



Addis Ababa University College of Business and Economics

School of Commerce Department of Marketing Management

The Effect of IMC on Brand Image: In The Case of Canbebe Diaper

**A thesis submitted to Addis Ababa University School of Commerce
in partial fulfillment of the required for the Award of Masters of Arts
Degree in Marketing Management**

By: Eyerusalem Getye

Advisor: Dr. Saleamlak M.

June, 2023

Addis Ababa, Ethiopia

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ID/GSE/1035/13

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DECLARATION

By signing below, I certify that the study titled "*The Effect of IMC on Brand Image: The Case of Canbebe Diaper*" is written by me independently under the supervision of my adviser, Dr Saleamlak M. This report paper has not previously been submitted to any certification or degree at any college or university and is being presented in partial fulfilment of the requirement for the award of a Master of Arts Degree in Marketing Management. I would also like to reaffirm that all informational sources used in this study have been properly cited.

Eyerusalem Getye

Signature _____

Date

Addis Ababa University College of Business and Economics

School of Commerce Department of Marketing Management

**The Effect of IMC on Brand Image: In The Case of Canbebe
Diaper**

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ACRONYMS

SPSS- statistical package for social science

ANOVA- Analysis of Variance

BI – Brand Image

SP-Sales Promotion

AD- Advertising

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Abstract

The study had looked at how IMC affect brand image in Canbebe Diaper. The purpose of this study is to determine the effect of IMC on brand image of Canbebe diaper in Addis Abeba. It is assessed by conducting survey questionnaires to Canbebe Diaper target consumers who were selected using convenience sampling. A quantitative method was used in this study because it helps in the collection of data from numerous participants that were analyzed (351 respondents) to generate robust and comprehensive results that represent the whole population. The data was collected using a survey questionnaire. A descriptive and explanatory study design supplement the procedures to meticulously edit, code, and encode the data using spread sheets, and analyse using SPSS V.26. The analysis' findings showed that customers of Canbebe diapers recognised advertising, sales promotion, and social media marketing as variables affecting the brand image. The findings of this study have confirmed the established association between Brand image and promotional instruments (Advertising, Sales promotion and Social Media) that has already been published in empirical literature. Advertising have been found to have a large positive association on brand image, with Sales promotion and Social Media Marketing having a somewhat lesser positive impact. The output of linear regression model identified statistically significant positive effects amongst drivers of brand image. The results showed that advertising, Sales Promotion, and Social media of IMC of Canbebe Diaper significantly influence the brand image of the diaper.

The study offers some recommendations for the Canbebe diaper to strengthen its use of advertising, as consumers have demonstrated a keen interest in and are significantly affected by advertising activities. This will help to improve the brand image of Canbebe Diaper.

KEY WORDS: *IMC, Advertising, Sales Promotion, Social Media, and Brand Image*

CHAPTER ONE: INTRODUCTION

This chapter presents an overview of the research study by covering various aspects such as the background of the study and the company, a statement of the problem that highlights the need for this research, general and specific objectives, basic research questions, scope of the study, and the definition of terms. Additionally, the chapter discusses the significance of the study and how it may benefit the company, industry, researchers, and practitioners.

1.1 Background of the study

The goal of integrated marketing communication (IMC), a theory and practise, is to develop a consistent and pertinent brand message across various media and platforms. It incorporates a planning process that fits the organization's objectives and target audience into all types of communication, including advertising, web marketing, public relations, sales, and email marketing. Every time a customer interacts or comes into contact with a brand, it creates a consistent brand experience for them¹.

It is crucial that integrated marketing communication plays a part in spreading a brand's message to a larger audience. The process of combining all essential marketing components is aided by integrated brand coordination. It's crucial to deliver a consistent message to your clients, the present and future staff, and other stakeholders.

During the 1980s, many companies began taking a broader perspective of marketing communication and seeing the need for a more strategic integration of their promotional tools. The decade was characterized by the rapid development of areas such as sales promotion, direct marketing, and public relations, which began challenging advertising's role as the dominant form of marketing communication.

Integrated marketing communications are the "Voice" of the brand and are means by which it can establish a dialogue and build relationships with customers (Keller, 2004). For any business company, achieving a high integrated market communication have a positive effect on its Brand image.

These firms began moving toward the process of **integrated marketing communications (IMC)**, which involves coordinating the various promotional elements and other marketing activities that communicate with a firm's customers.

It could be said that every opportunity to use marketing communication is an IMC opportunity because all marketing communication should be based upon careful strategic planning in order to ensure a consistent message; and in almost any case more than one way will be required to deliver that message. Remember that any communication between a brand and its market is part of its marketing communication.()

The role of IMC in brand building one of the major reasons for the growing importance of integrated marketing communications over the past decade is that it plays a major role in the process of developing and sustaining brand identity and equity. As branding expert Kevin Keller notes, "Building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets." With more and more products and services competing for consideration by customers who have less and less time to make choices, well-known brands have a major competitive advantage in today's market place. Building and maintaining brand identity and equity require the creation of well-known brands that have favorable, strong, and unique associations in the mind of the consumer.

Brand identity is a combination of many factors, including the name, logo, symbols, design, packaging, and performance of a product or service as well as the image or type of associations that comes to mind when consumers think about a brand. It encompasses the entire spectrum of consumers' awareness, knowledge, and image of the brand as well as the company behind it. It is the sum of all points of encounter or contact that consumers have with the brand and it extends beyond the experience or outcome of using it. These contacts can also result from various forms of integrated marketing communications activities used by a company, including mass-media advertising, sales promotion offers, sponsorship activities at sporting or entertainment events, websites on the Internet, and direct mail pieces such as letters, brochures, catalogues, or videos.

Consumers can also have contact with or receive information about a brand in stores at the point of sale; through articles or stories they see, hear, or read in the media; or through interactions with a company representative, such as a salesperson. Marketers recognize that in the modern world of marketing there are many different opportunities and methods for contacting current and prospective customers to provide them with information about a company and/or brands.

The challenge is to understand how to use the various IMC tools to make such contacts and deliver the branding message effectively and efficiently. A successful IMC program requires that marketers find the right combination of communication tools and techniques, define their role and the extent to which they can or should be used, and coordinate their use. To accomplish this, the persons responsible for the company's communication efforts must have an understanding of the IMC tools that are available and the ways they can be used.

The term "promotion" refers to all of the actions carried out by marketers to inform consumers about their products and entice potential customers to make purchases, according to Solomon et al. (2009). Promotion is defined by Belch & Belch (2003) as the coordination of all seller-initiated activities to spread information and persuade potential customers to buy products and services or adopt an idea.

Singh (2012) suggests that promotion activities aim to communicate and influence the target market to buy the company's products, requiring marketers to plan policies that attract current and potential customers to the product.

Marketers employ a variety of communication tools to spread awareness of the product among distributors, retailers, suppliers, and others. Contrarily, a firm's publicity and image are largely used to increase customer awareness. Promotional messaging is intended to draw in viewers, hold their interest, arouse their desire, and inspire them to make a purchase. Promotions require the use of appropriate instruments, the most popular of which are advertising, sales promotion, public relations and publicity, sales force, and direct marketing (Arachchige, 2002).

To raise awareness of the product among wholesalers, retailers, suppliers, and others, marketers use various communication tools. Customer awareness, on the other hand, is primarily promoted through company image and publicity. The message conveyed in promotions is designed to grab attention, maintain interest, stimulate desire, and prompt action to purchase. Suitable tools should be designed for promotions, of which advertising, sales promotion, public relations and publicity, sales force, and direct marketing are the most common. (Arachchige, 2002).

Communication effectiveness depends on its content and how the message is conveyed to target audience: build consumer preference by comparing quality, value, performance, and other features with likely competitors. If a communication is ineffective, it may indicate the

wrong message was used, or the right message was poorly articulated. (Kotler and Keller, 2012).

Brand image is a crucial component of marketing research and is described as perceptions of a brand as reflected by the brand associations that consumers hold in their memories (Keller, 1998). Every firm needs to take a professional approach to its promotional efforts because marketing is so important. A strong promotional mix is desired not only to sell products and services but also to advertise them. A positive brand image is shaped by marketing actions that create a strong, positive, and distinctive relationship with the brand in memory (Keller, 2004).

In current competitive market, brand building is vital. Strong brand can command market share, generate possibilities of growth, consumer allegiance and barrier of entry for competitors (Morgan & Rego, 2009).

As most of the literatures are to agree that marketers think advertising significantly affect brand preference. They believe that different promotional tools have their own role and the content of promotion message and source of advertising will have impact on consumers mind. Although studies on this topic have been conducted in other nations, none have attempted to address the issue with Canbebe diapers, specifically in the Ethiopian market. Therefore this research will try to examine The Effect of IMC on brand image in the case of Canbebe Diaper as perceived by consumers in Addis Ababa.

1.2 Background of the organization

Ontex Hygienic Disposables Plc is the manufacturer of Canbebe brand diapers and established a partnership with Tracon Trading Plc. The partnership resulted in Ontex Ethiopia, which operated as a subsidiary plant of the parent company in Belgium. Ontex has been engaged in international business for over 40 years, with sales in 110 countries, 19 production facilities in 14 countries, and 27 sales and marketing sites. The company has 11,000 employees, and its turnover was €1.9 billion in 2016. In July 2017, Onex Ethiopia inaugurated the first diaper manufacturing plant at Hawassa Industrial Park with a quarter of a billion Br investments. Tracon Trading Plc was the sole distributor of Canbebe diapers in Ethiopia since 2010 before launching the new manufacturing plant. However, Ontex Ethiopia has closed for foreign exchange purposes and other unknown reasons. As a result, Tracon Trading Plc is now the sole distributor of Canbebe Diapers.

