



**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE**

**The Effect of Integrated Marketing
Communication Elements on Brand Awareness
of Habesha Beer**

**By
Arsema Negassi**

**Advisor
Tewodros Mesfin (PHD)**

June, 2020

Addis Ababa, Ethiopia

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By

Arsema Negassi

APPROVAL BY BOARD OF EXAMINERS

NAME OF INTERNAL EXAMIER

SIGNATURE

NAME OF EXTERNAL EXAMIER

SIGNATURE

STATEMENT OF CERTIFICATION

This is to certify that Arsema Negassi has carried out her thesis on the topic entitled **‘The Effect of Integrated Marketing Communication Elements on Brand Awareness of Habesha Beer’**. This work is original in nature and suitable for the award of Masters of Arts in Marketing Management.

Certified by:

Tewodros Mesfin (PHD)

Signature

Date

STATEMENT OF DECLARATION

I declare that this research is my original work, prepared under the guidance of Tewodros Mesfin (PHD). All sources of materials used for this research have been duly acknowledged and submitted for the award of Masters of Art in Marketing Management.

Arsema Negassi

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Abstract

Marketing communications is used by companies to build shared meaning with the stakeholders of brand. Integrated Marketing Communication tools serves as a major tools in creating product awareness and condition the mind of potential consumer to take eventual purchase decision. This study was conducted to identify effect of Integrated Marketing Communication elements on Brand Awareness at Habesha Beer. Based on applicability of components of IMC, three dimensions of IMC were used. These dimensions include advertising, sales promotion, and personal selling. The study has targeted the consumers of Beer in Addis Ababa which were uncountable. Sample size was determined to be 384. The study followed convenience sampling method in the place where the consumers where enjoying their beer. Data were collected from primary sources through questionnaire and analyzed through both descriptive and regression methods. The descriptive analysis was conducted by using mean and standard deviation and the regression analysis was conducted by using Ordinary Least Square regressions method. The result indicated that IMC has positive effect on brand awareness of the beer. Advertising, sales promotion, and personal selling has positive effect on brand awareness about the beer.

Key Words: Integrated Marketing Communication, Business Awareness, Habesha Beer

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Brands penetrate every facet of the lives of individuals. A strong brand informs willingness of consumers to attend to additional communications from the brand, process these communications more favorably and recall the communications or their accompanying cognitive or affective reactions easily (Petek & Ruzzier, 2013). To build a strong brand however, the right knowledge structures must exist in the minds of consumers so that they respond positively to marketing activities and programs in these different ways (Keller, 2009). Brand awareness refers to the extent to which customers are able to recall or recognize a brand. Brand awareness is a key consideration in consumer behavior, advertising management, brand management and strategy development. The consumer's ability to recognize or recall a brand is central to purchasing decision-making. Purchasing cannot proceed unless a consumer is first aware of a product category and a brand within that category.

Brand communication plays a crucial role in shaping that knowledge. Effective brand communication enables the formations of brand awareness and a positive brand image (Keller, 2003). These then form the brand knowledge structures that trigger the differentiated responses that constitute brand equity (Madhavaram, Badrinarayanan, & McDonald, 2005). Advances in information and communication technology have changed the way people communicate and interact. Effective communications done through well-known channel that transmits simply and exactly. Marketing communication is becoming integrated activity to make the communication effective. Integration has become an essential concept in marketing because technological advances have changed how business stakeholders interact. Consequently, integrated marketing communication (IMC) is recently emerged.

IMC is application of consistent brand messaging across myriad marketing channels. It is an approach used by organizations to brand and coordinate their communication efforts. IMC is a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication

impact. It was developed mainly to address the need for businesses to offer clients more than just standard advertising. IMC recommends that marketers focus at the customer first, preferences of the customers, buying patterns, media exposure, and other factors and then customer is exposed to the products that fits its need through mix of communication methods which the customer find more attractive and credible. The primary idea behind an IMC strategy is to create a seamless experience for consumers across different aspects of the marketing mix. The core image and messaging of brands are reinforced as each marketing communication channel works together as parts of a unified whole rather than in isolation. IMC enables firms to link their offerings to other products (Keller, 2009). It creates experiences, build communities and contribute to brand equity by establishing the brand in memory and creating a brand image (Luo & Donthu, 2006). Brand communications thus help businesses move forward in the highly competitive business-scape (Kitchen, Brignell, Li, & Jones, 2004).

One of the common and top used method of promoting your brand in Ethiopia is Advertisement & Promotion. Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. (Blech, Blech, 2012). In golden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population.

Ethiopia's economy is expanding, the economy is increasing, GDP per capita is estimated to reach USD 1,077 by 2021, inflation rate in 2018 of 18 % is estimated to drop down to 8% by 2021. This and many other reasons including the high rate of large young population as well as growing urbanization has attracted some of the world's major brewers to emerging markets such as Africa for growth because consumer spending in Europe is slow and the United States offers only limited expansion opportunities. This has also presented with new investors merging with foreign companies to establish from scratch new beer brands such as Anbessa beer. We also see in the horizon new alcohol companies working towards launching new beer and distilled alcoholic brands in different regions of Ethiopia. All this plan and huge amount of investments

on new alcoholic brands and existing ones if not solely but mostly rely on Marketing, research and innovations to win the hearts and minds of the consumers.

Habesha Breweries was established by 8,000 Ethiopian shareholders including traditional associations like Equb, Idir and Ethiopians in the Diaspora who contributed 4,000 birr to 5 million birr. Habesha built its beer manufacturing plant in DebreBirhan city, 120km north of Addis Ababa, which has a production capacity of 650,000 hectoliters. The second largest brewery in the Netherlands, Bavaria, holds 40 percent stake on Habesha Breweries. Habesha Beer joined the local market in July 2015, has become a popular beer brand. The beer has five percent alcohol content. Habesha has partnered with Ethiopian Airlines and began supplying canned Habesha Beer to Ethiopian Catering since July 2016. Canned Habesha beer is now available on Ethiopian Airlines flights. Habesha, has a motto to “Reach and connect”, has an ambition to reach Ethiopians in the Diaspora.

1.2 Statement of the Problem

Today, we live in a branded world and our product decisions are influenced by brand values. In the present-day world brand not only represents the symbol of the company or a product but to a larger extent it is a statement of one’s personality (American Marketing Association, 2004). Furthermore, any brand values and manifesto need to be delivered to the key audience in a very direct and impactful way with maximum reach. As a promotional strategy, Integrated Marketing Communication tools serves as a major tools in creating product awareness and condition the mind of potential consumer to take eventual purchase decision (Kotler, Keller, & Koshy, 2009). Advertising and promotion are, too often, the very last things marketing or brand managers think about, after product development, market testing, business analysis, production planning, material sourcing, distribution and so on. Yet it is a mistake to assume that the sequence of managerial activities involved in bringing a market offering to the consuming public reflects their relative importance (Hackley, Hackley, 2013). Habesha Beer uses concepts of IMC to improve the sale performance through brand awareness and building equity of the brand. The company was expending 3.2% of the revenue for marketing communications through advertising, sales promotion and personal selling. But effectiveness of the strategy in respect to its objectives and awareness of the brand were not identified. Therefore, this study found that it

is important to identify the marketing communication activities used by the company have effect on brand awareness of Habesha Beer.

According to Vivekananthan (2010), the main objectives of marketers are getting new consumers and retaining the existing ones to increase their market share and sales volume. Ethiopian companies were spending large amounts of money for production and air time especially with TV advertisements because they want to keep their products or services at the forefront of consumers' minds and TV advertisements have proven to be a successful tool for the communication of products and services. For brands that relied on advertisement to introduce their brands is going to be difficult and time taking until they figure out a different set of tools or methods that will build top of mind awareness of their brand as advertisement did. A recent development embarked by the government and enforced and monitored mainly by a branch of the government known as Ethiopian Food and Drug Authority has enforced and continues to monitor any promotion of alcoholic beverages in Ethiopian traditional media landscape mainly such as TV, Radio, Billboards and some restrictions regarding on-trade practices. This will have a serious repercussion for already existing brands as well as any new alcoholic brands that are planning to enter the market. For any companies that rely heavily on traditional media as a sort of delivering their brand messages to create awareness and visibility will not only affect their sales gradually it will also impact marketing and brand performance indicators for the brand for existing brands.

The current ban of TV, Radio, and Billboards restricts brands to take this into effect and cripples them from achieving the mass reach. In the beer industry in Ethiopia it is evident that the market for manufacturers is very fierce and the choice for the consumers are very plenty. When it comes to brands that are coming in new to the market they will have an even bigger challenge in persuading consumers in preferring their brands over the others or even worse not being recognized or thought of during purchase to have existed in their respective categories. Apart from other alcoholic beverage companies Habesha Beer mostly relays on TV advertisement to create top of mind awareness to its consumers. Although the banning of advertising and promotion happened 6 months ago and there is shortage of research done on this area. , this research tries to study the effect of Integrated Marketing Communication on Brand Awareness of Habesha Beer.

Most researchers such as Aaker, 1991; Lattin & Bucklin 1989; Ciandon 1995; Keller 2005; C.R.Clark 2009 argues that advertising is useful in building brand awareness and brand equity. Advertising is seen as one of the most important means of establishing brand awareness and they have further argued that advertising is important to build consumer perception in different dimensions. There was also a study on Coca cola that argues the IMC strategy is successful in creating brand awareness among consumers in many countries in the world. Another research on beverage industry in Pakistan in 2014 by three researchers concludes that effective advertising has a moderate effect on brand awareness. Other studies have confirmed that promotional actions have no negative effect on brand image (neslin & shoemaker, 1989,; Davis 1992 and sometimes promotional marketing might even be beneficial for brand (Lee & Staelin, Boulding, 1994) some others argue that the effect of promotions may depend on the promotion type or the product category (Montaner & Pina, 2008) Limited research studies have been done on examining the effect of personal selling on brand awareness. Most research studies were done on the effect of advertizing, sales performance or promotion on brand equity & consumer preference and not as much on brand awareness. Therefore, study investigated the gap created by the limited scope of previous researches on aggressing the effectiveness of integrated marketing communication elements on brand awareness of Habesha beer.

Some studies were conducted to identify the effect IMC on brand awareness. They have followed different methods and come-up with various findings. Mainly, the components of IMC used by the studies differ despite the standardized components of IMC; Advertising, Sales promotion, Public relations, Personnel selling, and Direct Marketing (Brassington and Pettitt, 2000). In addition, majority of the studies; Aaker, (2010), Luo & Donthu, (2006), Lim, (2010) were analyzed based on descriptive methods. Further, participants in the study vary; some studies using employees and others using consumers of the products. Ateke, B. W., & Nwulu, C. S. (2017), Koniewski, (2012); Yaseen et al, (2011); Romaniuk et al, 2004; Kim et al, (2013).

