impact on the firm's sales performance. As previously said, MCT entails synchronizing or coordinating the most effective marketing communication instruments in order to achieve the highest possible marketing effect on the target market. TotalEnergies is also exploiting the great potential of IMC by taking this into account, as all of the IMC tools have a positive and significant impact on the firm's sales performance.

- The conclusion of the Pearson correlation was that all of the MCT have a significant relationship with the dependent variable sales performance. The Pearson correlation coefficient result for each independent variable with the dependent variable is found to be Advertisement (0.700), Personal selling (0.680), sales promotion (0.670), direct marketing (0.438) and public relation (0.478). Hence, all the independent variables are significantly correlated with the dependent variable with a different degree of strength.

- The regression output value was also analyzed, and the model summary computed the value of R2, which was found to be.689, indicating that the IMC tools account for 68.9% of the variation in the dependent variable, with the remaining 31.1 percent explained by other factors outside the scope of this study. The regression model accurately predicts the

dependent variable, as demonstrated in the ANOVA table above. According to the ANOVA summary table, the f – statistics value of 123.99 is statistically significant at 1% (p value 0.05). As a result, the regression model can be utilized to comprehend data.

- The beta coefficients of each independent variable and the constant B0 were calculated using the preceding table's output. Advertisement (0.259), Sales promotion (0.182), direct marketing (0.069), personal selling (0.2), and public relations (0.2) were determined to have the highest coefficients of the independent variables (0.107). It's worth noting that all of the independent factors have a positive and statistically significant impact on the dependent variable, sales performance. B0, also known as the Y-intercept, is the value you'd expect for Y if both X1 and X2 were 0. As a result, in this situation, the B0 value is 0.797, indicating that even if all of the study's independent variables (advertising, sales promotion, personal selling, public relations, and direct marketing) are set to zero, the B0 value will still be 0.797.

- By leaving the other independent variables constant, a unit increase in advertising would result in a 0.259 increase in personal selling. The third significant independent variable to be interpreted is direct marketing; a unit increase in direct marketing would result in a 0.069 improvement in sales performance if the other independent factors were kept constant.

- It's worth noting that all of the independent factors have a positive and statistically significant impact on the dependent variable. Advertisement & Personal selling have the greatest effect on the dependent variable among the independent factors.

- From the MCT, Personal selling is found to highly affect the sales performance of the firm than any other IMC tool.

5.2 Conclusion

The importance of marketing communication techniques is well understood by majority of retailors, this has been clearly amplified by questioner respondents .But, The vast majority of respondents have different views on which marketing communication technique is very crucial in boosting their sales performance .By using the data obtained presentation, analysis and

interpretation phase was undertaken and the demography displays majority male with professional sales experience .

A descriptive statistics analysis of each of the close ended questions of the questionnaire were undertaken, all the questions were categorized under the five independent variables to measure the magnitude of their effect on the dependent variable, sales performance. The mean score of all of the questions indicated that the respondents agree with the statements to a greater extent .Correlation analysis was conducted to find the correlation coefficient of each of the independent variables which enables us to know the existence of relationship between the independent and dependent variables, the correlation coefficients of each of the independent variables were computed and it testified that all of the independent variables have a strong relation with sales performance. Before proceeding in to multiple regression, multiple regression assumptions and diagnostic tests were conducted such as normality, multicollinearity, and homoscedasticity tests were checked and the results were found to be perfect. In the multiple regression analysis three most important outputs were expected which are model summary, ANOVA analysis result and beta coefficient values. The model summary testified that about 69.4% of the dependent variable was explained by the independent variables. The ANOVA summary table indicates that, the f – statistics value of 123.99 is statistically significant at 1% (p value < 0.05). The beta values of all of the coefficients of the independent variables were indicated that all of the independent variables have a positive and significant effect on sales performance. Five hypotheses were predicted and based on the beta coefficient signs and values all of the five hypotheses were supported that all of marketing communication techniques have a positive and significant effect on sales performance.

I. Based on the survey result ,We can conclude that **sales promotion** significantly affects the sales performance of Totalenergies retailors. most of the retailors have a consensus that it is important to do sales promotion. Besides the formal response of retailers made by filling the questioners, the researcher was able to informally observe the sales promotions being aggressively implemented.

