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ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCIE

Department of Marketing Management

**THE INFLUENCE OF PROMOTIONAL MIX ON BRAND
PREFERENCE: THE CASE OF ORIGIN MINERAL WATER
COMPANY**

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June 2019

Addis Ababa, Ethiopia

**THE INFLUENCE OF PROMOTIONAL MIX ON BRAND PREFERENCE:
THE CASE OF ORIGIN MINERAL WATER COMPANY**

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ADVISOR: TEWODROS MESFIN (PhD)

**Research proposal submitted to the school of graduate studies of Addis Ababa
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award of master of arts in marketing management**

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ADDIS ABEBA UNIVERSITY
SCHOOL OF COMMERCE GRADUATE STUDIES
MA PROGRAM

**THE INFLUENCE OF PROMOTIONAL MIX ON BRAND PREFERENCE:
THE CASE OF ORIGIN MINERAL WATER COMPANY**

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Statement Of Certification

This is to certify that Eman Basha has carried out his research work on the topic entitled **The Influence Of Promotional Mix On Brand Preference: The Case Of Origin Mineral Water Company**. The work is original in nature and is suitable for submission for the award of Master's Degree in Marketing Management.

Adviser: Tewodros Mesfin (PhD)

Date: _____

Statement of Declaration

I, Eman Basha here by declared that this thesis titled the influence of promotional mix on brand preference in the case of origin mineral water Company is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Tewodros Mesfin (phd). Any other sources used there in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any degree or other program in this or other university.

Eman Basha signature ----- Date-----

Confirmed by Advisor signature ----- Date-----

Tewodros Mesfin (PhD)

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Abstract

The main aim of this research was to understand the influence of Promotional mix on brand preference in case of Origin Natural Mineral Water Company in Ethiopia. This study provides an idea to the marketers and can be used as tools to assist them in pursuing their marketing objectives. Four elements of Promotional mix (Advertising ,sales promotion, personal selling and social media), have been kept in mind while doing the research. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 352 valid questionnaires were collected and analyzed. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. The finding shows that Promotional mix variables have a significance relationship with origin mineral water brand preference. Social media has the highest, positive and significant effect on origin mineral water brand preference followed by Personal selling and Sales promotion. This study therefore recommended appropriate actions for Origin Natural Mineral Water companies in refining their advertising strategies as a means of overcoming the intense competition that exist in the market, therefore, they can increase their costumers brand preference and market share. For future studies other Promotional mix tools like Public Relations and Direct Marketing should be also considered.

Keywords; *Promotional mix, Advertising, Sales Promotion, Personal Selling, social media , Brand Preference, Origin Natural Mineral Water*

Abbreviations and Acronyms

AMC	American Marketing Association
PM	Promotional Mix
MCPF	Marketing Communications Planning Framework
BP	Brand Preference
ONMWC	Origin Natural Mineral Water Company
SPSS	Statistical Package For Social Sciences
IMC	Integrated Marketing Communications

CHAPTER ONE

INTRODUCTION

1.1 Background Of The Study

A dynamic nature of 21st century markets leads to the existence of competition in different products and services market. On the other hands , the companies promotional tools which are used to communicate with customers will also plays a major role for customers brand preferences in different types of industries. This is because that the right Integrated marketing communication tools delivery contributes for the profitability, success as well as for the good will of any company.

Integrated marketing communication is defined by Naeem et.al.(2013), as "concept of marketing communication planning that combine and evaluate strategic role of different communication discipline to get the clarity, consistency and greater impact" (pp125). The IMC process starts with the customer and works in a way that defines and finds methods and forms that are developed to influence various communication programs. The integration aspect of marketing communication comes with the aim of delivering consistent and complementary messages across various elements of the promotion mixes. According to belch & belch (2003), the tools for IMC which are considered as promotion mixes are advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations and personal selling.

Integrated marketing communication has been defined as a process for planning, executing and monitoring the brand messages that create customer relationships (duncan, 2005). Marketing communication has also been defined as the coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost (clow & baack, 2007).

Integrated marketing communication therefore represents the voice of a brand and the means by which companies can establish a dialogue with consumers concerning their product offerings. It allows marketers to inform, persuade, incite, and remind consumers. It can provide detailed product information or ignore the product all together to address other issues (keller,

2001). The brand is rarely managed and coordinated coherently, with a long-term strategic vision as farquar (1989) indicates that it can be used to increase the value of the product.

Brand preference features in most of the major texts on brands and brand strategy. It has also been considered by different authors; however, unlike the lack of consensus on the definition of brand, different scholars revolve around the same concept when defining brand preference.

In addition, hellier, geursen, carr, & rickard (2003) define it as the extent to which a consumer makes purchasing decisions based on a name rather than the quality of a product or the price. These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them. It is regarded as a very important concept in business practice as well as in academic research because marketers can gain competitive advantage through successful brands. The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitive entry (farquhar, 1989).

A brand shows the meaning and direction of any product and identify product with due to time and space. Brand may have several components including brand name, brand image, logo, design, packaging and promotion. Brand choice or brand behavior are the word which are used interchangeably for brand preference which means that to identify the consumer choice among different brands. Consumer brand preference is linked with brand loyalty, which means repurchase again and again by long period of time (*ghose & lowengart, 2013*). Brand involvement is the level of interest by consumer to purchase a specific brand and loyal with this brand.

Duncan (2005:15) acknowledges that integrated marketing communication can add value for customers, because customers need to be informed on aspects, such as the features and potential benefits of a product, where it can be bought, and whether it is a well-known brand with a good reputation, or whether it has already formed a positive association in the minds of the consumers. In other words, marketing communication can influence the target audiences' perceptions of crucial features and symbolic associations that are superior to those of the competitors.

Marketing communication has become an integral part of the social and economic system everywhere in the world. A producer believes, Consumers rely on the information from marketing communication to make wise purchase decisions by preferring a specific brand. Businesses, ranging from multinational corporations to small retailers, depend on marketing communication to sell their goods and services. Marketing communication has become an important player in the life of a business. It helps to move products, services, and ideas from manufacturers to end users, builds and maintains relationships with customers, prospects, and other important stakeholders in the company.