1.3 Statement of the problem

Due to the wide range of products, elevated client expectations, and quick industrial development, marketers today are really perplexed about how to adopt the best marketing approach. In this scenario, it is seen that some marketers disregard certain promotional efforts while others employ them unintentionally. Therefore, it's important to reconsider the actual consequences of sales advertising on consumers' minds and how those effects affect brand image.

Nearly everyone grows up in a world that is overrun with mass media, such as television, advertisements, films, etc. magazines, newspapers, movies, music, billboards, television, and the internet. Advertising is known for having the longest lasting effect on viewers' minds of all marketing tools because of how widely it is exposed. Promotional mix, one of the 4Ps in the marketing mix (i.e., product, price, location, and promotion), includes advertising as a subset. As part of a marketing plan, advertising is a crucial technique for increasing product awareness and influencing a potential customer's decision to buy.

“Marketing interest in consumer engagement is widely evident. This is illustrated by the fact that having a substantial base of engaged consumers is now high on the agenda of many marketers. And why shouldn't it be? After all, individuals demonstrating such high levels of commitment can secure added value for the brand in question.” (Dessart et al., 2015)

A company must have a good brand because it can have several advantages. These benefits include generating consumer confidence and loyalty, inspiring employees, attracting new workers, and stimulating investments (Christensen & Askegaard, 2001). In today's fast-paced market, where there is a wide variety of products and increased customer expectations, marketers are often confused about choosing the appropriate marketing strategy. Some marketers may not be considering different promotional activities, while others may be using them unconsciously. It is necessary to reevaluate the actual impact of promotional tools on consumer perception, which affects brand image. While many research studies have been conducted on the influence of promotional tools on consumer buying behavior, there are not many that have focused on the influence of promotional tools on brand image. However, some research studies have been conducted on promotional tools and their impact on brand image.

MWANGI FRANCIS KIHATO (2013) Conducted research on 'THE EFFECT OF PROMOTIONAL STRATEGIES ON COMPETITIVE ADVANTAGE: A STUDY ON DISPOSABLE BABY DIAPERS DISTRIBUTORS IN NAIROBI KENYA'.The Purpose of

the study was to determine the effect of promotional strategies on competitive advantage of baby diapers distributors in Nairobi. A descriptive research design was used to establish the effect of promotional strategies on competitive advantage of baby diapers distributors in Nairobi.

The study revealed that majority of baby diapers distributors strongly agrees that sales promotion affects distributor's competitiveness. Promotional strategies have a negative impact on distributor's competitive advantage especially where product delivery is poor, poor product quality, mismanagement and poor handling of customer complains. The study also found a positive impact on TV advertisement, radio, billboard, sales promotion and personal selling since they increase value to the basic products of distributors. This study found that baby diapers distributors should incorporate social media as promotional strategy towards achieving the overall competitive advantage. It was therefore recommended that there should be a policy that baby diapers advertise through the social media. I choose this research because of the proximity to my research it will give me valuable Meaning to my study regarding the Effect of IMC on brand image in my case Canbebe Diaper.

Tewodros Ayiche (2020) is another Research person conducted research on baby diapers, which showed a positive relationship between one variable, television advertising, and brand image. The study emphasized the importance of building a brand image and used both quantitative and qualitative research methods. The main objective of the study is to identify the impact of TV advertising on consumers' brand image of diaper produces in the Ethiopian Capital. The research revealed that TV advertisement played a crucial role in promoting a product and increasing sales volume, but the study only focused on TV advertising and did not consider all other promotional tools. Despite this gap, the positive relationship between advertising and brand image presents an opportunity for further exploration into other promotional tools. Therefore, this study investigates the effect of promotional tools on brand image, with a particular focus on Canbebe diaper products in Addis Ababa.

1.4 Research question

1. What is the effect of advertising on brand image?
2. What is the effect of sales promotion on brand image?
3. What is the effect of social media marketing on brand image of Canbebe Diaper?

1.5 objectives of the study

1.5.1 General objective

The primary objective of this study is to determine how Canbebe Diaper's brand image is impacted by promotional tools.

1.5.2 Specific objective

The specific objectives of this study are;

- To understand the effect of Advertising on brand image.
- To examine the effect of Sales promotion on brand image.
- To identify how social media marketing affect brand image.

1.6. Significance of the study

The significance of this study lies in its ability to determine the influence of promotional tools in building a positive brand image. The study's importance can be viewed from both theoretical and practical perspectives. From a theoretical standpoint, the study aims to fill a crucial knowledge gap and contribute to the foundation for future research in the field. On a practical level, the study can assist companies in designing effective promotion strategies that generate positive perceptions of their products, services, and organization. Additionally, the research can help Canbebe diaper identify gaps and potential solutions as a foundation for further study, and determine which IMC are preferred by their customer base.

1.7 Scope of the study

This study's conceptual scope is limited to investigating the influence of advertising, sales promotion, and Online and social media marketing as independent variables on the brand image of Canbebe diaper as the dependent variable.

Survey location is limited to Addis Ababa and responses from the questionnaire are consolidated from the same geographic location.

Methodologically, the study employs both quantitative and qualitative research approaches, and both primary and secondary data used. Survey research was the main method of data

collection, using questionnaires and interviews to gather structured information from respondents.

The study's time frame was from May 7, 2023, to May 30, 2023, during which the respondents' experiences and perceptions related to the current situation will be investigated. The selection of Canbebe diaper is based on proximity to the researcher, ease of access, and convenience.

1.8 limitation of the study

There are several limitations and challenges associated with conducting this research. Firstly, investigating a broad topic that requires deep exploration and involves a large number of factors within a limited timeline and allocated budget is a significant challenge. In addition, the research is restricted to the viewpoints of customers, and it did not include the perspectives of sales managers, manufacturers, wholesalers, or distributors. Furthermore, this research largely relies on primary data, and the exact number of customers in Addis Ababa can be difficult to determine due to differences in behaviour and nature.

The study's results also limited as the target group is restricted to people who use diaper products in the selected area. Furthermore, some variables that could impact the research might not be included in the questionnaire, which could reduce the research's value.

1.9 Definition of Terms

IMC- 'Integrated marketing communications is the process of developing and implementing various forms of persuasive communication programs with customers and prospects over time. (Schultz, 1993):

Promotion: - refers to any kind of marketing communication used to notify goal audiences of the relative merits of a product, service, brand or matter, most of the time convincing in nature. (McCarthy, Jerome E., 1964)

Brand –Kotler and Keller (2012) defined a brand as a name, term, sign, symbol, design or a combination of these that identifies the makers or seller of the product or services.

Brand name– is an intangible signifier of the physical entity, acting as a replacement for the individual features of products or services, related more to the company’s reputation than to the lines it sells.

Brand awareness– brand awareness appearances into the extent that clients can associate with the product that they wish to consume and use (Prasanth&Jyothsna, 2018)

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

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The *paid* aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought (Belch & Belch, 2003)

Direct marketing- Direct marketing is the distribution of products, information and promotion by aiming interactive communication with the consumers (Jobber and Lancaster, 2009).

Social Media - Social Media Marketing makes use of social media sites to raise visibility on the Internet and to promote products and services. Social media sites are useful for building social (and business) networks, and for exchanging ideas and knowledge.

1.10 Organization of the Study

The paper is presented in five chapters. Chapter One provides an introduction to the study, including the background, statement of the problem, research questions, objectives, significance, and scope. Chapter Two provides a comprehensive review of the relevant literature. Chapter Three outlines the methodology and study design employed in the research. Chapter Four presents and analyzes the research data. Finally, Chapter Five concludes the study and provides relevant recommendations based on the study's results.

Chapter Two: Review of Related Literature

In this chapter the theories related to conceptual theories of marketing mix, brand image and related research that have done about influence of promotional tools on brand image are broadly deliberated and reviewed.

2.1 Theoretical Review

2.1.1 Benefits of Integrated Marketing Communication

IMC is a process by which a client or brand leverages all relevant forms of communication to deliver a consistent expression of a product or brand values, positioning and message. (Kitchen, 2010) One of the major reasons for the growing importance of integrated marketing communications over the past decade is that it plays a major role in the process of developing and sustaining brand identity and equity (Belch and Belch, 2003)

Kitchen and Pelsmack (2004) propose, IMC is the major communications development of the last decade of the twentieth century Many organizations proclaim IMC to be a key competitive advantage of marketing. Integration of communications – as with anything else, attempts to combine, integrate, and synergize different elements of the promotional mix, so to consumers, messages through a variety of different mechanisms look, sound, and feel alike. In the 1980s the concept of integrated marketing communications was unrecognized, embryonic, and emergent. Many practitioners and indeed academic commentators saw each promotional tool as separate and distinct, managed differently, budgeted differently, and certainly not integrated in the sense that drove into the 1990s. Yet, IMC was there, underlying the surface, but few were trying to patch the disparate and early reports together. In the 1990s, a wave of studies – mainly with ad agencies – showed that IMC:

- Increased communications impact.
- Made creative ideas more effective.
- Provided greater communication consistency.
- Would improve client return on communication investment

Marketing communication activities in every medium contribute to brand equity and drive sales in many ways: by creating brand awareness, forging brand image in consumers' memories, eliciting positive brand judgments or feelings, and strengthening consumer loyalty. The way brand associations are formed does not matter. But marketing communications activities must be integrated to deliver a consistent message and achieve the strategic positioning to implement the right communications programs and allocate dollars efficiently, marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process. Armed with these insights, they can judge marketing communications according to their ability to affect experiences and impressions, build customer loyalty and brand equity, and drive sales (Kotler & Keller, 2016).