II. Advertising has shown to have significant effect on sales performance of TotalEnergies retailers. Retailors believe Advertising helped them to change outdated or negative perceptions about business, helped them reminds customers to purchase the products, enabled customers to be more aware about their products and its features, is effective tool used in promoting lubricants, Advertising on printed media enabled them to reach sales target, helped them to improve their performance. Generally, most retailors agree that advertising improves their overall sales performance

III. As per the respondents, direct marketing positively affects sales performance of the retail shops. They believe that Contacting customers through personal mails to persuade them for purchase, Updating new information influences customers to purchase products, Interactive communication facilitates customers decision to purchase and frequent messages sent to customers via their personal phone promotes sales.

IV. In accordance with the respondent, personal selling positively affects the sales performance of Total Energies lubricant retailors. They agree that a face-to-face selling, in which one person who is the salesman tries to convince the customer in buying a product affect the purchase decision of the customer.

V. The respondents believed that public relation has a moderate effect on the sales performance of TotalEnergies retailors. Respondents claimed that, though fulfilling social responsibilities is being implemented its effect is not immediate on the sales performance .Dissemination of reliable information has made their customers to have positive outlook about retailors but its impact on the retailors was long term perception shift than immediate revenue.

5.3 Recommendation

In the case of TotalEnergies, lubricant resellers in this study, a lot has been stated about the effect of marketing communication techniques on the sales performance. The following recommendations are sent to the firm to implement in relation to its MCT practices with respect to sales performance, based on the results and conclusions that have been made.

Even if the company implement marketing communication techniques, it was hard to find any internal research and study by the company, so that the firm couldn't be able to catch its MCT implementation effect on its sales performance. Therefore, it is recommended that an extensive seasonal study about the effect of MCT on sales performance is required by the firm to find out which Marketing Communication techniques are significantly affecting so that it can be maintained and also to pinpoint which particular Marketing Communication techniques are negligibly affecting the firm's sales performance so that the company would work on it for improvements. A study on Marketing Communication techniques also helps the firm to measure the degree of integration or coordination between the Marketing Communication techniques to transmit uniform promotional message for the best of marketing result.

- The study discovered that all five marketing communication techniques, including advertising, sales promotion, personal selling, direct marketing, and public relations, have a positive and major effect on the firm's sales performance. Based on the study's findings, it is suggested that the firm continue to work on each of the Marketing Communication approaches in order to help the least significantly improve while the most significant remain stable.

- From all of the MCT tools used by , the most significant influence on sales performance was observed for Personal selling, and the least significant effect on sales performance was found for public relations. As a result, the company must improve the impact of advertising on its sales performance while maintaining the impact of direct marketing on its sales performance skills.

- According to the findings of this study, sales promotion is one of the Marketing Communication tactics that has a substantial impact on TotalEnergies' sales success. The corporation has widely deployed sales promotion strategies in order to attract potential clients to the pool of loyal customers. Because the petroleum sector produces highly substitutable products, it is necessary to provide a short-term incentive for customers while they are using the products in order to compete with other petroleum companies who participate in intensive sales promotion operations. The firm's dedication to the specified MC strategies is indicated by the considerable influence of sales promotion on sales performance, and it is suggested that the firm maintain this commitment.

- The firm's public relations activities have a considerable impact on TotalEnergies' sales performance. The company did and has been doing a number of activities to satisfy its corporate social responsibilities (CSR), but it has been found that there is a gap in disseminating what has been done to potential and actual customers in order to persuade them to be loyal customers of such a socially responsible organization. Based on these assumptions, the corporation should devote a significant amount of time and effort to public relations operations via print media, the Internet, and other means.

- Personal selling has a favorable and significant effect on TotalEnergies' sales performance, according to the study. The effect of personal selling on sales performance has a highest degree of significance. Although sales staffs record potential customers such as garages, OEMs, factories, individuals, and the like to try out their company's products and actual customers to determine their level of satisfaction, the effect of personal selling is found to be insufficient, prompting us to recommend an urgent improvement for the firm's sales and marketing department to reassess its personal selling stance and take measures to implement various personal selling strategies.