Olakunori (1986:101) said that advertising as an indispensable component or aspect of integrated marketing communication has continued to play a vital role in brands of products. According to him, a product without promotion is like music without tune. Sales promotions include techniques that organizations can use as part of their marketing effort (Jobber and Lancaster, 2006). The importance of sales promotions has increased since 1960, as has the sophistication of methods used. It is sometimes implied that sales promotion is a peripheral marketing activity, but companies increasingly realize the importance of a well-planned and coordinated program of sales promotion.

According to New York state department of health, Bottled water can be defined as any product, including natural spring or well water, taken from municipal or private utility systems or other water, distilled water or any the foregoing to which chemicals may be added, which are put in to sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use.

As the level of competition keep on increasing in the bottled water market, it is essential for every bottled water producer companies to understand customer insight in order to further increase their share of wallet. Thus they need to understand what factors might influence their customers' decision on purchasing a bottled water.

Currently in Ethiopia, the demand for bottled water is increasing. Changing in lifestyle, the perceived impurity of tap water and the perceived purity of bottled water can be considered as the cause for the demand increase. The expansion of bottled water companies is also the other cause driving force for the growing demand. This rapidly growing market will make the competition

environment; the way by which companies win the competition is by analyzing the factors that consumers perceived to be important in their purchasing decision. (Gedamnesh, 2013)

1.2 Background Of The Organization

ORIGIN Natural Mineral Water Company (ONMWC) was established in 2000 .Origin Natural Mineral Water Factory is located in Oromia region, Alemgena town along the Addis Butajira road exactly 21kms from the capital city of Ethiopia, Addis Ababa. With a plot size of 20,000 square meters, ONMWC started the development of the site by ensuring that the ecosystem was environmentally friendly and also developed an impressive green area, to bring back the badly affected fauna and flora that once use to live there.

ONMWC is one of the most popular and fast-growing food and beverage factories in Ethiopia. It is among the leading companies in providing the best-Natural mineral water to the consumer. The brand has gained recognition in a very short space of time in manufacturing origin natural mineral water. The revolution in drinking bottled natural mineral water has witnessed the consumption of natural mineral water leap forward, coinciding with the origin's newest packaging, pack sizes and product range. The superior quality and product safety is the main reason behind the increasing market share. It has helped them in touch new heights and register high sales volumes. The superior quality, safety and reliability of their products create consumer and company confidence.

1.3 Statement Of The Problem

In today's competitive environment, organizations must constantly communicate with current and potential stakeholders, to offer high quality products and / or services, to establish attractive prices and to facilitate their access to customers. Therefore, integrated marketing communication is the focus of all these activities, given that consumer perceptions and attitudes towards certain products and / or services may be influenced by communicational messages sent by the company (Yeboah and Atakora, 2013).

As the market is saturated by products and / or services, most companies try to differentiate themselves by providing information on their functional attributes through communicational

messages. However, these features have become very easy to be copied by competitors. Therefore, the challenge to differentiate lies with the marketers and communication specialists, who shall transmit these emotional and/or rational values that can influence the purchasing behavior of consumers. In this regard, identifying those external stimuli that could become key factors in designing a communicational message and that can therefore, influence consumer's decision and choice to purchase a product represents a strategic aspect.

A bottled water industry has been one of the dominant contributor in many economies in Ethiopia in last decade where by employing thousands of people and generating huge revenue to the national economy . Due to a higher revenue generation as well as the needs of businessman and investors to indulge in bottled water manufacturing businesses, it's been observed that the country has many bottled water manufacturers with different brands as well. Hence the larger brand name availabilities is also another factor that contributes a lees brand preferences the products by consumers. Therefore , the right promotional mix communication tools which are implemented by companies are vital for the success of their business. The consumer perception of origin mineral water brand is that the sodium content is very high and salty. But the company has changed the content of the water. origin mineral water brand can Change the consumer perception by creating awareness through this promotional mix if it is used appropriately by the company. Does this promotional mix commutation technique influence the consumer brand preference ? The above problem statement is in context of ONMW, the issue is to evaluate the current campaign of ONMW;to examine if the promotional mix used by the company is really helping the product to make a positive change in the consumer brand preference.

1.4 Research Objectives

1.4.1 General Objective

Generally, the main objective of this research is to investigate the influence of promotional mix on the customer brand preference of ONMWC.

1.4.2 Specific Objectives

Specifically, the study has the following objectives;

1. To examine the effectiveness of advertising activities on the brand performance of the ONMWC.

2. To assess the effectiveness of Sales Promotion activities on the brand performance of ONMWC.
3. To assess the effectiveness of personal selling on the brand performance of the ONMWC.
4. To assess the effectiveness of social media on consumer brand preference on ONMWC.

1.5 Research Questions

1.5.1 General Questions

The study was aimed at find the influence of promotional mix on the brand preference of ONMWC.

1.5.2 Specific Research Questions

Therefore, the study has the following specific research questions;

1. What is the influence of advertisement activities of ONMWC brand performance?
2. What effect do Sales Promotion activities affect the brand performance of the ONMWC?
3. How does direct personal selling affect brand performance of the ONMWC?
4. What are the effects of social media on consumer brand preference on ONMWC?

1.6 Significance Of The Study

The study will have significant contribution to the Ethiopian water manufacturers and specifically to the origin water company in the current marketing communication tools in promoting its brand performance. It is also expected to provide recommendations for the improvement areas to be implemented to minimize the identified and stated problems and challenges. The findings and results is expected to contribute effective recommendations with regard to the choices and application of tools among the existing marketing communications tools as well as the water manufacturers by which the research questions will present valuable information that led decision taken on switching of brand preferences by previous customers.

1.7 Scope Of The Study

Geographically the population of the study is limited to Addis Ababa, capital city of Ethiopia. In order to achieve a more focused study and in light of limited financial resource. Conceptually the general definition of promotional mix spans cover a wide spectrum of tools (advertising, public

relations, direct marketing, sales promotions, personal selling and Internet Marketing and Service Outlets). But this research strictly concerned itself in investigating the effectiveness of marketing tools such as Advertisement, personal selling, sales promotion and social Media, on consumers brand preference since origin mineral water brand. Methodologically, explanatory research and quantitative approach is used to assess the relationship between promotional mix and brand preference.