Based on the preliminary survey of the researcher, Habesha Beer is very common in marketing and preferred by the consumers. Is this caused because of IMC of the company or other factors? As a result, this study was conducted to identify the effect of IMC elements on brand awareness of the brewery. This study includes the geographic are (Addis Ababa) where beer is highly sold in the country. Among the IMC strategies, advertising, sales promotion, & personal selling are

mainly used by the company to introduce the beer. This study is conducted with strong theoretical ground of IMC. To come up with stronger generalization the study has followed econometric method. Therefore, based on this gaps it is important to conduct further studies that come-up with better generalization. As a result, this study was conducted by using consumers of beer and relevant components of IMC for Habesha Beer; advertising, sales promotion and personal selling

1.3 Research Questions

- How does advertising affect brand awareness of Habesha Beer?
- What is the effect of sales promotion on brand awareness of Habesha Beer?
- How does personal selling affect brand awareness of Habesha Beer?

1.4 Objective of the study

1.4.1 General Objective:

The general objective of the study is to assess the effect of IMC (Integrated Marketing Communication) elements on brand awareness in case of Habesha Beer.

1.4.2 Specific objectives:

The specific objectives of the study include:

- To identify the effect of advertising on brand awareness of Habesha Beer;
- To examine the effect of sales promotion on brand awareness of Habesha Beer; and
- To analyze the effect of personal selling on brand awareness of Habesha Beer;

1.5 Significance of the study

The rationale for this research study is to analyze the effect of IMC elements on the brands awareness and the purchase readiness of consumers in the beer category. The research also tries to study how the ban on alcohol advertising could affect the level of awareness for a brand. To research the difficulties for new entrants to introduce themselves properly, including how they

can upgrade themselves to the new digital age and leverage a one to one connection with consumers.

1.6 Scope of the study

The study focuses on exploring the effect of Integrated Marketing Communication elements on brand awareness of Habesha Beer as a case study. The general definition of Integrated Marketing Communication spans to cover a wide spectrum of promotional tools. But this research strictly concerned itself with investigating three IMC tools (Advertising, Sales Promotion, & Personal Selling) and their effect on brand awareness. Ban of promotion on alcoholic brands and its impact on brand awareness are studied among these customers and only from the consumers of this geographic market location. And there of, the findings of the study can only be applicable in the beer market of Addis Ababa.

1.7 Limitation of the Study

This study was conducted by using questionnaire as only method for data collection. The main limitation of the study was failing to include other data collection methods such as interview and focus group discussions that can provide detailed information on the findings of the study. In addition, the study failed to include secondary data that can support finding through primary sources. Finally, the study has limitation of focusing only in Addis Ababa that limits generalization of the findings.

1.8 Definition of Terms

A. Integrated Marketing Communication

IMC is comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact.

B. Brand Awareness

Brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category (Aakar, 1991).

C. Advertising

Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future.

D. Sales Promotion

According to Anuraj (2018) sale promotions are short term promotional techniques to induce the customers to respond for the new product in market or the product that have not received the lots of attention.

E. Personal Selling

Kotler and Keller (2014) defines personal selling as face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

1.9 Organization of the Study

The study is organized into five chapters. Chapter one outlines the background of the study, statement of the problem, objectives of the study, research questions, scope of the study, significance of the study and limitations of the study. Chapter two, presents the review of related literature that deals with the concept of theoretical framework, empirical studies, and conceptual framework. Chapter three is about the methodology of the study. Chapter four is about data analysis result and discussions. And the last chapter, focuses on the summary of major findings, conclusions and recommendations.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical Review

This presents the review of literature related to the impact of The Effect of Integrated Marketing Communications elements on Brand Awareness. It defines key concepts, followed by theoretical perspectives, empirical studies and conceptual frame work of the study.

2.1.1 Brand Awareness

According to the American Marketing Association (2004), a brand is 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 differentiate them from those of competition. Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. In fact, many practicing managers refer to a brand as more than that as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace (Kotler, Keller, Koshy, 2009).

A brand is not just a name or a symbol, but really that stands for image, thought, feelings and more. There are a set of intervening variables in branding, which include brand awareness, brand comprehension, brand image and personality, brand attitude, associating feelings with brands or user experiences and complex models (Aakar, 1996). In brief, brands are the level of awareness of consumers for enterprises’ products. It is an evaluation of the value of a business and its products, service, culture. It is a trust established between consumers and enterprises.

Awareness describes people’s perception and cognitive reaction to a condition or event. Awareness does not necessarily imply understanding as it is an abstract concept. Awareness may be focused on an internal state, such as an instinctive feeling, or on external events such as sensory perception. Brand awareness is the ability of prospective buyer to identify that a brand is a component of a certain product category (Aakar, 1991). Moreover, brand awareness is one significant role in consumer decision making as it accentuates the brand to enter consideration set, to be used as a heuristic and the perception of quality (Macdonald & Sharp, 2000).

According to Percy and Rossiter (1992) there are two types of awareness; *brand recall* and *brand recognition*, that operate in fundamentally different ways in the purchase decision. Brand recognition requires that consumers can differentiate the brand as having seen or heard it previously. For Brand recall it relates to consumers ability to remember the brand from memory given the product category. The more consumers experience the brand by seeing it, hearing it or thinking about it the more they will have a strong memory for it. Due to familiarity and frequent exposure brand recognition is more effective than brand recall.

2.1.2 Promotion

Promotion is one of the primary elements used in the marketing mix. Thus, promotional efforts should work in harmony with product marketing, pricing, and distribution actions that target prospects and customers. When assembling a promotional plan, marketers typically employ one or more of the following five promotional subcategories: personal selling, advertising, sales promotion, direct marketing, and publicity (or public relations) (Lumen learning, 2019). These communication tools serve as tactics within the promotional plan to accomplish objectives such as: increasing sales, launching new products, creating and building brand equity, establishing market positioning, retaliating against competition and strengthening brand image. As organizations implement their promotional plan, they also seek to educate consumers, increase consumer demand, and differentiate their products and services in the marketplace.

2.1.3 Advertising

Katke, (2007) defines Advertisement as an effective way to influence the mind of viewers and gives viewers' exposure towards a particular product or service. Advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Advertising play an important role in business demonstration and is a useful instrument to attract and influence customers. Arens, (1996) define advertisement as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process. According to Dunn & A Barban. (1987) viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform

or persuade members of a particular audience. Nowadays, advertising has become one of the crucial commercial activities in the competitive globalized business environment. In the present digital world, everything like culture, habits of the people, technology and etc. are on their way to becoming globalized. The fast tempo of globalization is thus minimizing the distance among customers.

Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. But when we go into the depth; advertising serves the source to persuade or attract customer about the product to do a certain action which is usually to purchase a product. One of the main roles of advertising is to create brand awareness, in order to increase the top of mind awareness in the consumers to choose the brand easily. Even though advertising is an admirable tool for creating brand awareness it needs the support of other marketing programs or different marketing activates to be converted in to an actual sales

2.1.3.1 Types of Advertising

Advertising is categorized into two: traditional and non-traditional. Traditional advertising is what most people think of when talking about advertising or marketing. This includes the “usual” venues for media placement, such as newspaper, radio, broadcast television, cable television, or outdoor billboards. Typical collateral materials needed for your business; like stationery, business cards, or brochures that would also fall under traditional advertising. These are the products that people normally expect from an established business, and are useful for building your business’ brand, identity, and image. Traditional advertising is usually well-established and easy to place. It’s also very measurable in terms of viewership and who sees your ad. However, it also can become expensive, especially in larger markets, and it is often more regulated. A traditional ad must often meet the norms and standards of the media in which it is placed.

Non- traditional advertising can encompass a variety of efforts and methods of getting your message seen. Unlike traditional advertising, non-traditional advertising often involves utilizing an unusual or uncommon advertising space or method. Although the Internet is largely

mainstream, its use and some advertising methods online are still considered non-traditional advertising. Google ads, for example, or banner ads, help businesses reach potential buyers that they may have otherwise missed without a non-traditional web presence. Also included under non-traditional advertising are approaches such as mobile advertising, aerial advertising, placards, guerilla marketing, buzz agents, flyers or other literature distributed in unusual places or circumstances, blogs, YouTube videos, t-shirts, magnets or other promotional items handed out to potential clients, wall murals or vehicle wraps, and myriad other things. Non-traditional advertising works well for people with a limited budget and an audience that could be easily reached through a means of communication other than TV, radio or newspaper. It's an effective method of displaying your message and making it more memorable because of the unusual way in which it may be shown. It is useful for a targeted audience and can often be less expensive than traditional advertising. However, it is also difficult to measure and may require more time to organize or place a campaign.

2.1.3.2 Methods of Advertising

Media used for Advertising includes television, radio, print media, internet (online), outdoor and celebrity. Television advertising is one of the most expensive types of advertising; networks charge large amounts for commercial airtime during popular events. TV has the most effective impact as it appeals to both eye and the ear. A best way to promote products and services in front of millions of consumers is Television Advertisement. It influences the buying behavior of the consumers with effective and efficient manner (Abideen & Saleem, 2011). Television has an extensive reach and advertising this way is ideal to cater a large market in a large area. Television advertisements have the advantage of sight, sound, movement and color to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works (Business.qld.gove.au, 2016). Producing a television advertisement and then buying an advertising slot is generally expensive. Advertising is sold in units (e.g. 20, 30, 60 seconds) and costs vary according to: the time slot, the television program, and whether it is metro or regional.

As compared to other advertising medium, radio advertising has many advantages over other media, including cost and efficiency, selectivity, flexibility, mental imagery, and integrated marketing opportunities. Cost and efficiency is one of the main strengths of radio as an

advertising medium is its low cost. Radio commercials are very inexpensive to produce. They require only a script of the commercial to be read by the radio announcer or a copy of a prerecorded message that can be broadcast by the station (Belch & Belch, 2001). O'Guinn, Allen and Semenik (2000) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes. They also realized that beyond its being cheap this broadcast method has a high degree of audience selectivity which may be based on geography, demography and other socioeconomic classification parameters.

The Print Media Advertising include Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Kotler, 2000).

Internet (on-line) Advertisements is conducted by using Internet is the most recently advanced form of media. Internet has also brought about a lot of changes in advertisings. Internet means that one is catering to a select group of audience rather than a mass audience. (Stone, 1982). It involves advertising through emails, search engines, social media advertising and many types of display advertising like banner advertising etc. Online advertising is a large business and is widely used across all industry sectors.

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoor. There are many ways to advertise outside and on-the-go. Outdoor billboards can be signs by the road or hoardings at sport stadiums. Transit advertising can be posters on buses, taxis and bicycles. Large billboards can get your message across with a big impact. If the same customers pass your billboard every day as they travel to

work, you are likely to be the first business they think of when they want to buy a product (Business.qld.gov.au, 2016). Even the largest of billboards usually contain a limited amount of information; otherwise, they can be difficult to read. Including your website address makes it easy for customers to follow up and find out more about your business. Outdoor advertising can be very expensive especially for prime locations and supersite billboards.