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APPENDICES

Appendix I: Questionnaire in English

Dear sir/madam

I am a postgraduate student at Addis Ababa University, School of commerce department of marketing management and I am conducting a research work on "The Effect of Marketing communication techniques on sales performance, in the case of TotalEnergies lubricant resellers:" as a partial fulfillment of the requirements for the award of Master of Art MA degree in Marketing.

This questionnaire is provided to you to gather the relevant data from the sales and marketing staffs of the stated company, in order to feed the study with a reliable firsthand data. I would like to let you know that data gathered through this instrument is solely for academic research purpose.

I would kindly and sincerely request your earnest responses to the below stated close ended questions of the questionnaire so that the research work would be close to perfection and contribute to find out the company's marketing communication activities with respect to sales performance and the marketing communication practice of the company in general. Any information that you provide will be treated with optimum confidentiality applied for academic and research purpose. Please don't hesitate to contact me if you have any doubts, comments or suggestions regarding the content and the subject matter as well. My good contact no. is: 0912270720

Thank You

Your sincerely

Haleluya MENDA

Part I: **General Information**

Put "x' **For your choice in the box provided**

1	sex	☐ Female	☐ Male		
2	Age	☐ 21 - 30	☐ 31 - 40	☐ 41-50	☐ 51-60
3	Education	☐ Diploma	☐ Degree	☐ Masters	
4	Service Year	☐ 1 to 5	☐ 6 to 10	☐ Above 10	
5	Job Title	☐ Sales Representative	☐ Sales & Marketing Manager	☐ General Manager	
		☐			

Part II Study question related with marketing communication techniques on sales performance

Please read each statement carefully and show your level of agreement on the statement by putting "x" mark in the boxes using the following 5-scale Likert scales: Strongly agreed (SA)=5, Agreed (A)=4, Neutral(N)=3, Disagreed (DA)=2, and strongly disagreed (SDA)=1

Marketing communication Techniques	**Scale**				
Advertising	**1**	**2**	**3**	**4**	**5**
Advertising helps to change outdated or negative perceptions of our business					
Advertising reminds customers to purchase the products					
Advertising enables our customers to be more aware about the products and its features.					
Advertising is an effective tool used in promoting lubricants					
Advertising on printed media enabled us to reach our target					
Advertising campaigns which consider this modern era help us to improve our performance					
Advertising improves our overall sales performance					
Sales Promotion	**1**	**2**	**3**	**4**	**5**

Low -cost gifts motivate customers to purchase our product					
Sales discounts during holiday events attracts new customers					
Sponsoring various events allow us to promote our brand and products					
Event-organization helps us reach our sales target easily					
Sales promotion activities enhance our overall sales growth					
Product placement attracts new customers to purchase our products					
Loyalty program helps us to remain the customer with us					
Direct Marketing	**1**	**2**	**3**	**4**	**5**
Contacting our customers through their personal mails persuade them to purchase					
Updating new information influences our customers to purchase our products					
Interactive communication facilitates our customers decision to purchase					
Frequent messages sent to our customers via their personal phone promotes our sales					
Personal Selling	**1**	**2**	**3**	**4**	**5**
Direct personal contact to prospect customers improves our sales volume					
Frequent visit to prospect customers enables us to attain our sales target					
Creating friendly relationship with prospect customers increases our sales					
Sincerity of salespersons influences prospect customers to purchase our products					
Sales Staff ability to install confidence potential customers enhance our sales growth					
Sales Performance	**1**	**2**	**3**	**4**	**5**
Advertising affects sales performance of the company					
Direct Marketing affects the sales performance of the company					
Personal selling affects the sales performance of the company					
Public relation affects the sales performance of the company					
Sales promotion affects the sales performance of the company					

Adopted from: (O‟ Connor, 1991; Mohammed Dawed, 2017; Akhtar et al, 2016)

THANK YOU!