2.1.2 Promotion

The part of the marketing mix known as promotion is responsible for informing potential clients. This area of the marketing mix includes information about advertising, personal selling, publicity, public relations, and special promotional activities including trade exhibitions and product displays (Kinnear & Taylor, 1995). Promotion is the resources by which marketers "speak to" remaining customers and likely consumers. Promotion may take a message about the organization, a product, or certain additional element of the marketing mix, such as the new low price being offered during a sale period. (Zikmund & Amico, 1996). Promotion refers to the variety of ways marketers communicate with consumers about products to influence their affect, cognitions, and behaviors (Peter & Olson, 1993)

2.1.2.1 Promotion as Communication

Promotion is the utmost direct way that marketers communicate with consumers. The basis of a promotion message influences its effectiveness. Source to mean the person tangled in communicating a marketing message, either directly or indirectly (Peter & Olson, 1989). The aim of promotion is to influence the receiver of a message to act in a specific way. Sometimes the favoured behaviour is a shift in attitude. No matter what the objective of the communication energy, the need to raise cultural variances is vital. Marketing faults are the leading cause of worldwide business problems and a substantial proportion of such problems

due to the marketer's disappointment to regulate promotional efforts to accommodate differences. Communication are the broadcast of information from a basis to a receiver. The information may be delivered along either deliberately or inadvertently. The most effective way to promote a product is to communicate its benefits to the target market (Dahringer & Muhlbacher, 1991). The source should be trustworthy, trustworthy, expertise and good image and striking in order to draw consideration of the consumer to the product and associate it (Belch & Belch, 2003).

2.1.2.2 Promotional Mix

Usually, the distinct tools of the marketing communications mix are advertising, public relations (PR), sales promotion, direct marketing, personal selling, and over recent years, cyber or internet marketing, and sponsorship (Kitchen & Pelsmacker, 2004). Each element of the mix is valuable in different ways and for different commitments. Properly combined and managed, these tools can help and organizations accomplish its communication aims (Dahringer & Muhlbacher, 1991).

According to Kotler and Keller (2016), the marketing communications mix consists of eight major approaches of communication:

According to Kotler and Keller (2016), there are eight main communication strategies that make up the marketing communications mix:

1. Advertising— set of strategies and practices used to draw attention to a good or service. An objective of advertising is to highlight a good or service in an effort to get consumers to notice it. The term advertising includes any non-personal form of idea, product, or service presentation and promotion for which money is paid for and carried out by a designated sponsor through print broadcast, network, electronic, and display Medias. Magazines, Newspapers, television, radio, telephone, cable, satellite, wireless, audiotapes, videotapes,, webpages, and display advertising such as billboards are the mediums to use.
2. Sales promotion— It is a type of marketing activity intended to raise sales, cultivate client loyalty, or expand brand recognition. It is considered as one of the elements of the promotional mix. So as to encourage the trial or purchase of a good or service,

Consumer promotions in the form of samples, discounts, and premiums can be employed. Moreover, trade promotions types; display allowance and advertising, in addition to business and sales force promotions can be listed in the sales promotion category.

3. Events and experiences— Cause-related events, sports, entertainment, and arts, informal activities are part of this marketing activity type. Such events and activities can all be sponsored by the company and intended to foster regular or unique brand-related contacts with consumers.
4. Public relations and publicity- Initiatives in this category include any of a number of initiatives with an intention to improve or safeguard a firm's reputation or its specific product messages, whether they are targeted towards company employees or consumers, other businesses, the government, or the media.
5. Online and social media marketing: These are online activities and programs designed to engage and interact with customers or prospects in order to either directly or indirectly increase brand awareness, enhance the perception of a company, or spur sales of goods and services. customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services.
6. M-marketing- Using websites, e-mail, SMS and MMS, social media, mobile applications, and other channels, to target a specific audience on their smartphones, feature phones, tablets, or other connected devices.
7. Direct and database marketing- kind of direct marketing that uses databases of current or potential customers to generate personalized communications to market a good or service. The use of the phone, fax, mail, e-mail, the internet, or e-mail to reach customers or elicit feedback from certain consumers and prospects are some of the examples.
8. Personal selling- When a sales person directly meets a client with Face-to-face Interaction in order to give demos, respond to inquiries, and obtain orders.

2.1.3 Brand

A brand is any characteristic that sets one seller's good or service apart from that of other sellers. It might be a name, a term, a design, a symbol, or anything else. The term is defined by the American Marketing Association (AMA) as a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to distinguish them from those of rivalry." Technically speaking, a marketer has developed a brand if they come up with a new name, logo, or symbol for a new product.

However, many working managers genuinely refer to a brand as something that has actually developed some level of market awareness, reputation, significance, and so forth (Keller, 2013).

2.1.3.1 Brand Image

“Brand image is the insights and beliefs believed by consumers, as reflected in the associations held in consumer memory.” (Kotler and Keller, 2006). This definition identifies "brand image" as what the consumer views as reflected by the associations they have in their minds when they think of your brand. The goal of working strategically with brand image is to ensure that consumers hold strong and favorable associations of the brand in their minds. The brand image normally contains of numerous ideas: perception, because the brand is perceived; cognition, because that brand is cognitively valued; and finally attitude, because consumers continuously after seeing and evaluating what they perceive form attitudes about the brand (Keller, 1993).

As a crucial first step in creating brand equity, creating brand awareness entails increasing consumer comprehension of the brand through repeated exposure (for brand recognition) and creating strong associations with the appropriate product category or other pertinent purchase or consumption cues (for brand recall). According to Keller (1993), marketers can focus more on building a brand image once there is a high enough level of brand awareness. Promotional strategies that connect powerful, positive, and distinctive connections to the brand in memory are necessary to develop a positive brand image. Overall, image can generate value in terms of helping customer to process information, distinguishing the brand, producing reasons to buy, give positive feelings, and providing a basis for extensions (Aaker, 1991).

2.1.3.2 The influence of Promotion on Brand Image

The idea of brand equity has the connotation that it doesn't matter how brand linkages are created. But in order to create a consistent message and accomplish the strategic position, all marketing communications initiatives must be coordinated. An audit of all potential encounters that customers in the target market may have with the brand and the business serves as the foundation for designing marketing communications. This understanding will help them allocate communications dollars more efficiently and design and implement the right communications programs.

To develop brand equity, marketers should assess all communication channels from an effectiveness and efficiency standpoint. This comprehensive approach to brand-building initiatives is particularly crucial when attempting to increase brand awareness.

However, in order to boost brand recall, more intense and intricate processing may be required to recognise tougher brand links to the product group or consumer wants. Similar to this, all viable marketing communication choices should be taken into account in order to generate the appropriate brand image and knowledge because brand associations, responses, and relationships can be created in a variety of ways (Kotler & Keller, 2006).

2.1.4 Brand relationships Theory

Gummesson's (2002) progressive theory pierced the idea that there are relationships between people. As a result, brand relationships are defined by consumers from their own unique viewpoints, and brand relationships and relational value are highly personalised in their minds. Based on their unique perceptions of the value and significance of the brand as well as their own experiences, consumers create unique relationships. In other words, through their communications in various circumstances, consumers appear to directly develop the brand (Lindberg-Repo, Kirsti, 2009).

The personal aspect of the relationship between a brand and its consumers has also been studied in earlier studies. Fournier (1998) looked at the types of connections that customers have and desire to have with businesses. According to Fournier, the quality of brand relationships with consumers can vary along six dimensions other than loyalty or commitment: self-concept connection, commitment or nostalgic attachment, behavioural interdependence, love/passion, intimacy, and brand-partner quality.

She proposes the following typology of metaphors to represent typical customer-brand relationships: arranged marriages, unpremeditated friends/buddies, marriages of convenience, committed partnerships, best friendships, compartmentalized friendships, kinships, rebounds/avoidance-driven relationships, childhood friendships, courtships, dependencies, flings, enmities, secret affairs, and enslavement.

While this typology includes the majority of positive interactions, it may ignore a variety of potential antagonistic and neutral relationships, such as those with trading partners. A two-month longitudinal research of the emergence and development of consumer-brand connections was carried out by Aaker et al. (2004). They discovered that the brand's personality and two characteristics that experienced a violation had a substantial impact on the form and dynamics of development.

2.1.4.1 Information Integration Theory

According to Anderson (1981), Information integration theory describes the process by which stimuli are combined to form beliefs or attitudes. According to information integration theory, humans receive, interpret, evaluate, and then integrate stimulus information with their current attitudes or beliefs before developing new ones. Additionally, it is more probable that a person will access a brand attitude upon observing cues connected with the brand if it is prominent or accessible. Fazio (1989) mentioned that the more salient or accessible a brand attitude, the more likely it is that the individual will access that attitude upon observing cues associated with the brand. According to Fazio and Williams (1986) and Houston and Fazio (1989), this will lead to an information processing bias in the direction predicted by those attitudes.