1.8. Limitation Of The Study

The study was mainly focused only on origin mineral water company. Lack of adequate reference material conducted in similar study in the country as well as insufficient time allocated to complete the study exerted significant challenges for the researcher to make a thorough investigation.

1.9 Organization Of The Study

The presentation of the study was organized in five parts. The first chapter provides a brief introduction of including background of the study, statement of the problem, basic research questions, objectives of the study and significance and scope of the study. The second chapter deals with different literatures written on the subject matter as well as empirical results.

Chapter three presents the research methodology that was used to actualize the study objectives by establishing the research design , the population and sampling design, data collection method, research procedures and data analysis methods.

Chapter four narrated the results and findings while chapter five presented thorough discussion on the findings of the research as guided by the specific research objectives, and chapter five included conclusion and recommendation of the study is given.

1.10. Definition Of Terms

Integrated Marketing Communication (IMC) – “The concept under which a company carefully integrates and coordinates its many promotional communications channels to deliver a clear and consistent message” (Kotler and Armstrong 1997, p. 427).

Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media (Kotler & Keller, 2012). In this research the effect of advertising is expressed in terms of the subjective perceptions of consumers about how high a brand is spending on advertising (Yoo et al., 2000).

Sales Promotions:- sales promotion is a form of indirect advertisement, designed to stimulate sales mainly by the use of incentives. Examples of such incentives include free sample, twin-pack bargain, temporary price reduction, special discount bonus, etc. (Adebisi and Babatunde, 2011).

Personal Selling: -Personal selling, according to Jobber (2001), is the marketing task involving face-to-face contact with a customer.

Social media: Form of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos). (Merriam Webster- an encyclopedia Britannica Company.)

Brand preference: is the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. Dibb et al (2006).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Literature Review

2.1.1 History And Implementation Of Marketing Mix

Borden (1965) claims to be the first to have used the term “marketing mix” and that it was suggested to him by Culliton’s (1948) description of a business executive as “mixer of ingredients”. An executive is “a mixer of ingredients, who sometimes follows a recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried” (Culliton, 1948). Rasmussen (1955) then developed what became known as parameter theory. He proposes that the four determinants of competition and sales are price, quality, service and advertising. Mickwitz(1959) applies this theory to the Product Life Cycle Concept.

Borden’s original marketing mix had a set of 12 elements namely: product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis. Frey (1961) suggests that marketing variables should be divided into two parts: the offering (product, packaging, brand, price and service) and the methods and tools (distribution channels, personal selling, advertising, sales promotion and publicity). On the other hand, Lazer and Kelly (1962) and Lazer, Culley and Staudt(1973) suggested three elements of marketing mix: the goods and services mix, the distribution mix and the communication mix. McCarthy (1964) refined Borden’s (1965) idea further and defined the marketing mix as a combination of all of the factors at a marketing manger’s command to satisfy the target market. He regrouped Borden’s 12 elements to four elements or 4Ps, namely product, price, promotion and place at a marketing manger’s command to satisfy the target market.

Especially in 1980s onward, number of researchers proposes new ‘P’ into the marketing mix. Judd (1987) proposes a fifth P (people). Booms and Bitner (1980) add 3 Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service. Kotler (1986) adds political power and public opinion formation to the Ps concept. Baumgartner (1991) suggests the concept of 15 Ps. MaGrath (1986) suggests the addition of 3 Ps (personnel, physical

facilities and process management). Vignalis and Davis (1994) suggests the addition of S (service) to the marketing mix. Goldsmith (1999) suggests that there should be 8 Ps (product, price, place, promotion, participants, physical evidence, process and personalization).

Möller (2006) presents an up-to-date picture of the current standing in the debate around the Mix as marketing paradigm and predominant marketing management tool by reviewing academic views from five marketing management sub-disciplines (consumer marketing, relationship marketing, services marketing, retail marketing and industrial marketing) and an emerging marketing (E-Commerce) . Most of researchers and writers reviewed in these domains express serious doubts as to the role of the Mix as marketing management tool in its original form, proposing alternative approaches, which is adding new parameters to the original Mix or replacing it with alternative frameworks altogether.

2.1.2 Marketing Communications Concept

A concept of marketing communications planning that recognizes the added value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for example, general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communications impact (*Schultz et al. 1993, 17*).

According to Schultz, an Marketing Communications plan is created not only to transmit a consistent message about the company and its customers but also to choose the most effective methods for communicating and building relationship with the current and potential customers. Moreover, Belch and his co-writer also identified some reasons that led to the success of Marketing Communications in the modern marketing theory.

Mass media which used to be the main method of advertising chosen by many marketers has been replaced by other forms of promotion which is more of the consumer-orientation. This change helps to reduce the advertising cost since the traditional media advertising were expensive.

Since the mass media just aimed at the increase in sales figures, new promotion tools such as event marketing, sponsorships, direct mail, etc. offer companies chances of solving most of the communication problems.

The information technology development has been supporting the processing database marketing. All of the elements of customer profiles are saved and used to address target customers for the new marketing methods.

The increasing demands for greater accountability from advertising agencies and how much they are compensated is also one reason. Nowadays, the compensation advertising agencies receive depends on the market sales, share and profitability. As a result, these agencies, by all means, provide their clients with the most cost-effective IMC plan.

The rapid growth of the Internet as well as social networks such as twitter, Facebook, etc. offer companies chances of getting closer to their customers in a interactive manner (*Belch et al. 2011, 13-14*)

The mentioned reasons for the growth of IMC applying indicates the significant role of IMC plan in marketing strategies of many companies. Therefore, it is important to learn more about the available promotional tools and its advantages and disadvantages in general.

2.1.3 Promotional Mix

Promotional mix refers to marketing communications mix. In service marketing, in addition to traditional marketing channels such as advertising, public relations, direct marketing, sales promotions, personal selling and Internet, many messages from service providers are transmitted through their own service delivery channels, e.g. front line staff, service outlets and self-service delivering points. All of the tools are discussed in details below.