Appendix 2: questionnaire in Amharic

መጠይቅ

አዲስ አበባ ዩኒቨርሲቲ

የንግድ ስራ ትምህርት ቤት

ውድ የመጠይቁ መላሾች

በአዲስ አበባ ዩኒቨርሲቲ የድህረ ምረቃ ተማሪ ሰሆን በማርኬቲንግ ማስተር ኦፍ አርት ኤምኤ ዲግሪ ለማግኘት የሚያስፈልጉትን መስፈርቶች ለማሟላት የማርኬቲንግ ማኔጅመንት ትምህርት ቤት የንግድ ክፍል እና "የገበያ መግባባት ቴክኒኮች በሽያጭ አፈጻጸም ላይ ያለውን ተፅዕኖ፣ በቶታል ኢነርጂ ማርኬቲንግ ኢትዮጵያ አክሲዮን ማህበር የቸርቻሮ ሱቆች" ላይ በጥናት ላይ የተመሰረተ ስራ በከፊል እየሰራሁ ነው።

ይህ መጠይቅ የቀረበላችሁ ከተጠቀሰው ድርጅት የሽያጭ እና የግብይት ሰራተኞች ተገቢውን መረጃ ለመሰብሰብ፣ ጥናቱን በአስተማማኝ መልኩ ለማሙዋላት ነው። በዚህ መጠይቅ በኩል የተሰበሰበው መረጃ ለትምህርት ምርምር ዓላማ ብቻ መሆኑን ማሳወቅ እፈልጋለሁ።

የጥናት ስራው ወደ ዳር እንዲደርስ እና የኩባንያውን የተቀናጀ የግብይት እንቅስቃሴ ከሽያጭ አፈጻጸም እና ከአይኤምሲ አሠራር ጋር በማገናዘብ የበኩሉን አስተዋጽኦ እንዲያበረክት ከዚህ በታች ለተገለጹት የመጠይቁ የመጨረሻ ጥያቄዎች ምላሽ እንድትሰጡኝ በአክብሮት እየጠየኩ ስለ እርስዎ ትብብር እና ፈጣን ምላሽ በጣም አመሰግናለው። የሚመልሱት ማንኛውም መረጃ ለአካዳሚክ እና ለምርምር ዓላማ በሚተገበር ሚስጥራዊነት ይያዛል። እባክዎን ይዘቱን እና ጉዳዩን በተመለከተ ጥርጣሬዎች ፣ አስተያየቶች ወይም ጥቆማዎች ካሉዎት እኔን ለማነጋገር አያመንቱ።

ሃኬሉያ ምንዳ

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ክፍል አንድ ፡ አጠቃላይ መረጃ

ለምርጫዎ በተዘጋጀው ሳጥን ውስጥ x ያስቀምጡ

1. ጾታ ሴት ☐ ወንድ ☐
2. እድሜ 21-30 ☐ 31-40 ☐ 41-50 ☐
3. የትምህርት ደረጃ ዲፕሎማ ☐ ዲግሪ ☐ ማሰትርሰ ☐
4. የአገልግሎት ዓመት 1-5 ☐ 5-10 ☐ 11-15 ☐
5. የስራ መደቡ መጠሪያ ገበያተኛ ☐ የሽያጭ ሰራተኛ ☐ ሌላ _____

ክፍል ሁለት ፡ <u>የግብይት የመገናኛ ዘዴዎች በሽያጭ አፈፃፀም ላይ ያለው ተጽእኖ</u>

እባክዎን እያንዳንዱን መግለጫ በጥንቃቄ ያንብቡ እና በመግለጫው ላይ ያለውን የስምምነት ደረጃ ያሳዩ "x" ምልክት በሳጥኖቹ ውስጥ በሚከተለው ባለ 5-ሚዛን ላይክርት ሚዛኖች፡ በጥብቅ ተስማምተዋል (በጥ ተ)=5፣ ተስማምቻለሁ (ተ)=4፣ ገለልተኛ(ገ) =3፣ አልተስማማሁም (አልተ)=2፣ እና በጣም አልስማማም (በጣ አልስ) ቁልፍ፡ AD=ማስታወቂያ፣ SP=የሽያጭ ማስተዋወቅ፣ DM=ቀጥታ ግብይት፣ PS=የግል ሽያጭ፣ PR=የህዝብ ግንኙነት , SP = የሽያጭ አፈጻጸም