Similarly, consumer researchers have long known that judgments of a product or service are influenced by the perceptual or evaluative characteristics of material in close proximity, which are generally referred to as context effects (Lynch et al., 2009). As a result, opinions about the brand alliance are likely to be influenced by previous perceptions of each brand, and opinions about each brand in the future are likely to be influenced by the context of the other brand. As presented through advertising or by experiencing it directly, the brand alliance stimulus information accesses related affect and beliefs about those brands and products that are stored in memory.

2.2 Empirical Review

Empirical review brings out actual research studies whether through experiments, surveys or literature review. This section provides a review of empirical studies that have been conducted in relation to the effect of IMC on brand image.

2.2.1 The effect of Promotional Tools on Brand Image

There are some empirical studies about promotional elements and brand equity in general and the different segments of promotional tools in particular and their effect on brand equity. But there are no existing studies on specifically on brand image. These studies showed different empirical results about the Influence of these variables in different contexts.

Ramos et al. (2005) reviewed the influence of marketing communication and sale promotion on brand equity. Results indicate positive effect of marketing communication on brand equity

and present strong protection from the criterion of perceived quality, brand loyalty, brand awareness and brand image as a preface of brand equity.

In correspondence, Florence et al., (2011) assessed the relative impact of a long-term brand management instrument (brand personality) and a short-term marketing mix instrument (sales promotions) on brand equity formation. Consumer perceptions of promotional intensity and brand personality were measured by the authors and their impact on brand equity is formulated in a model. They find a positive impact of brand personality and a negative impact of sales promotion intensity on brand equity at the aggregate level. Montaner and Pina (2008) also, delved into the effects of promotions on the expected product price and brand image. The results of the study reveal that the frequent use of promotions affect consumers' evaluations of brand image, but the effect depends on the type of promotional tool and the product category. The frequent use of price promotions will lower brand image assessments whereas non-monetary promotions lead to higher brand evaluations. On a different study of Hua (2005) studied the effect of marketing mix on brand equity. This study is done in three classification, razor, soap and orange juice in Australia market to show brand equity's criteria and also to examine the proposed effects. Advertising in some media are found with positive effect on brand equity and TV advertising have more effect on providing brand equity in comparison with publishing advertising. The effect of promotion on brand equity was complicated and only large promotion with negative effect on brand equity is found. However, Yoo, Donthu and Lee (2000), evaluated selected marketing mix and brand equity. Results indicate that a lot of promotions such as price discount in concern with brand equity, while high spend advertising cost, high price, good mental image and high distribution power in concern with high brand equity.

2.3 Conceptual Framework

After analysing the promotional tools that influence brand image, a framework has been developed to identify the promotional elements that shape the brand image of Canbebe Diaper in the minds of its target audience, as illustrated in figure 1. The framework comprises one dependent variable (brand image) and three independent variables (advertising, sales promotion, and social media marketing) that impact the brand image.

2.3.1 Advertising and Brand Image

When customers are exposed to multiple advertisements, it not only enhances their awareness and mental association, but also leads to a more favorable perception, resulting in robust brand equity. The reduction of advertising is a significant reason for reduced customer loyalty, as noted by Payame, Mojaveri, and Allahbakhsh (2012). A study involving 411 UK consumers revealed that the content of advertising is instrumental in influencing brand equity dimensions, whereas advertising spend alone is insufficient to generate a positive effect on brand associations. Based on these findings, the study hypothesized that:

- ❖ H1: Advertising has significant positive effect on brand image of Canbebe Diaper.

2.3.2 Sales promotion and Brand Image

Promotions are no longer restricted to price discounts, as non-price promotions have become an essential pricing strategy. These promotions include premiums, contests, sweepstakes, and samples (Delgado-Ballester and Palazon 2009; Hardesty and Bearden 2003; Yoo et al. 2000), with premiums being the most popular. Non-price promotions, unlike monetary promotions, involve a free gift that provides more hedonic experience than utilitarian benefits (Chandon et al. 2000; Delgado-Ballester and Palazon 2009). However, some authors argue that gift promotions have a positive effect on both hedonic and utilitarian products (Buil, De Chernatony, and Montaner 2013).

Contrary to what is suggested for monetary promotions, it is argued that non-price promotions can improve brand equity. A study by Buil et al. (2013) compared promotions using gifts and price discounts and established that non-monetary promotions have a positive impact on brand associations. They enhance consumers' perceptions of product quality and improve brand equity. However, the influence of non-monetary promotions on brand equity may be diluted by the consumer's degree of loyalty (Mela et al. 1997).

Manufacturers use trade promotions to influence channel members, particularly retailers. Retailer promotions refer to initiatives taken by retailers to attract consumers. Some evidence suggests that sales promotions have a negative impact on brands, especially in terms of advertising. It is suggested that sales promotions have no impact on brand-building and could diminish the brand's value, particularly well-established brands (Mandić, 2009). This study aims to examine the relationship between sales promotions and brand image and hypothesizes that:

- ❖ H2: Sales promotion has significant positive effect on brand image of Canbebe Diaper

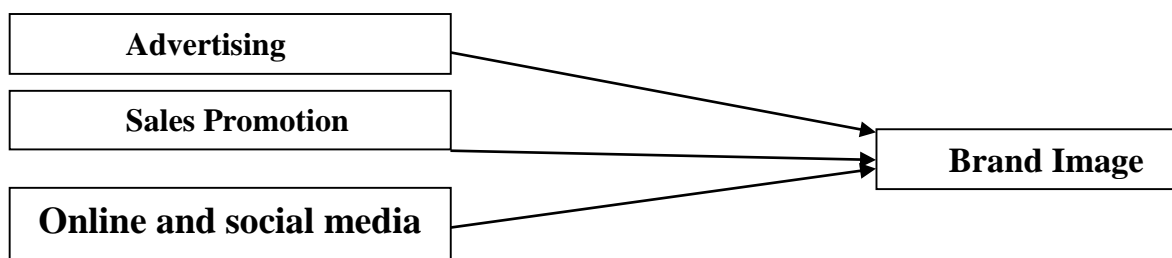
2.3.3 Social Media and Brand Image

According to Trattner and Kappe, (2013), social media marketing refers to the process of acquisition traffic or courtesy through social media sites.

Social media is a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service. Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social networking websites allow individuals to interact with one another and build relationships (Schivinski, Bruno and Dąbrowski, 2013). When companies join the social channels, consumers can interact with them and the interaction feels personal. Companies can interact with individual followers through social networking sites. This personal interaction can install a feeling of loyalty into followers and potential customers. This link provides followers the opportunity to spend more time interacting with the product online. This interaction can create a loyal connection between product and individual and can also lead to larger advertising opportunities. Twitter promotes a product in real time and brings customers in (Assaad,Waad, Gomez, 2013).Furthermore Evans and Dave, (2010) indicated that face book profiles are far more detailed than Twitter accounts; they allow a product to provide videos, photos, and longer descriptions. Face book promotes a product in real time and brings customers in. As marketers see more value in social media marketing, advertisers continue to increase sequential advertising spending in social media.Social media marketing provides organizations with a way to connect with their customers. However, organizations must protect their information as well as closely watch comments and concerns on the social media they use. The Study therefore Hypothesis that:

- ❖ H3: Social Media Marketing has significant positive effect on brand image of Canbebe Diaper

Figure 1: Conceptual Frame work of the study



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

2.4 Research Gap

As far as researchers are aware, there has been limited examination conducted on the correlation between advertising, sales promotion, and social media marketing as promotional tools and their impact on brand image. Consequently, the proposed study is anticipated to make a distinct contribution to filling the gap in literature. Specifically, this study is focused on addressing the gap in knowledge around the brand image of Canbebe Diaper.

Chapter Three: Research Methodology

This paper describes the research methodology employed in the present study. It outlines key aspects such as the research approach, research design, population and sampling criteria, data collection methods, as well as data analysis procedures.

3.1 Research Approach

This research aims to investigate the possible relationships between variables, namely the independent variables and dependent variable. To reflect objectivity, a quantitative research approach has been employed, involving the collection and conversion of data into numerical form for statistical calculations and conclusions.

According to Emma (2011), Quantitative analysis is a type of research that explores, evaluates, and addresses research goals using numerical data and measuring tools. The choice of the quantitative approach for this study allows for an examination of the influence of promotional tools on the brand image of Canbebe diaper, with data collection and conversion also in numerical form.

3.2 Research Design

The research design for this study involves a combination of descriptive and explanatory research types. The primary objective is to examine the impact of promotional tools on the brand image of Canbebe diaper from the customer's viewpoint.

The explanatory research type was employed to identify the nature of the cause-and-effect relationships between different variables. Meanwhile, the descriptive research type was utilized to explore and explain different theories and concepts, analyze the correlation between promotional tools and brand image, and provide insight into the research questions.

3.3 Population and Sample

The population for this study includes all customers who have used or are currently using Canbebe diapers in the city of Addis Ababa. Due to the practical limitations of time and resources, samples of customers were chosen for the study.

The sample was selected through a convenient sampling method, where participants chosen based on proximity and ease of access to them. The inclusion criteria were individuals who have purchased or used Canbebe diapers in Addis Ababa within the last three months and are willing to participate voluntarily.

3.3.1 Population of the study

Target population was the customers of Canbebe Diapers Specially Mothers which are Located in Addis Ababa City. . It is the entire collection of analytical units that are being investigated, whereas element is the analytical unit from which the required data is gathered. (Bhattacharjee, 2012).