According to O'Guinn et al., (2000) using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements. Although the audience is getting smarter and smarter and the modern day consumer is getting immune to the exaggerated claims made in a majority of advertisements, there exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products.

2.1.3.3 Importance of Advertising

Advertising's corporate influence can spread far beyond the brand. As a device of marketing strategy, advertising and promotion can also be both subtle and precise. The UK Institute for Practitioners in Advertising (IPA) claims that among other business aims, advertising can (Hackley & Hackley, 2018): Defend brands against own-label growth, Effect change internally as well as externally to the company, Increase the efficiency of recruitment, Transform entire businesses by generating new markets for a brand, Revitalize a declining brand, Reinvigorate a market, Stop line extensions cannibalizing existing sales, Change behavior, Influence share price, Make other communications more cost-effective, Generate rapid sales increases, Increase growth of a mature brand in a declining market, and Address crises in public relations.

Advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives. Advertising assumes real economic importance too (Belch & Belch, 2001). Advertising is the best known and most widely discussed form of promotion because of persuasiveness (Kotler, Keller, Koshy, 2009).

The role of advertisement changes into what the organization wants them to do. An organization uses the advertising to help them survive from the impacts of economic trends. Still, the

economists views that the advertising plays a significant effect on the consumer behavior and in a long process, the advertising can lead the organization to competition. Based on the understanding regarding the advertising, the approach rooted in the organization's search for the right answer on the effect of the competition. Consequently, the accepted basic role of the advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver the consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Vivekananthan, 2010).

2.1.3.4 Criticism of Advertising

Advertising is the most visible activity of business. What a company may have doing privately for many years suddenly becomes public the moment it starts to advertise. Advertising is widely criticized not only for the role it plays in selling products or services but also for the way it influences our society. As a selling tool, advertising is attacked for its excesses. Some critics charge that, at its worst, advertising is downright untruthful, and at best, it presents only positive information about products. Others charge that advertising manipulates people psychologically to buy things they can't afford by promising greater sex appeal or improved social status. Still others attack advertising for being offensive, in bad taste, or simply too excessive (Arens, 1996).

Advertising is superficial. The basic criticism of advertising here is that it frequently carries little, if any, actual product information. What it does carry is said to be hollow ad-speak. Ads are rhetorical; there is no pure "information." All information in ads is biased, limited, and inherently deceptive. Advertising wastes resources and only raises the standard of living for some. One of the traditional criticism of advertising is that it represents an inefficient, wasteful process that channels monetary and human resources in a society to the "reshuffling of existing total demand," rather than to the expansion of total demand. Advertising thus brings about economic stagnation and a lower standard of living (O'Guinn, Allen, Semenik, 2000).

The content of the adverts stand out and are part of a very aggressive marketing strategy which might be interpreted as unethical. For instance, when we see the advert of "Meta" beer in all types of Medias, the advert states that Meta Beer is a "Lion Beer". The advert of "Habesha" beer states that "Habesha" beer is a cold gold. Here, we may ask a query that: how could a Beer looks

like a lion and a cold gold? In fact, most of the alcohol manufacturers have transmitted such kinds of unethical advertisements so as to attract the youth under 18 years old to drink alcohol and finally to maximize their profit. Hence, it is possible to argue that most of the Ethiopian alcohol manufacturers neglect their corporate social responsibility since they are not willing to protect the youth under the age of 18 years by preventing their access to alcoholic drinks (Workeneh, 2017).

2.1.3.5 Advertising and Consumer Behavior

A firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications (Arens, 1996).

Information search is one part of the decision making process, consumers search for information to make decisions, the source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The process of how an individual receives, selects, organizes and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure, selective attention, selective comprehension and selective retention. Thus the advertising campaign can certainly affect the perception process (Belch & Belch, 2001).

2.1.3.6 Media Alcohol Advertising in Ethiopia

Television was mentioned as the primary media for alcohol advertising, followed by radio, newspapers and magazines. Local beer brands are the most widely advertised followed by wine. Advertising for strong alcoholic drinks (e.g., spirits) were not observed by the participants. Alcohol ads were described as lengthy, unprofessional, overly dramatized, lacking audience segmentation and specification and largely unethical. Alcohol is portrayed as boosting success in business, a sign of modernity and indispensable for successful social and cultural events. In addition, advertisements are aired during televised sporting, musical and other events where even the very young make up the audiences.

Ethiopia introduced code of conduct that regulates the contents and presentations of advertisements under the proclamation no. 759/2012 lately in 2012. According to the proclamation no. 759/2012, content and presentation of advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements; respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct.

The Ethiopian parliament introduced a bill called the “Food and Medicine Administration Proclamation” in February 2019. This bill restricted smoking in all indoor workplaces, as well as public places and public transportation and introduced higher alcohol taxes, as well as advertising bans on alcohol products.

Core elements of the new alcohol control were ban on alcohol promotion on broadcasting media outlets; and introduction of legal age for alcohol consumption as 21 years. The first draft of this bill had lighter restriction on broadcast ad ban on alcohol products. The draft only restricted advertising alcohol beverages with over 10% alcohol volume, between 9:00 PM and 6:00 AM. This was amended to ban advertising of all alcoholic beverages between 6:00 AM and 9:00 PM. This ban was hard won with both the alcohol industry and media stations opposing its implementation in fear of losing profits. However, the government continues to prioritize public health over industry profits, as provisions relating to labeling of alcohol products.

2.1.4 Sales Promotion

Peattie & Peattie, (1994) defines sales promotion as marketing activities usually specific to a period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits. According to Anuraj (2018) sale promotions are short term promotional techniques to induce the customers to respond for the new product in market or the product that have not received the lots of attention. The promotional activities are used to increase the sales of the product rather by attracting new customers or by retaining old customers by various means. The sales promotion is directly deal with product

purchasing, enhancing the value of the product either reducing the overall cost of the product or by adding more benefit to the regular purchasing price.

Sales Promotion is type: Consumer Sales Promotion and Trade Sales promotion. The Consumer Sales Promotion targets the end customer. This tool is used to attract customers or patronize the specific shops or retails to introduce new products or existing products. It is usually done with view draw the attention of customers to retail stores. To stimulate immediate sales, the Trade Sales promotion focuses on organizational customers. Wholesalers, retailers and other organizational groups are offered a wide array of sales promotion devices such as trade allowances or short term incentives to encourage retailer to stock up on a product, dealer loaders incentivizing product purchase and display, trade contests for selling the most product, point-of-purchase displays to create impulse buying and spiffs or bonus commissions on certain products and trade or functional discounts paid to distribution channel members for conducting sales and special events.

The importance of sales promotion has increased with the increasing competition globally. The reason for increasing importance of the sales promotion is the changing marketing environment as promotional activities with the new and creative ideas flowing for the favorable sales and future expansion of the sales. It has become the part of the marketing strategy for the survival at any obstacles or with the new birth of products or brands. The sales promotion has become as equal important to the advertising. Reasons for rapid growing importance of sales promotion are changing customers markets (Peattie & Peattie, 1994).

According to Kotler and Keller (2014), unlike advertising and personal selling, sales promotion has short impact act as the short-term technique work for the impulsive buying effect on consumers but cannot last long. It is dependent technique and must blend with two promotional ingredients; advertising and personal selling for making its impact. This work as bridge or link for these plus promotional ingredients. It may damage the brand image of the product by creating doubt on the mind of the customers. The consumers may have doubt about the capability of the products with many incentives and concessions for praising. Too much of praising with the other promotional ingredient may dismiss the brand image of the product.

2.1.5 Personal Selling

Kotler and Keller (2014) defines personal selling as face-to-face interaction or contact with one or more prospective purchasers or consumers for the purpose of making presentations, answering questions, and procuring orders by creating a great and trustworthy relationship. Selling, the art of persuasion, is defined as a one-on-one interaction whereby a tangible or intangible item of value is exchanged for a different item, usually with money in an amount of equal or greater value of the item being sold. Selling is part of the promotional mix. It is systematic, repetitive, and measurable. When properly analyzed, sales data will offer objections to overcome and help to predict sales patterns and projection.

Personal selling consists of 6 elements: face to face interaction, persuasion, flexibility, promotion of sales, and mutual benefit. Face-to-Face interaction states personal selling involves a salesmen having face-to-face interaction with the prospective buyers. The Persuasion is about personal selling requires persuasion on the part of the seller to the prospective customers to buy the product. Therefore, salesman must have the ability to convince the customers so that an interest may be created in the mind of the customers to use that product. Flexibility indicates an approach of personal selling is always flexible. Sometimes salesman may explain the features and benefits of the product, sometimes give demonstration of the use of product and also faces number of queries from the customers. Looking into the situation and interest of the customers, the approach of the salesman is decided instantly. The ultimate objective of personal selling is to promote sales by convincing more and more customers to use the product. Personal selling provides various information to the customers regarding availability of the product, special features, uses and utility of the products. So it is an educative process. Mutual Benefit is a two-way process. Both seller and buyer derive benefit from it. While customers feel satisfied with the goods, the seller enjoys the profits.

Personal Selling is extremely important as it helps in increasing sales. But there are other features as well which make it important. It is important for both manufacturer and the customers. For the manufacturers it creates demand for products both new as well as existing ones; it creates new customers and, thus help in expanding the market for the product; and it leads to product improvement. While selling personally the seller gets acquainted with the choice

and demands of customers and makes suggestions accordingly to the manufacturer. For the customers personal selling provides an opportunity to the consumers to know about new products introduced in the market. Thus, it informs and educates the consumers about new products. It is because of personal selling that customers come to know about the use of new products in the market. The sellers demonstrate the product before the prospective buyers and explain the use and utility of the products. Personal selling also guides customers in selecting goods best suited to their requirements and tastes as it involves face-to-face communication. Personal selling gives an opportunity to the customers to put forward their complaints and difficulties in using the product and get the solution immediately (Anuraj, 2018).

2.1.6 Creating and maintaining brand awareness

Belch & Belch, (2001) suggested that brand advertising can increase the probability that a consumer will include a given or a preferred brand in his or her bucket list. Brand-related advertising expenditure has a positive effect on brand awareness levels and having frequent brand exposure in different stores will also increase consumers ability to remember and recall the brand.

To increase the chance of a product's acceptance by the market, it is important to create high levels of brand awareness as early as the brand's life-cycle. To achieve top-of-mind awareness, marketers have traditionally, relied on intensive advertising campaigns, especially at the time of a product launch (Belch & Belch, 2001)). To be fruitful, an intensive campaign would be used to expose the brand to the consumers by being highly visible and frequently. Even though, main media advertising, was seen as the most cost efficient means of reaching large audiences with the relatively high frequency it was very expensive and could not last for a longer time. Alhaddad (2015) indicates that advertising plays a good source of meaning and identity for a brand by enhancing brand awareness and brand image in social media.