Advertising

Advertising is defined as a paid form of non-personal communication about companies and their products/services (*Belch et al. 2001, 15*). This best-know form of promotion includes a wide range of advertising media such as broadcast with TV and radio, print with magazines and newspapers and

many other types of outdoor media such as posters, billboards, electronic message boards, transits, etc. (Lovelock et al. 2011, 196).

Advertising is mostly used to grab the attention of a large group of individuals. The most relevant advantage of this mass media type is to create quickly and intentionally the brand image and the symbolic appeal of certain products/services (Belch et al. 2001, 15). However, the fact that thousands of advertisements are being produced everyday has put advertisers and their team under pressure of making an ad that is out-standing and does not make audiences consider themselves to be bombarded.

Public Relations

Public relations includes news releases, press conferences, articles, photographs, etc. which are about the company, its products/services, and its employees, mainly concerning the credibility. In some cases, companies can gain the publicity by getting the media to cover a favorable story on its offerings to affect the awareness, knowledge, opinions and behaviors (Belch et al. 2001, 22). Furthermore, sponsorship and other special events such as fundraising, community activities, etc. are also listed in the public relations techniques.

Direct Marketing

Direct marketing is a promotional tool in which companies communicate directly with their target customers in the attempt to receive a response or generate a transaction (Belch et al. 2001, 17). This form of promotion consists of mailings, e-mails, mail-order catalogs, telemarketing and direct-response ads. Using this tool, companies are required to have a sufficient database of information about customers (Lovelock et al. 2011, 195). In return, customer relationship is built up quickly and effectively thanks to the reach of direct marketing since the lifestyle of people has been changing. They do not have time for in-store shopping but always need updating.

Sales Promotion

Sales promotion is a marketing activity which provides extra values or incentives to sales force, distributors or consumers. The increase in sales volume or the profit gain after sales promotion

campaign can be stimulated quickly (*Belch et al. 2001, 21*). Sales promotion normally comes in form on samples, coupons, discounts, gifts and competitions with prizes (*Lovelock et al. 2011, 198*). The purpose of these forms is to generate immediate purchase with customers or increase the volume in each purchase and in frequency of using.

Personal Selling

Personal selling is set up in the attempt to educate customers and promote preference for a particular brand or products (*Lovelock et al. 2011, 199*). This marketing activity helps to enhance customer satisfaction which is the main focus of relationship building between companies and their customers. Moreover, personal selling offers advantages over other forms of marketing communication in such situations where customers need more explanations to certain complex information. However, this marketing activity can reach a small number of customers and would be expensive from the labor-extension aspect (*Cant et al. 2004, 24*).

Interactive/ Internet Marketing

Internet marketing generally has the flow of information transferred back and forth between companies and their customers. As a result, the audiences can customize their received information and choose what they are interested in; therefore, they can make their own purchasing decisions or giving feedbacks (*Belch et al. 2001, 19*). The company's website is one of the internet tools in a marketing plan. Through its website, a company operates a wide range of communication tasks such as promoting customer awareness, providing information about its product/service, receiving responses from customers and measuring the effectiveness of an advertising campaign. Online advertising is another form of internet marketing in which companies pay to place their advertising banner on famous websites like Yahoo or CNN or to see what customers need through search engine advertising (*Lovelock et al. 2011, 200*).

Service Outlets

Besides marketing channels which traditionally serve as tools to transmit the messages from companies to their customers, delivery channels also offer such function. Based on the nature of services, promotion and consumption take place simultaneously. Both service providers and consumers participate in service production at a specified location, which also allows the message to be transmitted (*Rao 2011, 292*). Service outlet is one of the options for marketers who plan to use delivery channels as a marketing tool. The physical design of the service outlet can help to send the message to customers by catching customer off-guard with some visual elements of both interiors and exteriors (*Lovelock et al. 2011, 203*).

Frontline Employees and Customer Training

Employees in frontline positions are in charge of communicating with customers face-to-face. With direct contacts, the frontline employees can offer many supplementary services including providing information, taking reservations, receiving payments and solving problems. Some companies' frontline employees also carry out the customer training function. This function helps to familiarize customers with the offered products/services. The more professional frontline employees are, the higher the success in attracting new customers who tend to rely on frontline staff for help in learning how to use a service is (*Lovelock et al. 2011, 203*).

Self-service Delivery Points

Self-service delivery points normally are operated through vending machines and websites where customers produce their own service based on the instructions provided by service providers. The main factor that determines if the message is transmitted effectively to current and potential customers is how clear and detailed the instructions are designed to show customers how to operate the service (*Lovelock et al. 2011, 203*).

2.1.4 Integrated Marketing Communication Planning Process

IMC planning process has been introduced in the form of many different models. The thesis plans to follow the traditional model offered by Christ Fill under the name of the marketing communications planning framework (MCPF). The whole process can be presented by the following flow chart.