3.3.2 Sample Size

Sampling is the process of selecting a subset of units from a target population to collect information. For this research, three populations will be used as samples. The sample size for the customers determined using the Cochran formula (1963). A confidence level of 95% with a precision of 5% will be applied, assuming $p=0.5$ and $q=0.5$. Plugging in these values into the formula, the sample size required is 385 customers. This sample size provide enough and reliable data to represent the broader population of Canbebe diaper users.

To ensure a valid representative sample, n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$) equals the desired confidence level, e.g., 95%), level of precision e , proportion p of an attribute that is present in the population, and q is $(1-p)$. The value for Z is found in statistical tables which contain the area under the normal curve. For a confidence level of 95%, $Z = 1.96$. The formula is Z^2pq/e^2 , where $p=0.5$ and $q=0.5$. Plugging in these values, the required sample size calculated to be 385 customers.

$$n = \frac{Z^2 p * q}{e^2}$$

Where:

n = required sample size

Z = Degree of confidence (i.e. 1.96)²

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05) ²

$$n = \frac{(1.95)^2 \times 0.5 \times 0.5}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.5 \times 0.5}{0.0025}$$

$$n = 384.16 \sim 385 \text{ Respondents}$$

3.4. Sampling Techniques

Due to cost considerations, a census approach is not feasible for larger populations, including the targeted population of Canbebe Diaper customers (Israel, 1992). Therefore, a non-probability sampling technique, such as convenience sampling, was used to select respondents from the customer population (Sekaran & Bougie, 2010; Bryman & Bell, 2007). Judgment Sampling, a form of non-probability sampling, used in this study, whereby the questionnaire was completed on a voluntary basis by customers who have purchased or used Canbebe Diaper at least once. This approach was chosen due to time and budget constraints, and the lack of a complete listing of the target population (Farhana & Islam, 2012).

Using a probability sampling technique to account for all fortified Canbebe Diaper customers who have used the product at least once in Addis Ababa is not realistic, further justifying the use of Judgment Sampling in this study. As a result, the researcher will collect data from a subset of the customer population, which provides valuable insights into the opinions and experiences of Canbebe Diaper users in Addis Ababa.

3.5 Data Source and Types

Both primary and secondary data sources will be used in this study. Primary data will be collected by administering a five-point Likert scale questionnaire to customers. On the other hand, secondary data will be gathered from various sources, which include past studies, company websites, progress reports, journal articles, and published literature that could support the study from empirical and conceptual backgrounds. These secondary sources will be used to supplement the primary data and provide a more comprehensive understanding of the topic at hand.

3.6 Data Collection Methods and Procedures

The survey questionnaire used as the data collection technique to gather primary data related to different dimensions of promotional tools. This questionnaire a formalized set of questions designed to elicit information from respondents. The Likert scale used to obtain participants'

degree of agreement with a statement or set of statements regarding customer perception and firm performance, modified from previous studies. Respondents were asked to rate their level of agreement with a given statement using a scale that ranges from "Strongly Disagree" to "Strongly Agree." The survey questionnaire administered to customers of Canbebe Diapers located in different areas of Addis Ababa city.

Secondary data gathered from different sources, such as articles, prior research, journals, and the internet. According to Yoo et al. (2000), respondents who are exposed to or have experience with a particular brand are better suited to provide valid and reliable responses to a questionnaire. In this study, respondents will be customers of Canbebe Diapers who have tried the product and are willing to participate in the survey. After confirming their willingness to participate, the questionnaire provided to the respondents to solicit their perceptions, experiences, and prior exposures.

3.7 Reliability and Validity

Ensuring the accuracy of the instrument used to measure a particular concept is crucial to the scientific quality of the research. Therefore, it is important to assess the "goodness" of the measure developed, ensuring that it indeed measures the variable it is supposed to measure. In this study, the researcher has applied two elements of measurement, validity, and reliability.

Validity refers to the degree to which a measure accurately represents what it is supposed to measure, based on how well the concept is defined by the measure itself (Hair et al., 2007; Kazi, 2010). Internal consistency is a measure of validity that is based on the assumption that the individual items or indicators of a scale must all measure the same construct and be highly inter-correlated (Kazi, 2010). Ensuring internal consistency improves the validity of the measure.

By using reliable and valid measures in this study, the results obtained will be more accurate and will enhance the scientific quality of the research. Therefore, it is important to measure the validity and reliability of the instrument used to ensure that it accurately measures the variable of interest.

3.8 Data Analysis

The data obtained from the questionnaires were analyzed and interpreted using statistical package for social science (SPSS) tools. Both descriptive and inferential analyses were

conducted using various methods. Descriptive statistics, such as mean values, frequencies, and standard deviations of the respondent's answers, were calculated. To ensure the reliability of the items, the inferential analysis employed Cronbach's Alpha test. Correlation analysis and simple regressions were also used to analyze the relationship and impact between the dependent and independent variables.

The analysed data presented in the form of tables, showing the level of effect of promotional tools, such as brand image, advertising, sales promotion, and social media promotion, on Canbebe Diaper's brand image. The results of the questionnaires carefully evaluated to determine the impact of the promotional tools used by the company on its brand image.

3.9 Ethical Consideration

Ethical considerations taken into account to ensure that the respondents feel confident in participating in the study. The purpose of the study disclosed in the introductory part of the questionnaire, and respondents was not required to provide personal identifiers such as their name or contact information. The researcher assured them that their responses will be used solely for the purpose of this research paper and that strict confidentiality of their responses will be maintained.

The questionnaire avoids any misleading or deceptive statements, and participation in the study was voluntary, free from any pressure or coercion. The researcher also ensures that the respondents have the freedom to withdraw from the study at any time if they feel uncomfortable or do not wish to continue. This way, the ethical considerations has been met, and the respondents will feel confident in participating in the study.

Ontex Hygienic Disposables Plc is the manufacturer of Canbebe brand diapers and established a partnership with Tracon Trading Plc. The partnership resulted in Ontex Ethiopia, which operated as a subsidiary plant of the parent company in Belgium. Ontex has been engaged in international business for over 40 years, with sales in 110 countries, 19 production facilities in 14 countries, and 27 sales and marketing sites. The company has 11,000 employees, and its turnover was €1.9 billion in 2016. In July 2017, Onex Ethiopia inaugurated the first diaper manufacturing plant at Hawassa Industrial Park with a quarter of a billion Br investments. Tracon Trading Plc was the sole distributor of Canbebe diapers in Ethiopia since 2010 before launching the new manufacturing plant. However, Ontex Ethiopia has closed for foreign exchange purposes and other unknown reasons. As a result, Tracon Trading Plc is now the sole distributor of Canbebe Diapers.

CHAPTER FOUR

DATA PRESENTATION ANALYSIS AND INTERPRETATION

In this chapter, analysis and interpretation of quantitative data collected from respondents is summarized and presented. It includes demographic information of respondents, the descriptive and inferential statistics used to test the hypotheses, and to investigate the influence of independent variables on dependent variable. 385 questionnaires as per the determined sample size were prepared and distributed to customers of Canbebe diaper in the selected five retail stores. However, just 351 of them were found to be valid which gives us a response rate of 91.16 percent.

4.1. Demography of respondents

Gender of respondents

Out of the total 351 respondents, 96 (27.4%) were male and 255 (72.6%) were female. Hence, dominance of female customer over male customer of Canbebe was observed. Beyond this, based on the data provided, it appears that Canbebe brand has been more successful in creating favorable brand image through its promotional tools on females, as they have a higher mean score compared to male customers. This is illustrated in table 1 below.

Table 1: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	96	27.4	27.4	27.4
	Female	255	72.6	72.6	100.0
	Total	351	100.0	100.0	

Source: Survey data (2023)

Age of respondents

Concerning the age of respondents, 26 (7.4%) were in the age group of 18-24, 117 (50.4%) were in the age group of 25-34, 100 (28.5%) were in the age group of 35-44 and 48 (13.7%) were in the age group of 45-54. In addition to the frequency based on the data provided, it appears that Canbebe Diaper brand has been more successful in creating favorable brand image through its promotional tools for age group 25-34, as they have a higher mean score compared to other age groups. This is illustrated in table 2 below.

Table 2: Age Respondent

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	26	7.4	7.4	7.4
	25-34	177	50.4	50.4	57.8
	35-44	100	28.5	28.5	86.3
	45-54	48	13.7	13.7	100.0
	Total	351	100.0	100.0	

Source: Survey data (2023)

Occupation of respondents

Concerning the occupation of respondents, 223 (63.5%) were employed, 76 (21.7%) were self-employed and 52 (14.8%) were unemployed. Based on the data provided, it appears that Canbebe has been more successful in creating good image for employee individuals through their promotional tools, as they have higher scores compared to self-employed and unemployed individuals.

Table 3 Occupational Level of the respondent

What is your Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	223	63.5	63.5	63.5
	Self Employed	76	21.7	21.7	85.2
	Unemployed	52	14.8	14.8	100.0
	Total	351	100.0	100.0	

Source: Survey data (2023)

Marriage status of the respondent

The tables above shows the responses for the marital status of the respondents. Majority of respondents were Married with 85.8% compared to those who were Single with 14.2%. The rest encompassed 7.8% in the category of others. Therefore, it was concluded that most of the respondents who participated in the study were singles.

Table 4: Marital status of respondent

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	50	14.2	14.2	14.2
	Married	301	85.8	85.8	100.0
	Total	351	100.0	100.0	

Source: Survey Data (2023)

4.2. Descriptive statistics

To provide manageable quantitative descriptions, the collected data was analyzed using descriptive statistics, which entailed the use of mean and standard deviation. The mean value presented the average of all customers' responses on a specific dimension, while the standard deviation showed how varied the customers' reactions were towards a given configuration. A high standard deviation indicated that the data was dispersed, and customers had varying opinions, whereas a low standard deviation indicated that customers had similar opinions. The table below depicts the mean and standard deviation values for each dimension.