2.1.7 Theoretical Framework

2.1.7.1 AIDA Theory

The AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between

consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). It explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favorable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). Organizations that are creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market. Therefore, adoption of the theory by firms promotes tremendous growth of the companies in terms of client base and revenue (Aaker and Joachimsthaler, 2000). They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000).

2.1.7.2 The hierarchy of effects

The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference and purchase. Customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button.

Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003).

Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch and Belch, 2003). This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander and Schouten, 2002).

Brand awareness is a standard features of group of models known as hierarchy of effects models. Hierarchical models are linear sequential models built on as assumption that consumers move through a series of cognitive and affective stages, beginning with brand awareness (or category awareness) culminating in the purchase decision (Egan, 2015). In these models advertising and marketing communications operate as an external stimulus and the purchase decision is a consumer response.

The *hierarchy of effects* proposes that customers progress through a sequence of six stages from brand awareness through to the purchase of a product.

Stage 1: Awareness - The consumer becomes responsive of a category, product or brand (usually through advertising)

Stage 2: Knowledge - The consumer studies about the brand (e.g. sizes, colours, prices, availability etc)

Stage 3: Liking - The consumer advances a favourable/unfavourable disposition towards the brand

Stage 4: Preference - The consumer starts to rate one brand above other comparable brands

Stage 5: Conviction - The consumer validates an aspiration to purchase (via inspection, sampling, trial)

Stage 6: Purchase - The consumer purchases the product

All hierarchical models specify creating brand awareness is an essential requirement to brand attitude or brand liking, which helps in creating a high level of awareness at the beginning stage of the product.



Figure 2.1 Court, et al. (2009)

The Hierarchical model gives marketers and advertisers different insight of about the nature of the product starting from an early stage. The insights provides who the target audience are, what message is appealing to them, which media strategy to use. For new coming products, the main advertising objective should be to create awareness with a broad crosssection of the potential market. When the desired levels of awareness have been attained, the advertising effort should shift to stimulating interest, desire or conviction. The number of potential purchaser's decreases as the product moves through the natural sales cycle in an effect likened to a funnel (Court et al., 2009). Later in the cycle, and as the number of prospects becomes smaller, the marketer can

employ more tightly targeted promotions such as personal selling, direct mail and email directed at those individuals or sub-segments likely to exhibit a genuine interest in the product or brand.

2.2 Empirical Studies

Niazi et al. (2011) studied on the effective advertising and its influence on the buyers. The findings of the study revealed that there is huge relationship between advertisement and preference of customer. It also established the relationship between environmental response and customer preference. According to the study, customer are buying products or serves which they see in advertisement more than emotionally.

Lesley & David (2015) assessed the effect of alcohol advertising, marketing and portrayal on drinking behaviour in young people: systematic review of prospective cohort studies, the data from prospective cohort studies suggest there is an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people. Inferences about the modest effect sizes found are limited by the potential influence of residual or unmeasured confounding.

Grube and Wallack (2014) study looked into connections between awareness of alcohol advertising and their knowledge and beliefs about drinking. In this study, based on a random sample of 468 fifth and sixth graders, the researchers ascertained the students' awareness of alcohol advertising by presenting the students with a series of still photographs taken from television commercials for beer. In each case, all references to product or brand were blocked. The researchers asked the children if they had seen each advertisement and, if so, to identify the product being advertised. The investigators found that the children who were more aware of advertising had increased knowledge of beer brands and slogans as well as more positive beliefs about drinking.

Tucker (1985) identified an effect of IMC on brand awareness of beverage companies in Nigeria. The study opined that those with higher levels of awareness of alcohol advertising were slightly more likely to say that they intended to drink as an adult. The positive links between awareness of advertising, knowledge of beer brands and slogans, and beliefs about drinking were maintained even though the researchers accounted statistically for the possibility that prior

beliefs and knowledge could affect the children's awareness of the advertising. The researchers thus suggested that awareness of alcohol advertising predisposes young people to drink, rather than the other way around. The investigators were careful to note however, that longitudinal studies, which track changes in a group over time, would be necessary to establish the causal nature of the relationship with more certainty.

2.3 Conceptual Framework

The conceptual framework consists of three independent variables that are components of Integrated Marketing Communications; advertising, sales promotion and personal selling; one dependent variable (brand awareness).

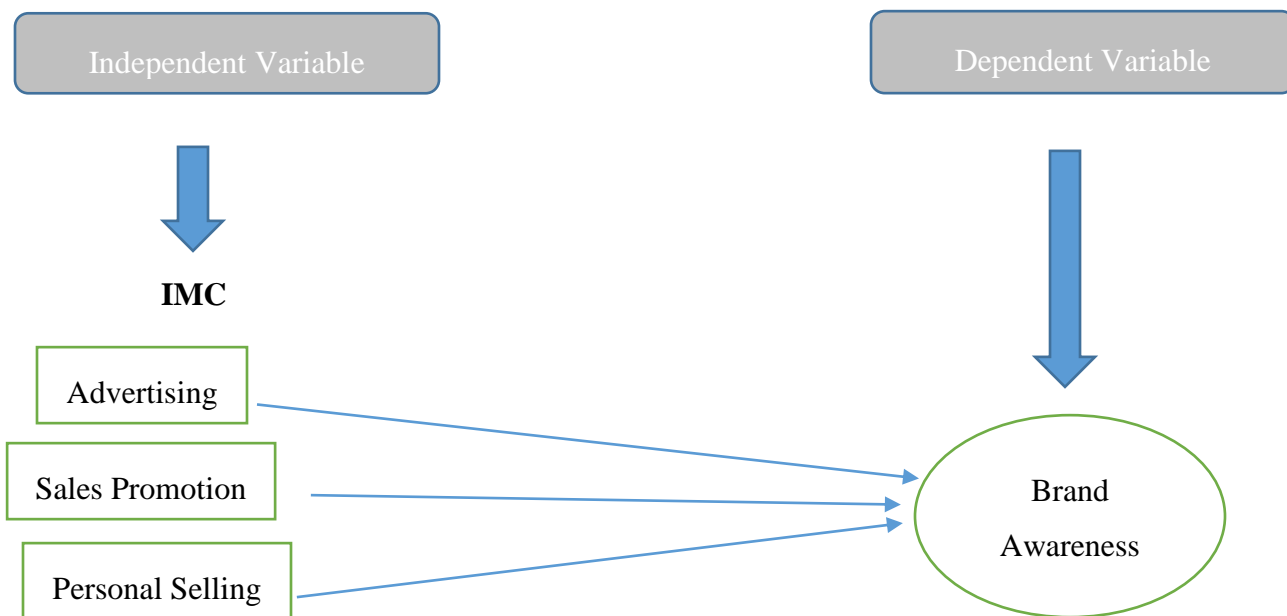


Figure 2. 2 Conceptual Framework of the research, Kotler & Keller, 2012

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

A research design is the planning of circumstances for gathering and examination of data in a manner that aims to combine significance to the research purpose with economy in procedure. The goals of scientific research are to answer questions and acquire new knowledge (Geoffrey et al., 2005). The research design for this study has followed cross-sectional survey method. In cross-sectional surveys, both independent and dependent variables are measured at a similar time using a single questionnaire. Along with the cross sectional nature of this study, the study has employed descriptive research design and explanatory research design. Explanatory research answer question overlooked in descriptive research i.e. the why question. It aims at establishing the cause and effect relationship between variables (Kotler, 2004). Descriptive research is used to describe some aspect of a phenomenon, i.e. the status of a given phenomenon. It can help understand a topic and lead to causal analysis. It aims to describe the as it exists and interpret what is (Kotler, 2004). The descriptive design is intended to show the practices of decision making and performance of the employees by using descriptive statistics such as frequencies, percentage, and mean. Further, explanatory design is intended to examine the association between the decisions making of the managers on performance of the employees by using Regression analysis.

3.2 Research Approach

When starting up research it is important to choose a proper approach in which to collect data. To achieve the objective of this study, the researcher has followed a quantitative research approach from the survey takeout. According to Kothari (2005), quantitative research is used to investigate quantitative properties and phenomena and their relationship. Hence, it involves surveys and experiments used to test hypotheses with a view to infer from the particular to the general. In order to better understand the effect of Integrated Marketing Communications elements Quantitative research method was used. Quantitative research method examines the relationship between variables and tests the hypothesis. It places greater emphasis on the

numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). The research design for this study is explanatory in nature. In order to accomplish that well defined research problem has to be done and hypotheses need to be stated. The quantitative data was generated by using structured questionnaire. Therefore, in terms of approach, this study has employed quantitative method while conducting the study.

3.3 Sources of Data

Both primary and secondary sources of data were used in conducting the research. According to (Malhotra & Briks, 2007), primary data are used for the specific purpose of addressing the problem at hand. Primary data, being the most significant will be gathered through structured questionnaires.

Secondary data is data that is collected for some purpose other than the problem at hand (Malhotra & Briks, 2007). As a rule, stated by (Malhotra & Briks, 2007), “examination of available secondary data is a prerequisite to the collection of primary data. Start with secondary data and proceed to primary data only when the secondary data sources have been exhausted or yield managerial returns.” Thus, this study has conducted and analyzed primary data with the rationale of the secondary data.

3.4 Target Population

Hair et al., (2010) states target population as a specified group of people or object for which questions can be asked or observed to collect required data structures and information. The study takes on the beer industry in Ethiopia, Addis Ababa, to study the effect of integrated marketing communication elements on brand awareness of Habesha beer. The target population chosen for the study is defined based on the nature and objective of the study. This are defined as all the consumers or beer drinkers found in Addis Ababa which are 21+. Therefore, the study population included all the customers of the beverage company in Addis Ababa which were uncountable

3.5 Sampling Technique

Sampling is a strategy used to select elements from a population (Dattalo, 2008). The sampling method that was used in this research is convenience sampling, in which subjects were selected randomly to participate from randomly selected areas in Addis Ababa.

The finding or the search of respondents is fully based on convenience sampling whereby respondents are targeted through the selection of areas with establishments in Addis Ababa that are thought to have big foot traffic areas (Saris, Bole, Kazanchis, Piassa, Kality) through the researcher observation.