S No	ገለ	በጣም አልስማማም	አልስማማም	ገለልተኛ	ተስማምቻለው	በጥብቅ ተስማምቻለው
		1	2	3	4	5
ማስታወቂያ-1	ማስታወቂያ ለንግድ ስራችን አሉታዊ አመለካከቶችን ለመለወጥ ይረዳል ።					
ማስታወቂያ 2	ማስታወቂያ ደንበኞቻችን ስለ ምርቶቹ እና ባህሪያቱ የበለጠ እንዲያውቁ ያስችላቸዋል ።					
ማስታወቂያ 3	ማስታወቂያ የመኪና ዘየቶችን ለማስተዋወቅ የሚያገለግል ውጤታማ					

	መሳሪያ ነው።					
S No	**Description**	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
		1	2	3	4	5
ማስታወቂያ 4	በታተሙ ሚዲያዎች (ጋዜጣ , በራሪ ወረቀቶች) ላይ ማስታወቂያ መስራታችን ኢላማችን ላይ እንድንደርስ አስችሎናል።					
ማስታወቂያ-5	ይህንን ዘመን የሚመለከቱ የማስታወቂያ ዘመቻዎች አፈጻጸማችንን ለማሻሻል ይረዱናል።					
ማስታወቂያ-6	ማስታወቂያ አጠቃላይ የሽያጭ አፈፃፀማችንን ያሻሽላል ።					
የሽያጭ ማስታወቅያ-1	አነስተኛ ዋጋ ያላቸው ስጦታዎች ደንበኞቻችን ምርታችንን እንዲገዙ ያነሳሳቸዋል።					
የሽያጭ ማስታወቅያ-2	በበዓል ዝግጅቶች ወቅት የሽያጭ ቅናሾች አዳዲስ ደንበኞችን ይስባል ።					
የሽያጭ ማስታወቅያ-3	የተለያዩ ዝግጅቶችን መደገፍ (sposnsorship) የምርት ስም እና ምርቶቻችንን እንድናስተዋውቅ ያስችለናል።					
የሽያጭ ማስታወቅያ-4	የተለያዩ ዝግጅቶቶነ ማዘጋጀት በቀላሉ የሽያጭ ኢላማችን ላይ እንድንደርስ ይረዳናል።					

የሽያጭ ማስታወቅያ-5	የሽያጭ ማስተዋወቅ እንቅስቃሴዎች አጠቃላይ የሽያጭ እድገታችንን ያሳድጋሉ።					
የሽያጭ ማስታወቅያ-6	የምርት ምደባ ምርቶቻችንን እንዲገዙ አዳዲስ ደንበኞችን ይስባል					
የሽያጭ ማስታወቅያ-7	የታማኝነት ፕሮግራም ደንበኝነኦች ከእኛ ጋር ደንበኛ ሆነው እንዲቆዩ ይረዳናል።					
ቀጥታ ግብይት-1	ከደንበኞቻችን ጋር የሚኖርን ግላዊ ግንኙነት ፣ ደንበኞቻችን ምርቶቻችንን በደንብ አንዲገዙ ያደርጋቸዋል።					
ቀጥታ ግብይት-2	መረጃን ማዘመን ደንበኞቻችን ምርቶቻችንን እንዲገዙ ተጽዕኖ ያሳድራል					
ቀጥታ ግብይት-3	ደንበኞችንን አሳታፊ የሆነ ግንኙነት ደንበኞቻችን የመኪና ዘይቶችን አንዲገዙ ያመቻቻል ።					
S No		**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
		1	**2**	**3**	**4**	**5**
ቀጥታ ግብይት-4	ለደንበኞቻችን በግል ስልካቸው የሚላኩ ተደጋጋሚ መልዕክቶች የመኪና ዘይቶቻችንን ያስተዋውቃሉ ።					
የግል ሽያጭ-1	ከደንበኞች ጋር በቀጥታ መገናኘት የመኪና ዘይቶቻችንን የሽያጭ መጠንን ያሻሽላል ።					
የግል ሽያጭ-2	ደንበኞቻችንን ደጋግመን መነጋገር የሽያጭ ኢላማችንን እንድናሳካ ያስችለናል።					
የግል ሽያጭ-3	ከደንበኞች ጋር ወዳጃዊ ግንኙነት					