Illustration 1: Integrated Marketing Communication Planning Process

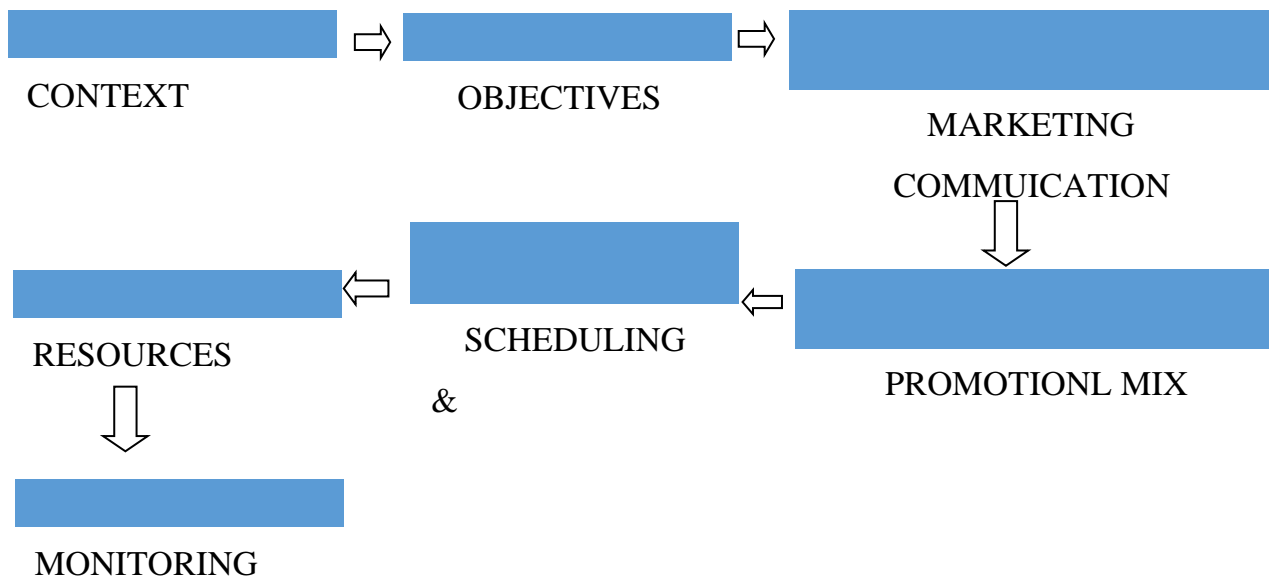


FIGURE 1. Marketing Communications Planning Framework (modified from Belch et al. 2001, 27)

Context Analysis

The context analysis suggested by Christ Fill makes the MCPF model more relevant among other IMC planning models. The context analysis concentrates more on communicating aspects in comparison with the situation analysis which includes most of organizational factors and somehow forgets the communication elements. Starting with some basic background information such as target segments, marketing goals and competitors provided in an Original marketing plan, Christ Fill go deeper into the content analysis which suggests some focus points including target audience, marketing objectives, general information about the current financial resources and the availability of advertising agencies and other outsource activities.

Promotional Objectives

Since the purpose of MCPF is the emphasis on the communicating manner of a marketing plan, the promotional objectives of a MCPF provides a balance to the plan in which sales- and customer-orientation are equal. Moreover, positioning analysis is conducted so that advertisers can have a base to choose the most suitable and effective promotional tools and set up a timeline of launching the chosen media and marketing activities. According to Chirst Fill, promotional objectives have three main elements that should be prepared intentionally: corporate objectives, marketing objectives and marketing communication objectives. Corporate objectives mention what a company wants to achieve under the influences of the size of business among other players, the views of owners and the managers concerning corporate culture, market conditions, etc. Marketing objectives are shaped by corporate objectives and mainly focus on sales-related plans. Marketing communication objectives help to understand the context with brand recognition such as awareness levels, perception, attitudes toward the product/service, etc.

Marketing Communication Strategy

The final decision on a marketing communication strategy depends on the identified target audiences who can be consumers, distributors, dealer network and stakeholders. After selecting the target audience, push or pull promotion strategy can be applied. The push strategy is used when the company wants to push the product/service through marketing channels to final customers, using different kinds of marketing activities to promote the offerings to the customers. In contrast, companies using pull strategy try to turn their marketing activities.

2.1.5 Brand and the Branding concept

Brand definitions are numerous; different authors provide their own explanations towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives. A traditional definition of a typical brand was one provided by *Kotler (2000)* “the name associated with one or more items in the product line, which is used to identify the source of character of the item(s)”.

The American Marketing Association’s (AMA) definition of 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 competitors” (*Maurya and Mishra, 2012*). Within this view *Keller (2003)* stated, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

Kapferer (2008), supported the above definition by explaining a brand as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable).

Branding is a universe of activities used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers is the reasons why companies leverage branding (*Wheeler, 2012*).

2.1.6 Brand Preference

Brand preference is a concept that has long grasped the attention of practitioners and researchers. The term refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (*Dibb and Michaelidou, 2006*).

Brand preference features in most of the major texts on brands and brand strategy. It has also been considered by different authors; however, unlike the lack of consensus on the definition of brand, different scholars revolve around the same concept when defining brand preference: *Hellier, Geursen, Carr, & Rickard (2003)* define it as the extent to which a consumer makes purchasing decisions based on a name rather than the quality of a product or the price. These authors agree that brand preference is created from consumers’ differentiation and comparisons between various alternatives of brands considered by them.

From a business stand point, brand preference is important for business as a component of brand loyalty. It can be used as a mechanism to enhance sales (*Rundle-Thiele & Mackay, 2001*). The challenge for businesses is that customers could change their favorite brands by trying products of other brands (*Mathur, Moschis, & Lee, 2003*) because they are exposed to a variety of attractive brands. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference.

Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. In order to gain brand loyalty and high market share or obtain the outcomes of brand equity, creating consumers brand preference or effort to be the preferred brand should be at the heart of marketing activities. Brand preference is a stronger predictor of consumer intentions and future purchase decision than brand attitude (Bass and Talarzyk, 1972).

A brand loyalty shows that a consumer chooses a brand among competing brands and not accept any other as substitute (*Kotler & Keller, 2003*). Customers prefer the water brands according to their income level. Product image is the component which plays a dynamic role in the brand preference and that image based on consumer's awareness and related information about the water content of Total Dissolvable Solute (TDS). The people belonging to middle class like to prefer price as leading element to select the kind of mineral water on the other hand the quality, performance or package of a product brand are mainly considered by elite class people.

The five elements of making the decision about choosing the kind of mineral water such as value or price, quality of the product, brand participation, brand advocacy and brand involvement.

Brand Participation

The participation of the consumer in branded products has achieved the company destination. The brand preference increased when consumer participated in product promotion. The brand preference increased due to participation by consumer in brand or company activities (*Bagozzi & Dholakia, 2006*). Some consumers don't attached with any product brand and don't participate in brand promotion activities (*Blanchard & Markus, 2004*).

Brand Advocacy

Brand advocacy is identification, supports and promotion of the brand to other people, user or consumers who are the user of same or other brands” (*Bhattacharya & Sen, 2003*). Promotion of the brand product to the other users shows the brand advocacy and brand loyalty. Brand advocacy shows the consumer perception, thinking, interest and uses of the product only which delivered to other people to advocate this brand which is used his own and differentiate from other brands (*Dutton & Dukerich, 1991; Scott & Lane, 2000*).