3.6 Sample size

According to Alreck & Settle (2005), sample size is determined after considering statistical precision, practical concerns and accessibility of resources. There is no a single and precise way to determine size of sample; hence there are a number of variations on deciding on sample size determination. The population of this research is basically all the general public of Addis Ababa, that are over the age of 21 and that consume beer. But, since assuming everyone drinks beer being irrelevant the number of people that are consumers of beer is not well known, so the target population number is unknown. So, to find out the sample size when the population is unknown the sample size was determined with the use of Top man formula as presented below (Hair, Busch, Ortinau, 2000).

$$N = Z^2 PQ / E^2$$

Where: n= required sample size

Z= degree of confidence (i.e. 1.96)²

$$Z = (1.96)^2$$

P= probability of positive response (0.5)

$$P = 0.5$$

Q= probability of negative response (0.5)

$$Q = 0.5$$

E= tolerable error (0.05)

$$E = (0.05)^2$$

$$n = 1.96^2 \times 0.5 \times 0.5 /$$

$$(0.05)^2$$

$$= 3.84 \times 0.25 / 0.0025$$

n= 384 (sample size)

3.7 Data collection instrument

The study has analyzed based on the data that was collected from primary sources through questionnaire. The study has used questionnaire as a quantitative data collection instrument although this study was supported by both theoretical and empirical literatures and secondary data, the researcher has used primary data to achieve aforementioned objectives and to answer research questions.

Questionnaires are extremely flexible and can be used to gather information on almost any topic involving large or small numbers of people (Catherine, 2007). The primary data for this study was gathered through a structured questioner that is clear with basic questions for anyone to understand.

The research tool was created in the form of questionnaires, and it was divided into three parts; the first part is about the demographic information of respondents and the second part is about integrated marketing communications practiced in the company that is adopted adapted from theories by Kotler and Keller (2012). The part three is about Brand awareness that adapted from Aaker (2008). The instrument was developed by using 5-point Likert Scale measurement. The options on the scale are as follows: 1--Strongly Disagree, 2-Disagree, 3--Neutral 4-- Agree, and 5--Strongly Agree.

3.8 Data collection procedure

The procedure in distributing and collecting the questioner were done face to face contact with consumers of beer. They were handed out the questioners at the places they were enjoying their preferred beer brands and asked to participate in the study. Due to the recent situation we are facing (COVID 19) the researcher was very careful and following all the rules and protocols not

to have close contact with the consumers. The questioners were handed to the consumers by keeping 2 meter distance and by using hand sanitizers every time there was contact.

The areas that were selected for the study are seven in total and the number of establishments varied from area to area and this was done based on random selection of areas that have a high traffic of beer consumers.

3.9 Method of data analysis and interpretation

The data that was obtained through questioner survey was analyzed by using Liner regression to understand the relationship between the Independent variable and dependent variable to descriptive statistics for demographic, Frequency, mean and standard deviation and inferential statistics: Correlation (Correlation analysis is used to understand the nature of relationships between two individual variables). Regression (Regression analysis is a quantitative research method which is used when the study involves modelling and analyzing several variables, where the relationship includes a dependent variable and one or more independent variables), and ANOVA (determine the influence that independent variables have on the dependent variable in a regression study). Least Square Method (OLS) was used to estimate the effect of IMC on Brand Awareness that the estimation followed mean scores as a data value.

The results of the regression analysis by using OLS method are presented as follows by adopting linear model;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \varepsilon_i$$

Where Y is dependent variable which is explained by the independent variables, β_0 is constant, $\beta_1 \dots \beta_n$ are the coefficient of the independent variables X_1 to X_n . ε_i is an error term.

Specifically, model for this study can be expressed as follows;

$$BA = \beta_0 + \beta_1 Ad + \beta_2 SP + \beta_3 PS + \varepsilon_i$$

Where,

BA = Brand Awareness, AD = Advertising, SP = Sales Promotion, PS = Personal Selling

3.10 Validity and Reliability Analysis

3.10.1 Validity

Bryman & Bell (2007) defined validity as the amount to which instrument of data collection measures what it is proposed to measure. The central concern of measuring validity is if it actually measures the concepts. There are numerous ways of creating validity such as content validity; convergent validity; concurrent validity; predictive validity; construct validity; and convergent validity. This study addressed content validity through the review of literature and adapting instruments used in former studies.

3.10.2 Reliability Analysis

Reliability is concerned with the consistency of a test, survey, observation, or another measuring device. The level of reliability of the instrument or study specifies the consistency of the variables. The reliability of the questioner was tested using Cronbach' alpha. Cronbach's alpha is an index of reliability allied with the variation accounted for the true score of the underlying construct and it can only be measured for variables which have more than one measurement question. 0.5 is a sufficient value, while 0.7 is a more reasonable value.

Table 3. 1 Reliability Statistics

Variables	Cronbach's Alpha	N of Items
Advertising	.762	6
Sales Promotion	.832	4
Personal Selling	.906	4
Brand Awareness	.721	6
Overall Reliability	.894	20

Source: Survey, 2020

As showed in the table 3.1 above, all Cronbach's alpha indexes are above 0.7 signifying that the variables are consistent.

3.11 Ethical Considerations

Every person involved in the study was eligible to the right of privacy and dignity of treatment, and no personal harm were triggered to subjects in the research. The consumers used were also given some information on how to take care of themselves during this pandemic (making sure to sanitize or clean the beer bottle or glass before use, to keep distance from other consumers while enjoying their beers and to be cautious of their surroundings and they were also given some pamphlet on how to wash their hands properly. Information that was acquired was held in strict confidentiality by the study. All assistance, cooperation of others and sources from which information was gathered were acknowledged.

CHAPTER FOUR

RESULT AND DISCUSSION

4.1 Introduction

This chapter of the study presents results of data analysis and discussion on the findings. Based on the sample size determined, 384 sample questionnaires were distributed and 274 (71.4%) questionnaires were collected that are usable for data analysis. The first section of the study is about general information of respondents. In the second section, the study presents practices of IMC by using descriptive statistics. The effect of IMC on brand awareness is presented in the third section by using econometric estimations. Finally, the chapter presents discussion on the findings.

4.2 General Information

General information about the respondents is tabulated in table 4.1 below by using frequency and percentage. The study has assessed general information such as gender, age, and education of the consumers of beer.

Table 4. 1 General Information

Variable	Category	Frequency	Percent
Gender	Male	197	71.9
	Female	77	28.1
Age	21 - 30 Years	76	27.7
	31 - 40 Years	181	66.1
	Above 40 Years	17	6.2
Education	Certificate	36	13.1
	Diploma	72	26.3
	Bachelor's Degree	110	40.1
	Master's Degree and above	56	20.4

Source: Survey, 2020

As tabulated in table 4.1 above, 71.9% of the respondents were male and 28.1% were females suggesting that majority of beer consumers in Addis Ababa are males.

Additional general information gathered about the respondents was the age level and this was assessed by using 3 categories; '21-30 years', '31-40 years' and 'above 40 years'. The result of the assessment shows that majority (66.1%) of the respondents are from the age group of 31-40 years suggesting that beer is mainly consumed by population at age category of 31- 40 years. 27.7% of the respondents are from the age group of 21- 30 years. And the rest 6.2% of the respondents were above 40 years. This indicate beer consumption in Addis Ababa is mostly practiced at age from 31 to 40 years.

The study identified three educational levels; certificate, diploma, bachelor's degree and master's degree. As depicted in the table above, 40.1% have bachelor's degree, 26.3% have diploma and 20.4% have master's degree. The result analysis regarding the education level shows alcohol is consumed by population with different education level although it is mainly consumed by consumers with educational level of 'Bachelor's Degree'.

4.3 Perception on IMC Practices

Kotler and Keller (2012) stated that marketing communications notify, convince, and remind consumers directly or indirectly about the products or the brands. They also represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers; and allow companies to link their brands to other people, places, events, brands, experiences, feelings, and things. Consumers can learn who makes the product and what the company and brand stand for, and they can get an incentive for trial or use. Based on these importance, this study has assessed perception of the consumers about marketing communications followed by Habesha Beer. In this section of the study, perception of alcohol consumers about the IMC is presented by using descriptive statistics such as frequencies, percentages, mean and standard deviation. The study included three IMC dimensions; advertising, sales promotion, and personal selling.

4.3.1 Advertising

According to Kotler and Keller (2012) advertising presents and promotes product by an identified sponsor via print media, broadcast media, network media, electronic media, and display media. Effective advertising is characterized by effective media selection, providing clear information, influencing buyers, in relation to belief of the buyers, and better than advertising of its competitors. Recently, Habesha Beer was using majority of these modes of advertising. The perception of the consumers about the advertising of Habesha beer is presented in Table 4.2 below.

Table 4. 2 Perception about Advertising

		Frequency	Percent	Mean	Std.Dev
Advertisement of Habesha Beer is presented in my favorite media	Disagree	11	4.0	3.95	.61
	Neutral	25	9.1		
	Agree	206	75.2		
	strongly agree	32	11.7		
Advertisement of Habesha provide clear information regarding the products.	disagree	45	16.4	3.69	.90
	neutral	33	12.0		
	Agree	159	58.0		
	strongly agree	37	13.5		
Advertisement of Habesha Beer attracts deeply	disagree	14	5.1	3.96	.69
	neutral	28	10.2		
	Agree	187	68.2		
	strongly agree	45	16.4		
Advertisement of Habesha Beer changed my attitude to its products	disagree	42	15.3	3.76	.94
	neutral	36	13.1		
	Agree	141	51.5		
	strongly agree	55	20.1		
Advertisement of Habesha Beer is in relation to my beliefs	disagree	8	2.9	3.93	.55
	neutral	28	10.2		
	Agree	214	78.1		
	strongly agree	24	8.8		
Advertisement of Habesha Beer more interesting than advertisement of other brewery.	disagree	23	8.4	3.86	.79
	neutral	38	13.9		
	Agree	167	60.9		
	strongly agree	46	16.8		

Source: Survey, 2020

As shown in Table 4.2 above, about the presentation of advertising on favorite media of the consumers, 75.2% of the respondents agree and on overall mean score is computed to 3.95 with standard deviation of 0.61. This indicates the company was using favorite media of the consumers. About provision of clear information about the beer, 58% and 13.5% of the respondents agree and strongly agree respectively. As summarized by mean score of 3.69 for overall responses, advertisement of Habesha beer provide clear information regarding the products. The consumers were deeply attracted by advertising of the beer as 68.2% and 16.4% of the respondents agree and strongly agree respectively. The mean score of 3.96 and standard deviation of 0.69 were computed suggesting that advertising of the beer is highly attractive. The advertising of the beer is also characterized by changing attitude of the consumers as shown by mean value of 3.76. Although 15.3% of respondents disagree, majority of the respondents (51.5%) agree and 20.1% of the respondents strongly agree. Perception of respondents about advertising in relation to belief of the consumers is indicated by mean value of 3.93 that suggests the advertising of the beer was highly complying the belief of the consumers. Comparatively, the advertising of the beer is better than advertising of other brewery. As depicted in Table 4.2, 60.9% and 16.8% of the respondents agree and strongly agree that advertisement of Habesha Beer is more interesting than advertisement of other brewery.

On overall, advertising of Habesha Beer is presented in favorite media of the consumers, provide clear information, influenced attitude of the consumers about the beer, in relation to belief of the consumers, and more interesting than advertising of its competitors.