Table 5: Descriptive Statistics of Advertising

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
To what Extent do you agree with the Following Statement: Advertising for Canbebe Diapers has a Positive Impact on the Brand Image?	351	4.00	5.00	4.6467	.47867
Based on the impression I got from the advertisement of Canbebe Diaper, if I had to make purchases I would likely buy from Canbebe Diaper	351	2.00	5.00	4.1368	1.00490
Canbebe ad is an advert I would look forward to seeing again	351	2.00	5.00	3.9259	.88491
I liked the style/text of Canbebe Diaper advertisement	351	3.00	5.00	4.0684	.70581
How often do you see advertising for Canbebe Diapers?	351	2.000	5.000	3.49573	.827636
Valid N (listwise)	351				

Source: Survey Data (2023)

The averages for the composition of the advertising dimension items ranged from 3.495 and 4.6467 with standard deviations ranging from 0.4786 and 1.004, indicating a low level of opinion divergence. The opinion most respondents agreed with was “Advertisings have a positive impact on brand image of Diaper.” (M=4.6467 and SD=0.47867) This shows that advertising helps to set up ideas and perceptions in the minds of consumers, helping to distinguish a product from other brands. The statement with the lowest agreement was “I need advertising to attract me.” (M= 3.495 and SD= 0.8276).

Sales Promotion

The mean composition of the elements of the Promotion dimension ranged from 1.934 to 3.78 with standard deviations ranging from 0.86 to 1.03, indicating a low level of opinion variance. The opinion most agreed with by the respondents was “Advertising measures affect brand image” (M=3.78, SD=0.865). This show that promotions can anchor ideas and perceptions in the minds of consumers and help differentiates a product from other brands. The statement with the lowest agreement was “Promotions are often abused” (M= 1.934 and SD= 1.0385).

Table 6: Descriptive Statistics of SALES PROMOTION

Descriptive Statistics					
	N	Minimu m	Maximu m	Mean	Std. Deviation
To What Extent do you agree with the following statement: Sale Promotion for Canbebe Diapers have a positive Impact on the brands image?	351	2.00	5.00	3.7892	.86586
How often do you Take advantage of Sales Promotion for Canbebe Diapers?	351	1.00	4.00	1.9345	1.03853

Canbebe Diaper uses gifts more frequently than competing brands of diapers	351	1.00	5.00	3.2906	.88537
Canbebe Diapers frequently offers gifts	351	2.00	5.00	3.5783	.91276
Valid N (listwise)	351				

Source: Survey Data (2023)

Social media marketing

The mean composition of the Online and social media marketing dimension items ranged from 2.011 to 4.2137 with standard deviations ranging from 0.85516 to 0.772, indicating a low level of opinion divergence. The opinion most respondents agreed with was, " and social media marketing helped us discover that diapers can have a positive impact on brand image." (M=4.2137 and SD=0.772) This shows that advertising helps establish ideas and perceptions in the mind. Increase consumer interest and differentiate your products from other brands. The statement with the lowest level of agreement was "I need social media marketing to attract me"(M=2.0114 and SD=0.85516). This Illustrated in the following table

Table 7: Response of Social Media Marketing

Descriptive Statistics					
	N	Minimu m	Maximu m	Mean	Std. Deviation
To what Extent do you agree with the Following statement: Social Media Marketing for Canbebe Diapers have a positive impact on the Brand Image?	351	3.00	5.00	4.2137	.77270
How often do you see with Canbebe Diapers on Online and social media marketing (Facebook)?	351	1.00	4.00	2.0114	.85516

How often do you see with Canbebe Diapers on Online and social media marketing (YouTube)?	351	2.00	5.00	3.2792	.80114
How often do you see with Canbebe Diapers on Online and social media marketing (Instagram)?	351	1.00	5.00	3.0655	1.03578
Valid N (list wise)	351				

Source: Survey Data (2023)

BRAND IMAGE

The table below presents the respondents' responses towards the product's brand image. For instance, for the first question, "Is the brand trustworthy?", the respondents gave a high mean score of 4.287, indicating that they perceived the product as trustworthy, and there was agreement among the respondents concerning the product's trustworthiness. Table 8 displays the descriptive statistics of Brand Image.

Table 8: Descriptive statistics of Brand Image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
To what Extent do you agree with the following statement: Canbebe Diapers is a trustworthy brand?	351	3.00	5.00	4.2877	.70089
To what Extent do you agree with the following statement: Canbebe Diapers is a brand that cares about its customers?	351	3.00	5.00	4.0769	.45646

To what extent do you agree with the following statement: Canbebe diapers are a brand that is innovative and up-to-date?	351	3.00	4.00	3.5783	.49453
To what extent do you agree with the following statement: Canbebe diapers are a brand that is worth paying more for?	351	3.00	4.00	3.9259	.26227
Some Characteristics of Canbebe Diaper come to my mind quickly	351	2.00	5.00	3.7664	.93937
Canbebe Diaper provides a high value in relation to the price we must pay for it	351	3.00	4.00	3.8547	.35291
Valid N (listwise)	351				

Source: Survey Data (2023)

Summary Of The independent Variable

Advertising scored the highest with mean value of 4.01 meaning customers of canbebe are highly influenced by promotional tools to have a good image for the brand. Sales promotion also scored well with mean values of 3.148 and finally social media marketing by a mean value of 3.142.

4.3 Reliability and Validity Tests

Ensuring that the mechanism used to measure a particular concept is accurate and measuring the intended variable is crucial. Employing better measurement instruments improves the accuracy of study results and elevates the scientific rigor of research. Therefore, it is essential to evaluate the "goodness" of the developed measurements meticulously. Researchers should be confident that the utilized research instrument measures the variable it was designed to measure accurately. In this regard, the researchers applied two elements of measurement, namely efficacy and reliability, to ascertain the validity of their findings.

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

Table 9. Reliability

Cronbach's Alpha	N of Items
.824	4

4.4. Correlation analysis

Pearson's correlation coefficient (r) is utilized to examine whether there exists a linear correlation between two variables. It is a statistical measure that determines the relationship between two numerical variables (Zikmund, 2003). General rules are correlation of .10 to .30 are viewed as little or low relationship, correlation of .30 to .70 are considered strong relationships, correlation of .70 to .90 are viewed as very strong relationship, and correlation of .90 to 1.00 are viewed as exceptionally huge relationship. Based on the questionnaire the following correlation analysis was done using SPSS version 26.0

Table 10. Correlation Analysis

		Correlations			
		ADV	SP	SMM	BI
ADV	Pearson Correlation	1	.485**	.550**	.670**
	Sig. (2-tailed)		.000	.000	.000
	N	351	351	351	351
SP	Pearson Correlation	.485**	1	.657**	.484**
	Sig. (2-tailed)	.000		.000	.000
	N	351	351	351	351
SMM	Pearson Correlation	.550**	.657**	1	.485**
	Sig. (2-tailed)	.000	.000		.000
	N	351	351	351	351
BI	Pearson Correlation	.670**	.484**	.485**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	351	351	351	351

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

Source: Survey Data (2023)

Correlation between Advertising and brand image

The result of the Pearson correlation test conducted between the independent variable Advertising and the dependent variable Brand Image as indicated in the table 9 shows there is a strong relationship (.67) between the variables ($r=1.00$). This is to mean there is huge amount of relation between them. The Customers of Canbebe Diapers are highly influenced by the advertising

Correlation between social media marketing and brand image

The result of the Pearson correlation test conducted between the independent variable social media and the dependent variable Brand image as indicated in table 9 shows there is a (.48) favorable relationship between the variables ($r=0.484$). This is to mean if the Company or the distributor has better social media marketing activities, they are more likely to be loyal to the brand.

Correlation between Sales promotion and brand image

The result of the Pearson correlation test conducted between the independent variable email marketing and the dependent variable customer brand loyalty as indicated in table 9 shows there is a little or moderate relationship between the variables ($r=0.485$). This is to mean even if the company has better sales promotion tools activities, customers are not likely to be loyal.

4.5. Testing for assumptions of regression analysis

4.5.1 Linearity Test

Linearity assumes that the correlation between variables is linear and helps establish the structure or form of the relationship. The Normal P-P plot reveals that the data are linear, which is indicative of a linear relationship between each independent variable (Advertising, sales promotion and social media marketing) and the dependent variable, which is assumed to be affected by changes in independent variables.