	መፍጠር ሽያጮችን ይጨምራል ::					
የግል ሽያጭ-4	የሽያጭ ሰዎች ቅንነት ደንበኞቻችን ምርቶቻችንን እንዲገዙ ተጽዕኖ ያሳድራል።					
የግል ሽያጭ-5	የሽያጭ ሰራተኞች ስለ መኪና ዘይት የሚያድረጉት ማበራሪያ የመገዛት አቅም ያላቸው ደንበኖችን በምርቶቹ አንዲተማመኑ በማድርግ የሽያጭ እድገታችንን ያሳድጋል።					
የህዝብ ግንኙነት-1	ማህበራዊ ኃላፊነታችንን መወጣት የሽያጭ አፈፃፀማችንን ከፍ ለማድረግ አስችሎናል።					
የህዝብ ግንኙነት-2	በሕዝብ ግንኙነት በኩል አስተማማኝ መረጃን ማሰራጨት ትርፋማነታችንን ከፍ ያደርገዋል ::					
የህዝብ ግንኙነት-3	የህዝብ ግንኙነት ተግባሮቻችንን በድር (web) በኩል ማሳወቅ የሽያጭ አፈፃፀማችንን ለመጨመር አስተዋፅዖ ያደርጋል ::					
የሽያጭ አፈጻጸም-1	የሽያጭ አፈጻጸም የድርጅት አፈጻጸም ላይ ተጽዕኖ ያሳድራል።					
የሽያጭ አፈጻጸም-2	የግብይት ግንኙነት ቴክኒኮችን መጠቀም የንግድ ሥራውን ይጨምራል ።					
የሽያጭ አፈጻጸም-3	የሽያጭ አፈጻጸም ላይ ተጽዕኖ ለማድረግ በሽያጭ ላይ የበጀት ድልድል በቂ ነው					
የሽያጭ አፈጻጸም-4	የምንሰራው ማስታወቅያ የሽያጭ አፈጻጸም ላይ ተፅዕኖ ይኖረዋል ::					

Adopted from: (O‟‟ Connor, 1991; Mohammed Dawed, 2017; Akhtar et al, 2016)

THANK YOU!

Appendix 3: Reliability Stastics & test

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	95	34.1	34.1	34.1
	Male	184	65.9	65.9	100.0
	Total	279	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 30	125	44.8	44.8	44.8
	31 - 40	83	29.7	29.7	74.6
	41-50	52	18.6	18.6	93.2
	51-60	19	6.8	6.8	100.0
	Total	279	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	181	64.9	64.9	64.9
	Degree	61	21.9	21.9	86.7
	Masters	37	13.3	13.3	100.0
	Total	279	100.0	100.0	

Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 to 5	178	63.8	63.8	63.8
	6 to 10	33	11.8	11.8	75.6
	Above 10	68	24.4	24.4	100.0
	Total	279	100.0	100.0	

JobTitle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sales Representative	118	42.3	42.3	42.3
	Sales & Marketing Manager	117	41.9	41.9	84.2
	General Manager	44	15.8	15.8	100.0
	Total	279	100.0	100.0	

Descriptive Statistics

	N	Mean	Std. Deviation
Advertising helps to change outdated or negative perceptions of our business	279	3.96	1.400
Advertising reminds customers to purchase the products	279	2.72	1.720
Advertising enables our customers to be more aware about the products and its features.	279	3.36	1.632
Advertising is an effective tool used in promoting lubricants	279	3.61	1.347
Advertising on printed media enabled us to reach our target	279	3.67	1.252
Advertising campaigns which consider this modern era help us to improve our performance	279	3.37	1.626
Advertising improves our overall sales performance	279	3.48	1.439
Valid N (listwise)	279		

Descriptive Statistics

	N	Mean	Std. Deviation
Low -cost gifts motivate customers to purchase our product	279	2.76	1.183
Sales discounts during holiday events attracts new customers	279	3.12	1.695
Sponsoring various events allow us to promote our brand and products	279	3.41	1.685
Event-organization helps us reach our sales target easily	279	2.74	1.346
Sales promotion activities enhance our overall sales growth	279	3.48	1.668
Product placement attracts new customers to purchase our products	279	3.49	1.666
Loyalty program helps us to remain the customer with us	279	3.44	1.687
Valid N (listwise)	279		