Brand Involvement

Brand involvement shows the how much customer has information, interest and concern about branded cars to choose in specific income level. Brand involvement was the only main and primary criteria to explain the consumer behavior about your product and its feelings (*Chakravarti & Janiszewski, 2003*). Brand involvement shows the relationship with consumer satisfaction that how much he was satisfied by the performance of brand (*McCull-Kennedy & Fetter Jr, 2001*).The use of the brand shows the experience and past knowledge of the consumer(*Zaichkowsky, 1987*).In earlier researches many researchers concisely described three elements of the brand involvement as personal, physically and situational. Printed media, radio and television are different sources to deliver the message or advertising the brand which have changed the preference of the consumer and its involvement towards the brand (*Wright, 1973*).

Price of Brand

The consumer expected at the time of take purchase decision from the selection of car model to meet their quality, brand images, performance, charge appropriate cost, sales & after sales quality criteria at least (*Aghdaie & Yousefi, 2011*). Mostly consumer prefer only product price. The price of the product has impact on consumer purchasing decision process & also the sales margin (*Osman, Talib, Sanusi, Shiang-Yen, & Alwi, 2012*). The price of the product is that which is expected to pay by purchasing of product. There are two types of price of product that prevail in the market. The brand image is the key element of the product when some products have high price in the market. Some products have low brand price which is useful technique by brand & consumer rely on the previous price value for the brand (*Swani & Yoo, 2010*). Different prices level of different products have

impact on consumer behavior connection because the brand price make the brand image in the eyes of consumer.

Quality of Brand

The product quality only checked by compare it with other competitive brand product. At the time of pre-purchasing the consumer checked the product & compare it with another same product & make decision on the base of the results which product is better or not. The product quality has great impact on consumer behavior & their taste for selection the product with highly connection of product quality. The consumer behavior can change only on the basis of the analyzing the quality of the product & services that provide by the brand company (*Taylor, Hunter, & Lindberg, 2007*). We get the product quality information by external & internal resources. The external resources are directly transfer the message from company to consumer.

The product quality play an important role between innovativeness & new product which is recently introduced (*Chevalier & Mayzlin, 2006*). Before using the product we can't judge the quality of product. The thinking about the product transferred to other are not correct information because at the time of launching the product in the market nobody can't accessed the quality of brand product and said anything.

2.1.7 The bottle water industry

While bottled water itself has been around for centuries, the last 100 years or so saw the creation of what we see today as a vital source of healthy convenient hydration. The industry is the fastest-growing beverage category in the world: it “has expanded from a tap water substitute into the beverage arena” (*Lenzner, 1997*). The consumption has been steadily growing in the world for the past 30 years. Even though bottled water is excessively high priced when compared to tap water, the supply has increased by an average of 7% each year.

Bottled water is a newly growing business in Ethiopia. Before the introduction of Highland natural spring water, in 2002, people barely knew a bottled mineral water other than Ambo. After that, investors easily noticed the success of Highland natural spring water and now different other brands are available in the market (*Gedamnesh, 2014*). According to the information obtained from

Reporter newspaper, the agency, which is in charge of assessing quality and reporting to regulatory bodies like the Food, Medicine, and Health Care Administration (FMHCA) along with the Ministry of Trade (MoT) is currently aggressively urging bottled water manufacturing companies to obtain accreditation from the Ethiopian Standards Agency.

In Ethiopia, from time to time the number of bottled water companies has increased. Bottled water is a booming and very competitive market involving numerous companies. According to the information obtained from Ethiopian Trade Minister, Reporter newspaper (2016) disseminated that there are 37 bottled water manufacturers in the country. The supply of these bottled water producing companies has grown tremendously.

The growing number of bottled water companies provides customers with a set of alternative brands from which to choose. Currently in Ethiopia, there is an increase in both the demand and supply for bottled water is increasing. The expansion of bottled water companies and rapidly growing market will make the competition among companies stiffer than before. In this competitive environment, the way by which companies win the competition is through differentiation, building strong brand. To build a strong brand understanding what consumers expect from certain bottled water is important.

In 2004, the world consumption of Bottled Water reached 154 billion liters (41 billion gallons), and Americans alone consumed 26 billion liters (Arnold, 2006). Since then, the demand for bottled water has been increasing, even in places where tap water is safe to drink (*Emily & Janet, 2006*). Consumers choose to drink bottled water for several reasons. In many cases, it is because the consumers think bottled water tastes better than tap water, which they think is a sign for better quality. Furthermore, consumers are very health conscious, so they perceive bottled water as safer and of better quality (*Ferrier, 2001*). The increasing usage of bottled water represents a change in ways of life, for example, the increasing urbanization deteriorates the quality of tap water, but at the same time, the increasing standard of living enables people to drive far and bring home heavy and expensive bottled water (*Ferrier, 2001*).

Although bottled water is a huge market success, it is not a sustainable solution for the global community due to the massive amount of fossil fuel burning required for transportation and

packaging (*Emily & Janet, 2006*). Furthermore, the bottles degrade slowly, and incinerating used bottles can produce toxic byproducts. Therefore, it is necessary to investigate consumer's behavior – why some people think bottled water is better than tap water and some think otherwise, and especially the factors that shape such behavior. In a 1993 poll of people who drink bottled water, it was found that 35 percent of people chose bottled water because of concern of tap water quality, and 12 percent chose bottled water because of both health concerns and desire for a substitute for other beverages. Another 35 percent drank bottled water as a substitute for soft drinks and other beverages. The last 7 percent chose bottled water for other reasons such as taste and convenience (*Olson, 1999*).

2.2 Empirical Literature Review

According to Philip Kotler (2002) modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders as well as the general public. For most companies, the question is not whether to communicate but rather what to say, to whom, and how often. The marketing communications mix consists of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The product's styling and price, the package's shape and color, the salesperson's manner and dress, the place's decor—all communicate something to buyers. In fact, every brand contact delivers an impression that can affect a customer's view of the company. Therefore, the entire marketing mix must be integrated to deliver a consistent message and strategic positioning.