Table 11. Linearity Table

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
BI * SP	Between Groups	(Combined)	827.796	7	118.257	461.356	.000
		Linearity	214.349	1	214.349	836.241	.000
		Deviation from Linearity	613.447	6	102.241	398.875	.000
	Within Groups		87.919	343	.256		
	Total		915.715	350			

BI *	Between Groups	(Combined)	821.370	7	117.339	426.596	.000
		Linearity	214.994	1	214.994	781.632	.000
		Deviation from Linearity	606.376	6	101.063	367.423	.000
	Within Groups		94.345	343	.275		
Total		915.715	350				
ADV	Between Groups	(Combined)	835.126	7	119.304	507.772	.000
		Linearity	410.638	1	410.638	1747.730	.000
		Deviation from Linearity	424.488	6	70.748	301.113	.000
	Within Groups		80.590	343	.235		
	Total		915.715	350			

Source: Survey Data (2023)

4.5.2. Multicollinearity test

As part of the multiple regression procedure, Multicollinearity diagnostics of the variables were performed. This allows us to address multicollinearity issues that are not evident in the correlation matrix. The results are shown in the Collinearity Statistics table below. Two values are given; Tolerance and VIF. Tolerance is a measure of how much the variability of a given independent variable is not explained by other independent variables in the model, and is calculated using Equations 1-R² for each variable. A very low tolerance value (below 0.10) indicates a high degree of correlation with other variables, suggesting potential multicollinearity. VIF (Variance Inflation Factor) is calculated as the reciprocal of the tolerance; hence values above 10 matter and indicate multicollinearity (Julie Pallant, 2005). Based on the above principle when researcher observe on the table 10 below the VIF value of the independent variable is less than 10 means for advertising 1.49, for sales promotion 1.82

and for social media marketing 2.0. So based on this value it indicate there is no multicollinearity problem

Table 12: Multicollinearity test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.002	.530		26.413	.000		
	ADV	.354	.030	.547	11.629	.000	.671	1.490
	SP	.127	.039	.172	3.301	.001	.547	1.829
	SMM	.055	.043	.071	1.295	.196	.499	2.005

a. Dependent Variable: BI

Source: Survey Data (2023)

4.5.2.1. Relative Importance of brand imaging

The relative importance of the significant predictors is determined by looking at the standardized coefficients. According to the above table advertising has the highest standardized coefficient and the lowest significance, which means advertising, is the best predictor. Analysing the whole table results, the order of significance for predictors of overall brand image is advertising, sales promotion and social media marketing.

4.5.3 Homoscedasticity

The variation in values should be approximately the same. Residuals can be plotted against expected values and independent variables. When the standardized expected values are plotted against the observed values, the data form a straight line from the lower left corner to the upper right corner if the model fits the data exactly (George and Mallery 2010). P-P charts are used to test the suspicion of homoscedasticity of a model, as shown in Figure 5 below. In this

situation, the points in the P-P diagram approach the diagonal line, indicating that the homoscedasticity expectation is met.

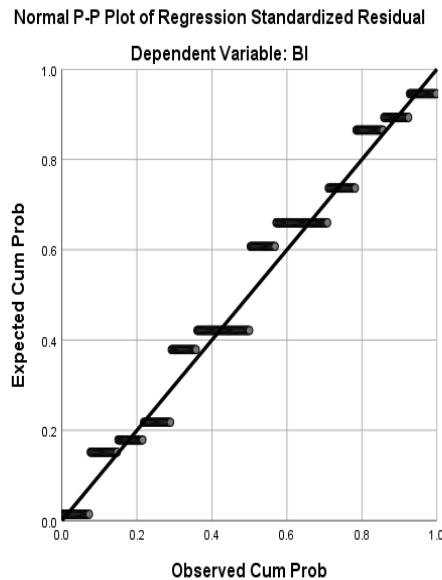


Figure 2 Normal P-P plots

Source: Survey Result, (2023)

4.5.4. Autocorrelation

The analysis of autocorrelation in line with the Durbin-Watson test reveals that the Durbin-Watson measure ranges from 0 to 4. A value of 2 closely indicates the absence of autocorrelation, while values near 0 signify positive autocorrelation, and those close to 4 suggest negative autocorrelation (Field, 2005). The rule of thumb states that values between 1.5d and 2.5 denote that multiple linear regression data do not have any significant association. In this study, the Durbin-Watson test score is 1.251. Since the test measurement estimate (d) is close to 2, the test is reliable, and invalid guesses that do not indicate positive or negative autocorrelation can be accepted. Thus, it can be concluded that the Durbin-Watson result supports the absence of autocorrelation issues.

4.5.5 Normality Test/ T test

A normality test evaluates whether sample data was drawn from a normally distributed population or if the population from which the data came is normally distributed. In this study, the Kolmogorov-Smirnov test was conducted to examine the normal distribution of the data. This test compares two variables (x and y) or a variable with a theoretical distribution, such as the normal distribution (Valentin, 2010). As the significance level was less than 0.05, the normal distribution of the data was confirmed. Moreover, a one-sample T-test was employed to compare the means of the variables. This statistical procedure is generally applied to test the mean value of a distribution under the assumption that the sampled distribution is normal. Additionally, it can compare the mean of a sample to a predefined value. A normality test is crucial in ensuring that statistical methods are appropriately applied to evaluate observations typically drawn from normally distributed populations (Kothari, 2004). Normality was assessed using skewness and kurtosis. Both values were found to be within the normal range, which is less than 3 for kurtosis and less than 6 for skewness (Asghar and Saleh, 2012).

So it can be concluded that the hypothesis implying high advertising, sales promotion, Online and social media marketing and brand imaging accepted at 95%. There is a significant mean difference in advertising (M= 4.054, SD= 0.44); $t(351) = 152, p=0.000$. Mean difference score for this variable showed that users have higher mean score reveal that organizations AIS produce accurate information. As shown in the table below, also the other determinants were found to be significant. Sales promotion (M= 2.518, SD= 0.436); $t(351) = 108.04, p=0.000$, Online and social media marketing (M= 2.512, SD= 0.412); $t(351) = 114.135, p=0.000$, brand imaging (M= 4.698, SD= 0.322); $t(351) = 272.076, p=0.000$. Mean difference score for this variables showed that organizations a good brand imaging. In addition, the below table shows that the mean value is the same as the test value so we can conclude the sample is just like the population. Mean scores for item scales in the table are a score out of 5, where 1(strongly disagree) is the least desirable response and 5 (strongly agree) the most desirable.

Table 13. Normality Test.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean

ADV	351	4.054	0.498	.13333
SP	351	2.518	0.436	.11655
SMM	351	2.512	0.412	.11013
BI	351	4.698	0.322	.08634

Source: Survey Data (2023)

4.6 Regression Analysis

4.6.1 Multiple regression analysis

Regression analysis is conducted to be acquainted with how much the independent variable explains the dependent variable. Multiple linear regressions were conducted to know how independent variables influence the dependent variable as correlation alone does not imply that one variable causes the other. Advertising, social media marketing and sales Promotion used as the independent variables while brand image was used as the dependent variable. An independent variable is an input or assumption that is changed to assess the impact on a dependent variable. According to the findings from the data, the following results which are shown in Table 12 were established by use of SPSS version 26. The results of linear regression shows that $R = 0.484$ and $R^2 = 0.484$ which shows that the independent variables explain 48.4% of the variability of the dependent variable and the rest 51.6% are not explained by the model. The below table also Indicated Statistics of Anova that the P- value is 0.00 which is less than 5% that indicates our model is a better predictor of the outcome than the mean and it also shows that the independent variable advertising, social media marketing and sales promotion have an impact on the dependent variable (brand imaging). The brand imaging was measured based on dimensions such as advertising, social media marketing and sales promotion.

Table 14: Multiple Regression Analysis

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	14.002	.530		26.413	.000		
	ADV	.354	.030	.547	11.629	.000	.671	1.490
	SP	.127	.039	.172	3.301	.001	.547	1.829
	SMM	.055	.043	.071	1.295	.196	.499	2.005

a. Dependent Variable: BI

Source: Own Survey (2023)

4.6.1 Model Summary

The “R” column represents the value of R, the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable; brand Image. A value of 0.696, in this indicates a good level of prediction. The “R square” also called coefficient of determination, which is the proportion of variance in the dependent variable that can be explained by the independent variables (Advertising, Sales Promotion, and Social Media) and the value of 48% that the independent variables (Advertising, Sales promotion and Social Media) explain of the variability of the dependent variable which is Brand image

Table 15. Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.696 ^a	.484	.480	1.16682	1.251

a. Predictors: (Constant), SMM, ADV, SP

b. Dependent Variable: BI

Source: Survey Data (2023)

4.6.2 ANOVA Summary

Below The significant value (P=0.000) show that there was a strong significant relationship between the independent variables (Advertising, Sales Promotion and Social Media) and dependent variable (Brand Image). The P-value of 0.000 which is greater than 0.05 denotes that the model of Brand Image is significant at the 5 percent significance level. The F-test result of the study is 108.533 which is greater than one with significance of p=0.000.

Table 16. ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	443.289	3	147.763	108.533	.000 ^b
	Residual	472.426	347	1.361		
	Total	915.715	350			

a. Dependent Variable: BI

b. Predictors: (Constant), SMM, ADV, SP

Source: Survey Data (2023)

4.6.3 Coefficient of Regression

The equation below concluded that brand image was extremely swayed by Advertising ($\beta=0.547$), followed by sales promotion ($\beta=0.172$), and social media ($\beta=0.071$). Given all the Predictor variables constant at zero (0), brand image will be 14.00.

The study found a positive relationship between Advertising, Sales promotion and Social Media and having a regression coefficient of 0.547, 0.172, and 0.071 This shows that having effective IMC tools will have effect on brand image positively.

$$Y = \alpha_0 + \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3$$

Where: Y= Brand image

X1 = Advertising

X2 = Sales Promotion

X3 = Social Media

$$Y = 14.002 + 0.547X_1 + 0.172X_2 + 0.071X_3$$

Table 17. Coefficient Regression

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	14.002	.530		26.413	.000
	ADV	.354	.030	.547	11.629	.000
	SP	.127	.039	.172	3.301	.001
	SMM	.055	.043	.071	1.295	.196

a. Dependent Variable: BI

Source: Own Survey (2023)

4.7. Hypothesis Testing

Table 18. Hypothesis Testing

H1: Advertising has a significant and positive relationship with brand Image of Canbebe diaper.	Accepted :(the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.354, P < 0.05$).
H2: Sales promotion has a significant and positive relationship with brand image of Canbebe diaper.	Accepted(the outcome of the coefficient of Correlation supports the hypothesis; $\beta_1 = 0.127, P < 0.05$).
H3: Social Media has a significant and positive Relationship with consumer buying behavior of Canbebe diaper customers.	Accepted (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.055, P < 0.05$).