Descriptive Statistics

	N	Mean	Std. Deviation
Contacting our customers through their personal mails persuade them to purchase	279	3.43	1.835
Updating new information influences our customers to purchase our products	279	3.42	1.819
Interactive communication facilitates our customers decision to purchase	279	3.17	1.915
Frequent messages sent to our customers via their personal phone promotes our sales	279	2.97	1.836
Valid N (listwise)	279		

Descriptive Statistics

	N	Mean	Std. Deviation
Direct personal contact to prospect customers improves our sales volume	279	4.31	1.205
Frequent visit to prospect customers enables us to attain our sales target	279	2.52	1.550
Creating friendly relationship with prospect customers increases our sales	279	3.47	1.568
Sincerity of salespersons influences prospect customers to purchase our products	279	3.45	1.492
Sales Staff ability to install confidence potential customers enhance our sales growth	279	3.35	1.799
Valid N (listwise)	279		

Descriptive Statistics

	N	Mean	Std. Deviation
Fulfilling our social responsibilities enabled us to enhance our sales performance	279	3.45	1.492
Dissemination of reliable information through public relation rises our profitability	279	3.35	1.799
Communicating our public relation activities through web contributes to increase our sales performance	279	3.45	1.492
Valid N (listwise)	279		

Descriptive Statistics

	N	Mean	Std. Deviation
Advertising affects sales performance of the company	279	3.57	1.402
Direct Marketing affects the sales performance of the company	279	4.08	1.397
Personal selling affects the sales performance of the company	279	3.51	.748
Public relation affects the sales performance of the company	279	3.18	1.236
Sales promotion affects the sales performance of the company	279	3.57	.745
Valid N (listwise)	279		

Descriptive Statistics

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	279	-.246	.146	-1.297	.291
SalesPromotion	279	-.102	.146	-1.381	.291
DirectMarketing	279	-.328	.146	-1.363	.291
PersonalSelling	279	-.102	.146	-.973	.291
Publicrelation	279	-.995	.146	-.145	.291
Salesperformance	279	-.044	.146	-.628	.291
Valid N (listwise)	279				

Correlations

		Advertising	Sales Promotion	Direct Marketing	Personal Selling	Public relation	Sales performance
Advertising	Pearson Correlation	1	.546**	.318**	.567**	.266**	.700**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	279	279	279	279	279	279
SalesPromotion	Pearson Correlation	.546**	1	.386**	.527**	.452**	.670**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	279	279	279	279	279	279
DirectMarketing	Pearson Correlation	.318**	.386**	1	.353**	.200**	.438**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	279	279	279	279	279	279
PersonalSelling	Pearson Correlation	.567**	.527**	.353**	1	.457**	.680**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	279	279	279	279	279	279
Publicrelation	Pearson Correlation	.266**	.452**	.200**	.457**	1	.478**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	279	279	279	279	279	279
Salesperformance	Pearson Correlation	.700**	.670**	.438**	.680**	.478**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	279	279	279	279	279	279

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

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.833[a]	.694	.689	.47891	.694	123.987	5	273	.000

a. Predictors: (Constant), Publicrelation, DirectMarketing, Advertising, SalesPromotion, PersonalSelling

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	142.184	5	28.437	123.987	.000[b]
	Residual	62.613	273	.229		
	Total	204.797	278			

a. Dependent Variable: Salesperformance

b. Predictors: (Constant), Publicrelation, DirectMarketing, Advertising, SalesPromotion, PersonalSelling

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.797	.123		6.497	.000
	Advertising	.259	.032	.355	8.104	.000
	SalesPromotion	.182	.035	.237	5.253	.000
	DirectMarketing	.069	.021	.119	3.211	.001
	PersonalSelling	.200	.037	.248	5.467	.000
	Publicrelation	.107	.030	.139	3.541	.000