4.3.2 Sales Promotion

Sales promotion represents a variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales reps) (Kotler and Keller, 2012). Based on the characteristics of sales promotion, 4 indicators were assessed by the study. As a sales promotion strategy, Habesha Brewery uses consumer trials. Perception of consumers about the sales promotion of the beer is summarized in table 4.3 below.

As shown in the Table 4.3 below, 51.7% of the respondents were stimulated by the free trials of the beer and 25.5% of the respondents were highly stimulated by the free trials. The mean score is computed to value of 3.9 suggesting that free samples of the beer stimulate free trial.

Table 4. 3 Perception about Sales Promotion

		Frequency	Percentage	Mean	Std. Dev
Free samples provided by Habesha Beer stimulate consumer trial	strongly disagree	9	3.3	3.91	.94
	Disagree	12	4.4		
	Neutral	43	15.7		
	Agree	140	51.1		
	strongly agree	70	25.5		
Sales promotions of Habesha Beer are attractive and enabled to switch brand	strongly disagree	2	.7	3.96	.86
	disagree	18	6.6		
	neutral	42	15.3		
	Agree	140	51.1		
	strongly agree	72	26.3		
Habesha Beer has different products and adds new features to existing products	strongly disagree	2	.7	3.97	.92
	disagree	24	8.8		
	neutral	37	13.5		
	Agree	129	47.1		
	strongly agree	82	29.9		
Sales promotional activities of Habesha Beer appeal to me	strongly disagree	8	2.9	3.54	1.05
	disagree	38	13.9		
	neutral	82	29.9		
	Agree	91	33.2		
	strongly agree	55	20.1		

Source: Survey, 2020

The sales promotion activities of the enabled to switch brand that 51.1% and 26.3% of the respondents agree and strongly agree that free trials are attractive and enabled to switch to Habesha beer. Mean value of 3.97 and standard deviation of 0.92 are computed for availability of other products and addition of new features. But among the indicators of sales promotion, lowest mean score is computed for appliance of sales promotion with value of 3.54.

The overall, performance of the sales promotion indicates that free samples stimulates customer trial, attractive and help brand switch, the company has other products and adds new features to existing products, and the beer appeals good for the consumers.

4.3.3 Personal Selling

Personal selling is a face-to-face interaction or contact with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders by creating great and trustworthy relationship. It is characterized by maintaining good relationship and accepting feedbacks, having good behavior, persuading customers, and considering situations of the customers. The perception of the respondents is summarized in table 4.4 below.

Table 4. 4 Perception about personal selling

		Frequency	Percent	Mean	Std. Dev
Sellers of Habesha Beer maintain a good relationship with customers and accepts feedbacks.	Disagree	30	10.9	3.89	.80
	Neutral	15	5.5		
	Agree	185	67.5		
	strongly agree	44	16.1		
Sellers of the beer have good behavior	disagree	30	10.9	3.85	.77
	Neutral	13	4.7		
	Agree	198	72.3		
	strongly agree	33	12.0		
Sellers of the beer effective in persuading customers	disagree	30	10.9	3.82	.75
	Neutral	17	6.2		
	Agree	200	73.0		
	strongly agree	27	9.9		

Sellers of Habesha Beer adapt and respond based on needs and situations of customer	disagree	29	10.6	3.82	.75
	Neutral	18	6.6		
	Agree	200	73.0		
	strongly agree	27	9.9		

Source: Survey, 2020

As depicted in Table 4.4 above, mean scores computed for indicators of the personal selling were closer to 4.00 suggesting that on overall the respondents agree that Habesha Beer has good practice of personal selling. As shown in the Table 4.4 above, 67.5% and 16.1% of the respondents agree and strongly agree respectively that the seller maintain good relationship and accepts feedbacks. In addition, the responses indicated that the sellers have good behavior; 72.3% of the respondents agree and 12% of the respondents strongly agree. The mean value for the responses is computed as 3.85 suggesting that the sellers have good behavior. Similar to mean score for behavior of the sellers, mean value of 3.82 was computed for effectiveness of the selling persons for persuading customers. As indicated by mean score of 3.82 and standard deviation of 0.75, adapt and respond based on needs and situations of customers. As shown in the Table 4.4 above, 73% and 9.9% of the respondents agree and strongly agree respectively that the sellers adapt and respond based on needs and situations of customer.

4.4 Brand Awareness

This study was mainly conducted to identify the effect of IMC elements on brand awareness of Habesha beer. To meet this objective perception of the consumers was assessed about the marketing communication and brand awareness. In the previous section of the study perception about IMC was presented. This section presents summary on perceived brand awareness about the beer.

Perception of the respondents was assessed based on hierarchy of effects model. It is about the having sufficient detail to make purchase, recalling the brand, having knowledge about the quality of the brand, intention of purchasing the brand, and having an experiencing of purchasing the brand. As depicted in the Table 4.5 below, the mean scores suggest the consumers have awareness about the brand. The highest mean (3.92) is computed for awareness about the perceived quality of the beer that suggests the consumers mainly aware about the beer as it is

quality product. This is confirmed by 78.1% of the respondents as the product is quality and 8.8% of the respondents as the beer is highly quality. On the other hand, least mean score (3.56) is computed for involvement of the company in social activities. The values of descriptive statistics show that the consumers have sufficient detail about the beer, they can differentiate the product from its competitors, they have intention to purchase and they have experience of purchasing the beer.

Table 4. 5 Perceived Brand Awareness

		Frequency	Percent	Mean	Std. Dev
I have sufficient detail to make a purchase of Habesha Beer	disagree	29	10.6	3.82	.75
	neutral	17	6.2		
	agree	201	73.4		
	strongly agree	27	9.9		
I recall the Habesha Beer within different beer products	disagree	29	10.6	3.82	.74
	neutral	18	6.6		
	agree	201	73.4		
	strongly agree	26	9.5		
I have important knowledge about quality of Habesha Beer in relation to its competitors	disagree	8	2.9	3.93	.55
	neutral	28	10.2		
	agree	214	78.1		
	strongly agree	24	8.8		
I have intention to purchase Habesha Beer	disagree	22	8.0	3.87	.79
	neutral	38	13.9		
	agree	167	60.9		
	strongly agree	47	17.2		
I have experience of purchasing Habesha Beer	strongly disagree	2	.7	3.98	.91
	disagree	22	8.0		
	neutral	38	13.9		
	agree	130	47.4		
	strongly agree	82	29.9		

In addition to the consuming the beer, I know involvement of the company in societal aspects.	strongly disagree	6	2.2	3.56	1.02
	disagree	37	13.5		
	neutral	82	29.9		
	agree	95	34.7		
	strongly agree	54	19.7		

Source: Survey, 2020

4.5 Effect of IMC elements on Brand Awareness

This section of the study presents the effect of the IMC elements on brand awareness based on inferential statistics such as correlation and regression. The correlation analysis was conducted by using Person Correlation and the regression was run by using OLS model. Before interpreting the results regression analysis, conformance of the model to classical model assumptions was tested.

4.5.1 Correlation Analysis

Correlation analysis is one of explanatory design that is intended to identify the relationship between independent variables, dimensions of IMC, and dependent variable, brand awareness. Based on assumption of linear relationship between the variables, Pearson correlation technique was used to recognize the relationship among the variables. Table 4.6 below presents the correlation coefficients and significance of the correlation.

Table 4. 6 Correlations Matrix

	Brand Awareness	Advertising	Sales Promotion	Personal Selling
Brand Awareness	1			
Advertising	.650**	1		
Sales Promotion	.711**	.289**	1	
Personal Selling	.638**	.440**	.131*	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

As presented in the table 4.6 above, all independent variables have positive significant correlation with the dependent variable at significance level of 1%. This results proposes advertising, sales promotion, and personal selling are significantly correlated with brand awareness. In addition, the outcome shows that coefficients of the correlation for all variables are positive. This finding suggests that IMC is positively related with brand awareness in Habesha Beer. Further, the result implies increasing the effective implementation of IMC increases awareness about the brand. The highest correlation coefficient is computed for sales promotion and the lowest coefficient was computed for personal selling. This finding suggests that IMC practices are positively related with the brand awareness of Habesha Beer. Further, the finding suggests brand awareness is mainly related with sales promotion and followed by advertising. Relationship of brand awareness is lowest with personal selling.

4.5.2 Regression Analysis

After checking relationship between components of IMC elements and brand awareness by using correlation analysis, it is suggested that components of IMC and brand awareness are positively related. The regression analysis is intended to identify the effects of components of the IMC elements in the study on the brand awareness. The study has followed OLS method to conduct the estimation.

4.5.2.1 Post-Estimation Tests

After conducting estimation by using OLS method, the study has checked fitness of the model in complying classical model assumptions; multicollinearity, normality, and heteroskedasticity.

Multicollinearity test

VIF (Variance inflation factor) was used to show the Multicollinearity test.. According to Velnampy & Sivesan (2012) multicollinearity occurs when VIF values are above 10. The Result of multicollinearity test is presented in table 4.7 below.

Table 4. 7 Multicollinearity Test

	Collinearity Statistics	
	Tolerance	VIF
Advertising	.752	1.330
Sales Promotion	.916	1.091
Personal Selling	.807	1.239

Source: Survey, 2020

As described in table 4.7 above, The VIF values of the independent variable are below 10 which suggests that there is no multicollinearity among the study independent variables.

Normality Test

This test was conducted about the normal distribution of the variables and the residuals. Normal distribution of variables was identified by using descriptive statistics such as skewness and kurtosis. The result of data distribution about the study variables is presented in Table 4.8 below.