Source: Own Survey (2023)

CHAPTER 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

The concluding chapter provides a summary of this study's objectives, its major findings and conclusions. Moreover, this chapter discusses the managerial and theoretical implications of the findings, as well as recommends areas for further research.

5.1 Summary

The primary goal of this research study was to investigate the effect of IMC on the brand image of customers in the diaper industry. Additionally, the study aimed to identify the most significant factors influencing brand image. A structured questionnaire survey was employed, enabling the researcher to obtain insights into factors affecting brand image and to employ a multi-linear regression model to analyze the data.

Following the analysis of data and discussion of results, the study found that promotional tools have a significant impact on the brand image in the diaper industry. Additionally, the study identified that product quality, point of purchase displays, price promotions, and advertising strategy were the most significant factors influencing brand image.

The structured questionnaire survey and multi-linear regression analysis were effective in identifying significant factors that impacted the brand image of the diaper industry. The study's findings provide valuable insights for practitioners and researchers seeking to improve brand image and promotional strategies.

The researcher employed ANOVA, R (coefficient of correlation), and adjusted R-square (coefficient of determination). The results demonstrated that all the identified factors had a

statistically significant relationship with the dependent variable, namely brand image. The R and adjusted R-square values indicated the presence of a correlation between the factors and the dependent variable.

Regarding the individual variables, the advertising type of IMC and the brand image exhibited the strongest and positive relationship. An increase in one unit of the advertising method of promotional tools led to a 0.447-unit increase in brand image. The second variable analyzed was sales promotion tools, which also showed a positive relationship with brand image. Notably, a one-unit increase in the brand image promotional method of promotional tools led to a 0.172 -unit increase in brand image.

The third variable under study was social media marketing of promotional tools. The analysis revealed a positive relationship between this factor and the performance of brand image. An increase of one unit in brand image promotion method of promotional tools resulted in a 0.71-unit increase in brand image.

The regression analysis using ANOVA, R, and adjusted R-square concluded that all the identified factors had a statistically significant relationship with brand image. Additionally, the study identified that advertising type promotional tools had the strongest positive relationship with brand image.

5.2 Conclusions

The primary objective of this research study was to investigate the impact of promotional tools, including advertising, sales promotion, and social media marketing, on brand image of the Canbebe diaper product. The study's four specific objectives were to identify the use of promotional tools in the diaper industry, examine the impact of advertising on customer brand

image, explore the impact of sales promotion on customer brand image, and analyze the effect of social media marketing on customer brand image.

Data was collected using a structured questionnaire survey, and regression analysis was employed to assess the relationship between the identified promotional tools and Canbebe diaper's brand image.

The results revealed that advertising, sales promotion, and social media marketing were the most significant promotional tools affecting the Canbebe diaper's brand image. The regression analysis indicated that these tools had a positive relationship with the Canbebe diaper's brand image.

The study identified advertising as the most effective promotional tool for enhancing Canbebe diaper's brand image, with a beta coefficient of 0.547. This coefficient indicates that a one-unit increase in the advertising method of promotional tools resulted in a 0.547-unit increase in brand image.

The study provided valuable insights into the impact of promotional tools on brand image, specifically for Canbebe diaper. The findings suggested that advertising was the most effective promotional tool for enhancing brand image and increasing sales. The study's methodology and results offer insights for future research in this area.

5.3 Recommendation

The study's results confirmed that customers responded positively to various promotional tools employed by the Canbebe diaper company. The positive relationship between advertising, sales promotion, social media marketing, and brand image indicated that these marketing techniques were effective. Accordingly, the following recommendations were made to optimize the impact of promotional tools:

- As customers have demonstrated significant interest and are greatly influenced by promotional tools activities, the Company should increase the use of these tools accordingly.
- To enhance customer understanding and satisfaction, the company should design Effective **Integrated Marketing Communication** practices that effectively communicate the brand's message to customers. Additionally, the company should focus on creating a loyal customer base through a comprehensive promotional tool strategy.
- The Company's promotional tool strategy should aim for long-term effects and not just short-term outcomes. To achieve this, the diaper company must engage in continuous follow-up to establish a lasting relationship with customers and foster loyalty.
- Additionally, upgrading the current promotional tools for future campaigns and introducing new tools may provide additional, effective results.

According to the research results, advertising was found to be the most effective promotional tool in improving customers' perception of brand image. Therefore, it is essential for Canbebe Diaper Company to invest in improving their advertising methods to maintain a sustainable competitive advantage by enhancing their brand image. Marketing managers should focus on upgrading the content of the advertising tools to make them more modern and appealing.

The second most effective promotional tool was found to be sales promotion, and the marketing department should strive to increase the frequency of sales promotion activities and integrate social media platforms into their sales promotion methods. Social media marketing was perceived as the least effective tool in building brand image. To replace this activity, the company could create community groups for mothers to communicate and discuss the product, which would improve social media marketing activities.

In conclusion, advertising, sales promotion, and social media marketing are the critical factors that affect the brand image of the product. Canbebe Diaper Company should emphasize these promotional tool activities to boost their brand image and develop a marketing strategy aligned with these dimensions of promotional tools.

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Appendix

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

MASTERS OF MARKETING MANAGEMENT

Questionnaires to be filled by Customers of Canbebe Diapers

As partial fulfillment towards the completion of my postgraduate degree, the research titled The effect of promotion Tools on brand image: The case of Canbebe Diapers in Addis Ababa City is undertaken. Hence, I kindly request you to fill this questionnaire while assuring you to that the information that you provide will be treated with confidentiality and shall only be used for the purpose of this academic research.

Your honest response and due attention is very much important to complete the questionnaire.

Please attempt to answer all the questions and Circle the appropriate choice that best suits your perspective for each statement.

Thank you very much for your time and assistance.

Jerry.getye@gmail.com

Part One: - Demographic Information

Gender

Male

Female

2. Age

18-24 years

25-34 Years

35-44 Years

45-54 Years

55 years and above

3. What Is Your Occupational Level?

Student

Employed

Self-Employed

Unemployed

First degree and above

4. Marital status

Single

Married

5. What Is Your Educational Level?

Student

Employed

Self-employed

Unemployed

Part II promotional Tools and brand Image

Instruction: Please indicate the perception that you have on the effect of promotion tools on Brand image. Based on your level of perception, choose and circle one of the available options stated from 1 up to 5. -1. For strongly disagree, -2. For Disagree, -3. For Neutral, -4. For agree, and -5. For strongly agree.

No.	Description	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Advertising	1	2	3	4	5
1	To what Extent do you agree with the Following Statement: advertising for Canbebe Diapers has a Positive Impact on the Brand Image?	1	2	3	4	5
2	Based on the impression I got from the advertisement of Canbebe Diaper, if I had to make purchases I would likely buy from Canbebe Diaper	1	2	3	4	5

3	Canebebe diaper ad is an advert I would look forward to seeing again	1	2	3	4	5
4	I liked the style/text of Canebebe Diaper advertisement	1	2	3	4	5
5	How often do you see advertising for Canbebe Diapers?	Never 1	Rarely 2	Someti mes (3)	Often 4	Always 5
Sale Promotion						
1	To What Extent do you agree with the following statement: Sale Promotion for Canbebe Diapers have a positive Impact on the brands image?	1	2	3	4	5
2	How often do you Take advantage of Sales Promotion for Canbebe Diapers?	Never	Rarely	Someti mes	Often	Always
3	Canbebe Diaper uses gifts more frequently than competing brands of diapers	1	2	3	4	5
4	Canbebe Diapers frequently offers gifts	1	2	3	4	5
Social Media Marketing						

1	To what Extent do you agree with the Following statement: Social Media Marketing for Canbebe Diapers have a positive impact on the Brand Image?	1	2	3	4	5
2	How often do you engage with Canbebe Diapers on Social media (e.g, Facebook, Twitter,)?	Never 1	Rarely 2	Someti me 3	Often 4	Always 5
3	How often do you see with Canbebe Diapers on Social media (YouTube)?	1	2	3	4	5
4	How often do you see with Canbebe Diapers on Social media (Instagram)?	1	2	3	4	5
Brand Image						
1	To what Extent do you agree with the following statement: Canbebe Diapers is a trustworthy brand?	1	2	3	4	5
2	To what Extent do you agree with the following statement: Canbebe Diapers is a brand that cares about its customers?	1	2	3	4	5
3	To what extent do you agree with the following statement: Canbebe diapers are a brand that is	1	2	3	4	5

	innovative and up-to-date?					
4	To what extent do you agree with the following statement: Canbebe diapers are a brand that is worth paying more for?	1	2	3	4	5
5	Some Characteristics of Canbebe Diaper come to my mind quickly	1	2	3	4	5
6	Canbebe Diaper provides a high value in relation to the price we must pay for it	1	2	3	4	5

Thank for taking the time to complete this Survey. Your Feedback is greatly appreciated.