Dr. Bandar Khalaf Alharthey(2015)understanding Decision Making of Consumers through Advertising Strategy and Integrated Marketing, the study has found that consumers do not prefer purchasing products about which they are not aware of, which signifies the importance of advertising and integrated marketing. It has been found in this study that advertising strategy is most important tool of integrated marketing program which produce profound and lasting impact on consumers. This explains that advertising is the most important tool in creating brand awareness as well as influencing consumer purchase decision. The study found out that advertising strategy and integrated marketing share a positive correlation with consumer purchase decision; only if they are used effectively through application of appropriate research technic.

Dr. Tahir Ali (2013) on the study made on impact of Integrated marketing communication on consumers purchase decision confirms the importance of IMC activities and concludes that IMC is the best to target the consumers, because the consumers are strongly influenced by IMC implementations

Annette W. Mutuku (2001) aims at investigating the influence of marketing mix on consumers' brand preference of smart phones among public university student in Nairobi. The findings indicate that respondents learned about smartphones through various promotional mix like advertisements which enhanced their brand preference. Promotion acts as shopping guide for most consumers and the more winning the promotion is, the more likely it will influence purchase.

Chakravarti and Janiszewski, (2005) examined the impact of generic advertising on brand preference. They proved that for advertising, there is no support for a direct significant impact on brand preferences. Generally the impact of advertising on brand preferences is complicated and often indirect. Generic advertising affects consumers brand preferences by affecting their beliefs about brand attributes and price responsiveness. Similarly Doyle (1989) suggests that it is a misperception to consider advertising as a tool that can enhance consumer preference for certain brands over their competitors. He argues that there is little correlation between the advertising and strength of the brand; many superior brands exist in the market and with little or no advertising at all.

A study of perceived advertising spending on one of Malaysia's noodle brands found out that Perceived advertising spending had no significant impact on brand preference and its Dimensions (Tamara, 2014). The author attributed this to the fact that instant noodles are Cheap and readily available which makes consumers to rely more on the actual consumption Experience for judgment.

M Sayeed Alam and Md. Farhan Faruqui (2009) had presented a case study to investigate the effect of sales promotion on consumer Brand preference of laundry detergent in Dhaka city consumers. The study find that sales promotion will not related to brand loyalty or brand preference. In this case, it is mentioned that the study was conducted on Dhaka city consumers (sample). The Sales promotion increase the sales for short time and the message satisfies the consumers but it has no impact to convince the customer to become loyal towards the promoted brand or in other words it will not increase the deterministic component if the customer utility equation.

According to (Blattberg & Neslin, 1990) sales promotion is a key ingredient in marketing campaigns which consist of collection of incentive tools to stimulate quicker or greater purchase of particular products by the consumers. Similarly Brassington & Pettitt, (2000) states that sales promotion are range of marketing technique that are designed to add value to a product or services over and above the normal offering in order to achieve specific sales or marketing objective

The study of Chakraborty, Hossain, Azad, and Islam (2013) found that sales promotion and advertising positions a product or service strongly in the mind of the consumer in order to encourage repeat purchase of the product. It was also discovered that advertising makes consumer less price sensitive which is a problem often associated to motivate consumer's mind by sales promotion. The results of the study of Soni and Verghese (2013) found that sales promotion and personal selling play significant role in consumer purchase decision. Offer, premium, and contest are the most significant tools in influencing consumer's purchase decisions while price and rebate have insignificant influence on consumer's purchase decision. Rizwan, Javed, Khan, Aslam, Anwar, Noor, and Kanwal (2012) discovered that while free samples and coupons have no significant relationship with consumer buying behavior hand price discount, buy-one-get-one-free and physical surrounding have significant relationship with consumer buying behavior.

The study of Muthukrishnaveni and Muruganandam (2013) revealed that sales promotion schemes play a very important role in influencing the consumer's purchase decision. More than 50% of the respondents see sales promotion as an important factor to be considered when purchasing personal care products. Matthew, Ogedebe, and Ogedebe (2013) found that web advertising influences consumers' purchase decision in Maiduguri Metropolis, Nigeria. The study revealed that majority of the respondents have positive disposition towards web advertising.

Melkamu (2014) analyzed the effect of media advertising on consumers' buying behavior as well as the factors that motivate consumers to respond to media advertising. This was conducted on a specific brand within the banking sector. The results of the study revealed that media ads were the most important sources of information; and the types of media ads (broadcast & print media ads) and the objectives of media ad messages have significant effect on consumers' buying behavior. The findings showed that TV has the most powerful influence on consumers' buying behavior due to the combinations of audio-visual presentations. The informative ads, perception about the bank, the

color of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank's media ads (Melkamu, 2014).

According to Julian & Ramaseshan (2004) the relationship between the salesperson and the customer is perceived as being of great importance for the marketing of a company. Hence, the sales force within the industry needs not only to be trained in the art of selling, but also to be aware of all the products available and be able to clearly explain what each offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force to know their customers, as well as their products.

Verhallen et al. (2007) indicate that companies should see the personal selling as a problem-solving process in which the sales force engages and co-operates towards the customer, trying to find a solution to the customers' problem, rather than only persuading him to purchase the products or services. In addition, Meidan (2006) claims that it is up to the sales force to enhance the company's reputation by looking after its customers

According to Christine Adhiambo Odhiambo Social media can help a small business reach a target market in a very short time because through the network effect, the message gets to the target market segment almost instantly at a cheaper cost compared to other traditional advertising channels like print and radio. He also suggested that the management of customers' comments online is a big challenge facing small businesses because some are very positive and some are "business damaging" meaning negative comments could potentially impact sales and brand image. Negative comments posted online could be from a competitor trying to pull down the brand name or turn away customers. The fact that online advertisers do not have control of these comments is a cause of concern to small business because they have less resource in terms of human resource and finances to invest in doing online damage control.

Shutri Arora & Anukrati Sharam (2013) in their study "Social Media: A Successful Tool of Brand awareness" in 2013 concluded that There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. Social media is a strong and potent communication tool. It presents brands with enormous reach and

endless communication possibilities. It allows brands to emerge into a world of peer-to-peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right.