Table 4. 8 Normality of Data Distribution

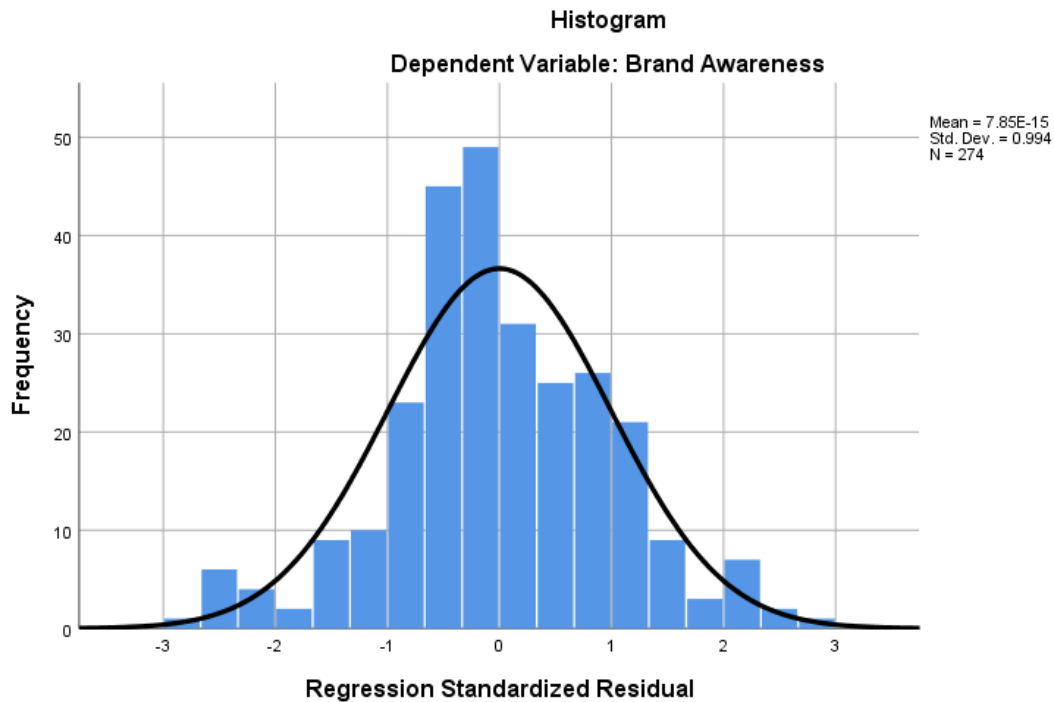
	N Statistic	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Advertising	274	-.488	.147	.624	.293
Sales Promotion	274	-.559	.147	.342	.293
Personal Selling	274	-.525	.147	.918	.293
Brand Awareness	274	-.303	.147	.192	.293

Source: Own Survey, 2020

As shown in the Table 4.8, the data are normally distributed that small values for skewness and kurtosis statistics are observed.

One of the classical linear regression models assumptions is the error term should be normally distributed or expected value of the error term should be normally distributed or expected value of the errors terms should be zero ($E(UT)=0$). This test was conducted by using histogram test that shows distribution of residuals. The result of normality test is presented in Figure 4.1 below.

Figure 4.1 Normality Test



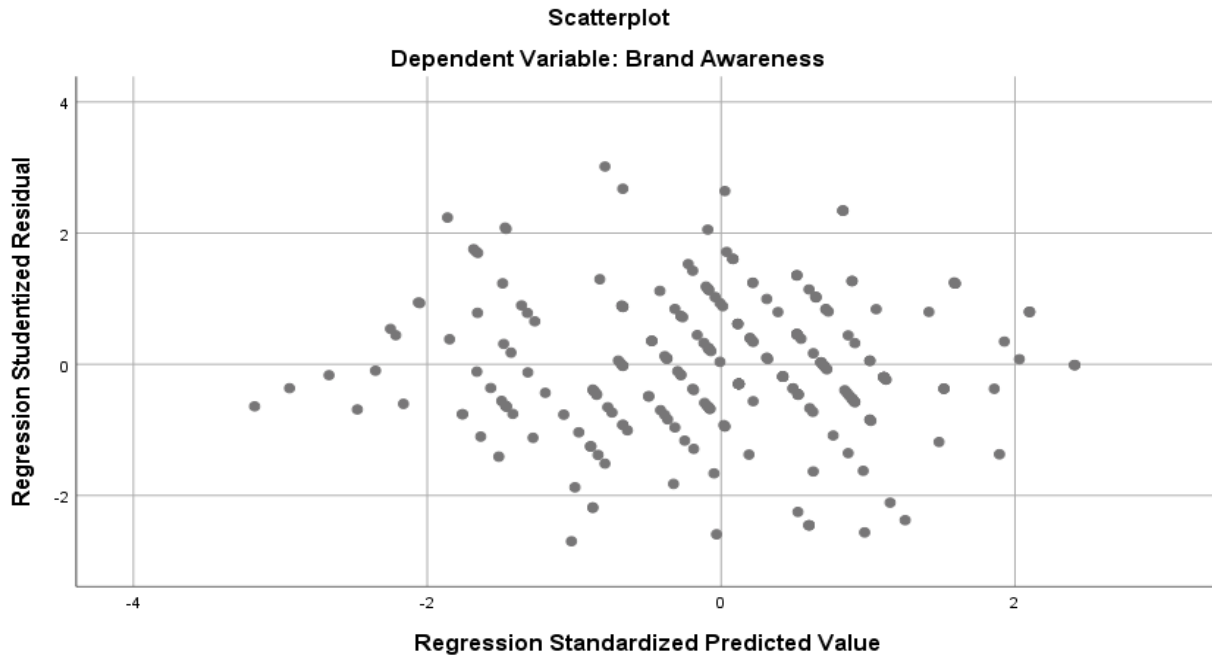
Source: Survey, 2020

As shown in the figure 4.1 above, the histogram is bell designed and majority of scores lie around the center. The standard residuals are a little bit far apart from the curve and many of the residuals are fairly close to the curve. The biggest bars on the histogram are found around the central value. Therefore, this indicates that the residuals are normally distributed.

Heteroskedasticity Test

As depicted in the figure 4.2 below, the residuals are scattered and do not form clear pattern suggesting that the model has no problem of heteroskedasticity.

Figure 4. 2 Heteroskedasticity Test



Source: Survey, 2020

4.5.2.2 Estimation Result

In this section of the study, the results of the econometric estimation are presented. The results of econometric estimation are presented in Table 4.9, Table 4.10 and Table 4.11 that presents model summary, ANOVA result and coefficients respectively.

Model summary the level of variation of dependent variable due to variation with independent variables. The level of the effect of IMC on brand awareness is summarized by using R-square statistics. The IMC is indicated by using advertising, sales promotion and personal selling that were used as independent variables in the model. The result of model summary is presented in Table 4.9 below.

Table 4. 9 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.935 ^a	.874	.872	.18637

a. Predictors: (Constant), Personal Selling, Sales Promotion, Advertising

b. Dependent Variable: Brand Awareness

As shown below in Table 4.9, the value of R is 0.935 and it is positive. In addition, the computed value of R-square is 0.874. The results of model summary indicates IMC has positive effect on brand awareness. The 87.4% of variation in brand awareness depends on variation in IMC practices. Further, as shown in Table 4.10 below, F-test result shows that the value of F-statistical is statistically significant at significance level of 1%.

Table 4. 10 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.758	3	21.586	621.477	.000 ^b
	Residual	9.378	270	.035		
	Total	74.136	273			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Personal Selling, Sales Promotion, Advertising

This indicates the effect IMC elements on brand awareness is statistically significant. This suggests IMC elements practices significantly affect brand awareness of Habesha Beer. The effect of individual components of IMC elements is presented in Table 4.11 below based on sign of the coefficients, t-statistics and p-values.

Table 4. 11 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.082	.096		-.856	.393
	Advertising	.299	.025	.295	11.819	.000
	Sales Promotion	.385	.015	.569	25.179	.000
	Personal Selling	.334	.019	.434	18.000	.000

a. Dependent Variable: Brand Awareness

Source: Own Survey, 2020

Advertising has positive coefficient with standardized beta value of 0.295 and t-value of 11.819. The relationship with dependent variable and brand awareness is statistically significant at significance level of 1%. This mentions that advertising has positive effect on brand awareness.

Coefficient of independent variable, sales promotion, is positive and has standardized beta value of 0.569. The value of t-statistics is 25.179 and statistically significant at significance level of 1%. This suggests that sales promotion has strong positive effect on brand awareness on Habesha Beer.

The sign of coefficient of personal selling is positive and its value is 0.434. The value of t-statistics is 18.000 which is statistically significant at 1% significance level. This finding suggests personal selling have positive and significant effect on brand awareness of the beer.

4.6 Hypothesis Summary

Based on the finding through regression analysis, hypotheses of the study are summarized in table 4.12 below. The decision is reported for alternative hypotheses.

Table 4. 12 Hypothesis Summary

Hypotheses	Coef.	Sig.	Decision
H1: Advertising has positive effect on brand awareness of Habesha Beer	.295	.000	Supported
H2: Sales promotion has positive effect on brand awareness of Habesha Beer	.569	.000	Supported
H3: Personal selling has positive effect on brand awareness of Habesha Beer	.434	.000	Supported

Source: Own Survey, 2020

As shown in Table 4.12 above, coefficients has positive sign and they are statistically significant at significance level of 1%. As a result, all null hypotheses of the study are rejected and alternative hypotheses are accepted. The hypotheses summary reports suggest that advertising, sales promotion and personal selling have positive effect on brand awareness of Habesha Beer.

4.6 Discussions

4.6.1 Effect of Advertising on Brand Awareness

The effect of advertising on brand awareness of Habesha Beer is positive and statistically significant at significance level of 1%. Therefore, the study rejected the null hypothesis that advertising has no effect on brand awareness of Habesha Beer is rejected and the alternative hypothesis that advertising has positive effect on awareness of Habesha Beer. This finding suggests that awareness on brand of Habesha Beer varies based on variation on accessibility of the advertising, information from the advertising and perceived quality of the advertising. Based on this finding the study infers that consumers who have higher accessibility and perceived quality of advertising has higher awareness than consumer who have lower accessibility and perceived quality of advertising of the company. This finding similar to theoretical foundation of AIDA model that the advertising of the company catches the attention of the consumers, creates interest and desire for the beer and finally leads to purchase of the beer. The Habesha Beer developed brand awareness on consumers by advertising by using appropriate media to reach consumers, providing clear information about product features, designing attractive advertising, preparing the advertising in line with beliefs of consumer and presenting more interesting advertising than its competitors. Empirically, this study is similar to findings of different studies. Niazi et al. (2011) opined that customers are buying products which they see in advertisement more than emotionally.

4.6.2 Effect of Sales Promotion on Brand Awareness

The effect of sales promotion on brand awareness of the Habesha Beer is positive and statistically significant at significance level of 1%. Based on this finding the study rejects the null hypothesis that sales promotion has no effect on brand awareness of Habesha Beer and accepted the alternative hypothesis that the sales promotion has positive effect on brand awareness. This finding suggests that sales promotion of the company enhances brand awareness. The free trials and additions to products of the company has improved awareness on its brand. This finding is similar to finding of Lesley & David (2015) that opined effective sales promotion strategies followed by a company stimulate to test brand and helps customers to be aware about product of the company.

4.6.3 Effect of Personal Selling on Brand Awareness

Personal selling has positive effect on brand awareness of Habesha Beer. Its effect is statistically significant at significance level of 1%. This finding implies that personal selling practice of the company enable to increase awareness about its brands. As a result, the null hypothesis that personal selling has no effect on brand awareness is rejected and the alternative hypothesis of personal selling has positive effect on brand awareness is accepted. Based on this result, the study suggests maintaining good relationship and accepting feedbacks, having good behavior, persuading customers, and considering situations of the customers has improved brand awareness of the Habesha Beer. This finding is similar to finding of Grube and Wallack (2014) and Tucker (2015).