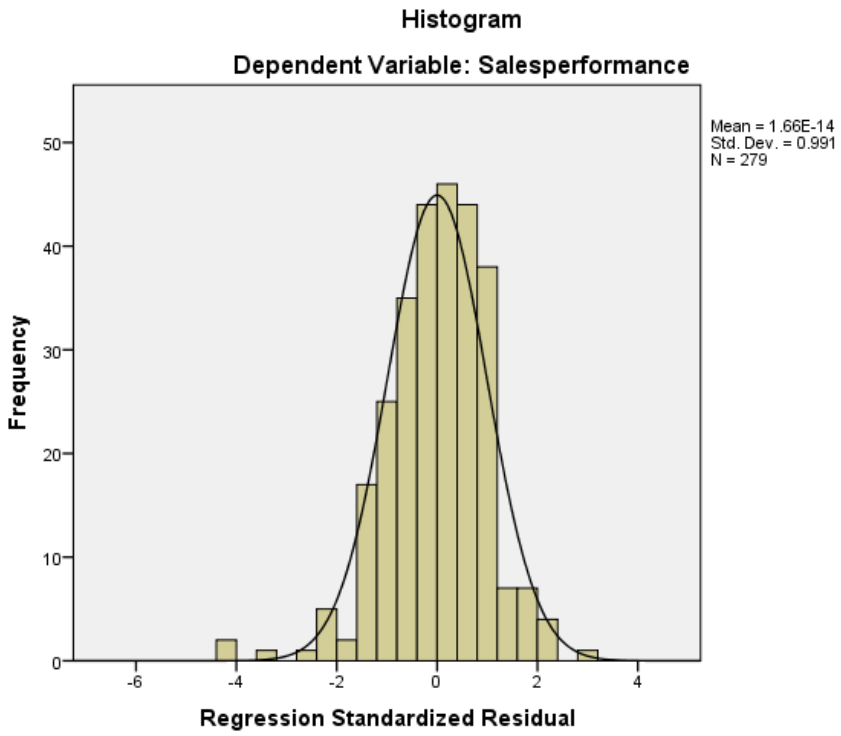
a. Dependent Variable: Salesperformance

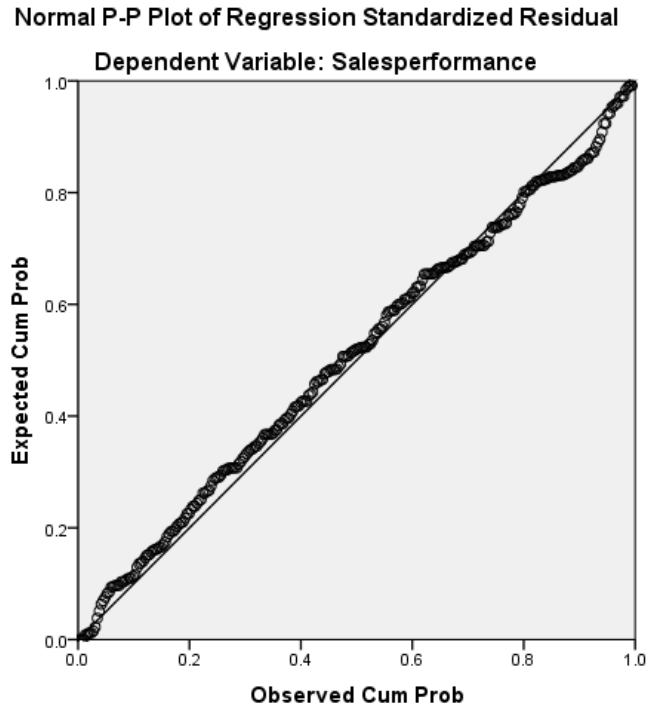
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Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Advertising	.585	1.710
	SalesPromotion	.552	1.812
	DirectMarketing	.816	1.226
	PersonalSelling	.543	1.843
	Publicrelation	.722	1.385

a. Dependent Variable: Salesperformance


Histogram
Dependent Variable: Salesperformance
Mean = 1.66E-14
Std. Dev. = 0.991
N = 279
Frequency
Regression Standardized Residual


Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Salesperformance
Expected Cum Prob
Observed Cum Prob

HOMOSCEDASTICITY