CHAPTER FIVE

SUMMARY OF MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Major Findings

The main objective of the study was to identify the effect of Integrated Marketing Communication elements on Brand awareness of Habesha Beer. In line with this general objective, three specific objectives were drawn based on the components of IMC elements. These specific objectives were identifying the effect of advertising on Brand awareness of Habesha Beer; examining the effect of sales promotion on Brand awareness of Habesha Beer; and analyzing the effect of personal selling on Brand awareness of Habesha Beer. To attain these objectives data was collected from consumers by using questionnaire and the data was analyzed by using descriptive statistics and econometric estimation. In line with the study objectives, following major findings were identified.

- The estimation result shows the value of R is positive and computed R-square value is 0.874 and statistically significant at significance level of 1%.
- Coefficient of advertising is 0.295 and statistically significant at 1%. The respective t-value is 11.819.
- Sales promotion has positive coefficient and statistically significant at significance level of 1%. The association of sales promotion with brand awareness is indicated by t-statistical value of 25.179.
- Personal selling has highest t-statistical value of 18.00 that has significant effect on brand awareness at significance level of 1%. In addition, sign of the coefficient is positive.

5.2 Conclusion

Based on the major findings the study has drawn following conclusions;

- The advertising practice of Habesha Beer positively affects awareness of consumers about its brand. Consumers perceive that the advertising is presented in favorite media, the consumer have gained knowledge about features of the products, clear information is provided by using the advertisement, and the advertising is attractive.
- In addition, brand awareness is affected by practice of sales promotion. The effect of sales promotion is positive on brand awareness. The sales promotion strategy of Habesha Beer enhanced brand awareness of the consumers.
- Personal selling also have positive effect on awareness of the brand of Habesha Beer that maintaining good relationship and accepting feedbacks, having good behavior, persuading customers, and considering situations of the customers has improved brand awareness.

5.3 Recommendations

Based on the conclusion reached, the study delivers the following suggestion to management of the Habesha Beer.

- The study assessed varying perception about existence of IMC and brand awareness. As IMC has positive effect on brand awareness of Habesha Beer, it is important further to integrate marketing communication elements especially to focus on advertising, sales promotion and personal selling.
- Specifically, there are consumers who suggest the advertisement is not effective to contribute brand awareness of the Beer. Therefore, the company is recommended to increase reach of the advertisement by using available media (Social Medias). The advertising of Habesha beer on social media is not that strong. But, the company has created awareness based on the previous advertising through TV and Radio. As these

medias are not applicable, Habesha beer needs to use social medias like Facebook, Instagram and Telegram channel to keep the awareness they have once created.

- Although majority of the responses implied that the sales promotion is good, important number of consumers indicated importance of improvement of sales promotion. As a result, it is important to increase sales promotion of the company by additional features of sales promotion. Even though some of the promotional activates are banned a lot can be done by following the rules and regulation of the government to still work on the remaining promotional activities to have a strong brand awareness.
- Some consumers are not satisfied with personal selling although majority of the consumers are highly satisfied with the practice. In order to result on high brand and further improvement, it is recommended to manage behavior and performance of sales representatives. It is also recommended for the sales representatives to be noticed and appreciated for the work they are doing.

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Appendix A: Questionnaire

Dear Sir/Madam

This is to request for participation in a Research Study conducted strictly for a study purpose for a partial fulfillment for the Masters of Arts Degree in Marketing Management, I am conducting a research study on effect of Integrated Marketing Communication Elements on Brand Awareness of Habesha Beer.

Therefore, I would appreciate if you could provide me reliable information and spare a few minutes of your time to answer the following questions. All the information provided will be purely used for academic purposes and your identity will be treated with utmost confidentiality.

Thank you in advance for your corporation.

Yours sincerely,

Arsema N.

Gender

- Male
- Female

Age

- 21-30 Years
- 31-40 Years
- Above 40 Years

Level of education

- Certificate
- Diploma
- Bachelor's Degree
- Master's Degree and Above

Advertising	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Advertisement of Habesha Beer is presented in my favorite media					
Advertisement of Habesha Beer attracts deeply					
Advertisement of Habesha provide clear information regarding the products.					
Advertisement of Habesha Beer changed my attitude to its products					
Advertisement of Habesha Beer is in relation to my beliefs					
Advertisement of Habesha Beer more interesting than advertisement of other brewery.					

Sales Promotion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Free samples provided by Habesha Beer stimulate consumer trial					
Sales promotions of Habesha Beer are attractive and enabled to switch brand					
Habesha Beer has different products and adds new features to existing products					
Sales promotional activities of Habesha Beer appeal to me					

Personal Selling	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sellers of Habesha Beer maintain a good relationship with customers and accepts feedbacks.					
Sellers of the beer have good behavior					
Sellers of the beer effective in persuading customers					
Sellers of Habesha Beer adapt and respond based on needs and situations of customer needs					

Brand Awareness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I have sufficient detail to make a purchase of Habesha Beer					
I recall the Habesha Beer within different					

beer products					
I have important knowledge about quality of Habesha Beer in relation to its competitors					
I have intention to purchase Habesha Beer					
I have experience of purchasing Habesha Beer					
In addition to the using the beer, I know involvement of the company in societal aspects.					

Appendix B: SPSS OUTPUT

Advertisement of Habesha Beer is presented in my favorite media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	11	4.0	4.0	4.0
	neutral	25	9.1	9.1	13.1
	Agree	206	75.2	75.2	88.3
	strongly agree	32	11.7	11.7	100.0
	Total	274	100.0	100.0	

Advertisement of Habesha Beer attracts deeply

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	45	16.4	16.4	16.4
	neutral	33	12.0	12.0	28.5
	Agree	159	58.0	58.0	86.5
	strongly agree	37	13.5	13.5	100.0
	Total	274	100.0	100.0	

Advertisement of Habesha provide clear information regarding the products.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	14	5.1	5.1	5.1
	neutral	28	10.2	10.2	15.3
	Agree	187	68.2	68.2	83.6
	strongly agree	45	16.4	16.4	100.0
	Total	274	100.0	100.0	

Advertisement of Habesha Beer changed my attitude to its products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	42	15.3	15.3	15.3
	neutral	36	13.1	13.1	28.5
	Agree	141	51.5	51.5	79.9
	strongly agree	55	20.1	20.1	100.0
	Total	274	100.0	100.0	

Advertisement of Habesha Beer is in relation to my beliefs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	8	2.9	2.9	2.9
	neutral	28	10.2	10.2	13.1
	Agree	214	78.1	78.1	91.2
	strongly agree	24	8.8	8.8	100.0
	Total	274	100.0	100.0	

Advertisement of Habesha Beer more interesting than advertisement of other brewery.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	23	8.4	8.4	8.4
	neutral	38	13.9	13.9	22.3
	Agree	167	60.9	60.9	83.2
	strongly agree	46	16.8	16.8	100.0
	Total	274	100.0	100.0	

Free samples provided by Habesha Beer stimulate consumer trial

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	9	3.3	3.3	3.3
	disagree	12	4.4	4.4	7.7
	neutral	43	15.7	15.7	23.4

Agree	140	51.1	51.1	74.5
strongly agree	70	25.5	25.5	100.0
Total	274	100.0	100.0	

Sales promotions of Habesha Beer are attractive and enabled to switch brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.7	.7	.7
	disagree	18	6.6	6.6	7.3
	neutral	42	15.3	15.3	22.6
	Agree	140	51.1	51.1	73.7
	strongly agree	72	26.3	26.3	100.0
	Total	274	100.0	100.0	

Habesha Beer has different products and adds new features to existing products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.7	.7	.7
	disagree	24	8.8	8.8	9.5
	neutral	37	13.5	13.5	23.0
	Agree	129	47.1	47.1	70.1
	strongly agree	82	29.9	29.9	100.0
	Total	274	100.0	100.0	

Sales promotional activities of Habesha Beer appeal to me

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	2.9	2.9	2.9
	disagree	38	13.9	13.9	16.8
	neutral	82	29.9	29.9	46.7
	Agree	91	33.2	33.2	79.9
	strongly agree	55	20.1	20.1	100.0
	Total	274	100.0	100.0	

Sellers of Habesha Beer maintain a good relationship with customers and accepts feedbacks.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	30	10.9	10.9	10.9
	neutral	15	5.5	5.5	16.4
	Agree	185	67.5	67.5	83.9
	strongly agree	44	16.1	16.1	100.0
	Total	274	100.0	100.0	

Sellers of the beer have good behavior

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	30	10.9	10.9	10.9
	Neutral	13	4.7	4.7	15.7
	Agree	198	72.3	72.3	88.0
	strongly agree	33	12.0	12.0	100.0
	Total	274	100.0	100.0	

Sellers of the beer effective in persuading customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	30	10.9	10.9	10.9
	neutral	17	6.2	6.2	17.2
	Agree	200	73.0	73.0	90.1
	strongly agree	27	9.9	9.9	100.0
	Total	274	100.0	100.0	

Sellers of Habesha Beer adapt and respond based on needs and situations of customer needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	29	10.6	10.6	10.6
	neutral	18	6.6	6.6	17.2
	Agree	200	73.0	73.0	90.1

strongly agree	27	9.9	9.9	100.0
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I have sufficient detail to make a purchase of Habesha Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	29	10.6	10.6	10.6
	neutral	17	6.2	6.2	16.8
	Agree	201	73.4	73.4	90.1
	strongly agree	27	9.9	9.9	100.0
	Total	274	100.0	100.0	
Total		274	100.0	100.0	

I recall the Habesha Beer within different beer products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	29	10.6	10.6	10.6
	neutral	18	6.6	6.6	17.2
	Agree	201	73.4	73.4	90.5
	strongly agree	26	9.5	9.5	100.0
	Total	274	100.0	100.0	

I have important knowledge about quality of Habesha Beer in relation to its competitors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	8	2.9	2.9	2.9
	neutral	28	10.2	10.2	13.1
	Agree	214	78.1	78.1	91.2
	strongly agree	24	8.8	8.8	100.0
	Total	274	100.0	100.0	

I have experience of purchasing Habesha Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	.7	.7	.7
	Disagree	22	8.0	8.0	8.8
	Neutral	38	13.9	13.9	22.6
	Agree	130	47.4	47.4	70.1
	strongly agree	82	29.9	29.9	100.0
	Total	274	100.0	100.0	

I have intention to purchase Habesha Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	22	8.0	8.0	8.0
	Neutral	38	13.9	13.9	21.9
	Agree	167	60.9	60.9	82.8
	strongly agree	47	17.2	17.2	100.0
	Total	274	100.0	100.0	

In addition to the using the beer, I know involvement of the company in societal aspects.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	2.2	2.2	2.2
	disagree	37	13.5	13.5	15.7
	Neutral	82	29.9	29.9	45.6
	Agree	95	34.7	34.7	80.3
	strongly agree	54	19.7	19.7	100.0
	Total	274	100.0	100.0	