The study of Rashmi Belwal shows that how social media has become an important tool for marketing and creating brand awareness. In fact it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms. However, Social media alone cannot be effective without augmenting it with other traditional media channels like radio, newspaper, or TV even though it is widely reported that the effectiveness of traditional media and their use is sharply falling.

A thesis paper by Gedamnes (2013) investigates underlying factors of bottled water brand choice in Addis Ababa, Ethiopia. The findings of the study showed that most of respondents were aware of bottled water brands available in Ethiopia. The study revealed that advertisement, product quality, packaging, brand availability and price make a significant contribution to bottled water brand choice of consumers in Addis Ababa (Gedamnes, 2013).

2.3 Conceptual Framework and Hypothesis

2.3.1 Conceptual Framework

A conceptual model shows how one theorizes the relationships among several elements identified as important to the research questions based on the theoretical and empirical literature available. With this under consideration, a conceptual model has been developed for this particular case at hand based on the reviews of previous knowledge to discuss the interrelationships among the tools of integrated marketing communication and the performance of Origin Water Company in terms of various variables.

The framework has been developed considering similar empirical studies and the theoretical illustrations on the above sections of the literature. They are made based on the promotional mix tools in this study, i.e., advertising, sales promotion, social media and personal selling affect the brand preference and the performance of Origin Water Company positively and significantly.

Promotional Mix Tools

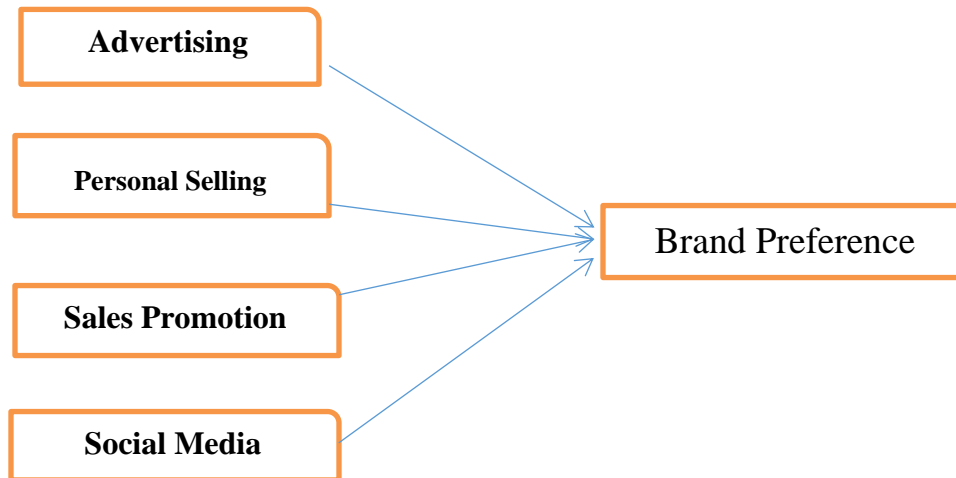


Fig 2.1: Conceptual framework (adopted from Mooradian et al. 2012 & Ray)

2.3.2 Research Hypotheses

From the above conceptual framework four hypotheses have been proposed, each of which specifies and determines the relationship between the variables which finally leads to the influence of Promotional mix on brand preference in ONMWC.

H1: Advertising has a significant positive effect on brand preference in ONMWC .

H2: Sale promotion has a significant positive effect on brand preference in ONMWC.

H3: Personal selling has a significant positive effect on brand preference in ONMWC.

H4: Social media has a significant positive effect on brand preference in ONMWC.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter presents the approaches and methods that are employed in the study such as the design, collected and sources of data & information as well as sampling size versus human population of the study area. Attempts were also made in narrating the reliability and validity the analysis to the objectives of the study.

3.1 Research approaches

Two basic research approaches have been identified: inductive and/or deductive approach. Inductive approach is a research approach that builds on specific phenomenon to generalize. A deductive approach to research is the one that people typically associate with scientific investigations. (Soiferman, 2010). This research is using the deductive reasoning approach. The reason for selecting deductive reasoning is because the researcher intends to study what others have done, reads existing theories of IMC and brand preference, and then emerges from those theories.

The research instrument for this study was designed through conducting the quantitative method in the study because quantitative methods are more appropriate for large scale issues. The attempt was to express the possible relationships between one or more independent variables by conducting a great number of data. This approach was applied by collecting data using questionnaires from convenient places for the researcher

3.2 Research Design

The research design for this study was explanatory research. For this study, explanatory research was used to obtain a picture of feedbacks of various ORIGIN mineral water consumers with a view to understand how they feel and respond Promotional mix communication strategy implemented by ORIGIN mineral water in Ethiopia. Explanatory study is also used to understand and explain the relationship between different Variables (Advertisement, personal selling sales promotion etc.) of

Promotional mix communication and brand preference in case of ORIGIN mineral water in Ethiopian.

3.3 Target Population

The target population of the study compromise office, retailer ,supermarkets ,mini markets, hotels and individual consumers who are occasional and/or regular users of ORIGIN mineral water. Addis Ababa was the target location to be obtained from the respondents.

3.4 Sampling Frame

The sampling frame refers to the list of all units of population from which the sample is selected (*William, 1991*). The sampling frames for this research was infinite or undefined because there was no statistical data that list or even estimate the number of origin mineral water brand consumers in Addis Ababa and it is impossible to identify and list from this research perspective. therefore the sampling frame of this research was the office, retailer ,supermarkets ,mini markets, hotels and individual consumers of origin mineral water brand product in Addis Ababa city.

3.5 Sampling Techniques

A non-probability sampling technique, which is Judgment Sampling, was used to undertake the study and to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study. Time, money, and resources are three limiting factors that make this unlikely. Therefore, most researchers are forced to study a representative subset, a sample of the population of interest (*Marczyk, DeMatteo, and Festinger, 2005*). The specific places in which the researcher collected the data was supermarket ,GYM, cafe and restaurants, and universities.

3.6 Sample Size

In this research, the target population of the study can be considered as infinite population since the customers cannot be determined. As result, the following sampling formula for infinite population was used to come up with the sample size using the formula of (*Israel, 2012*).

$$n_0 = \frac{Z^2 pq}{e^2}, \text{ where}$$

n_0 -Sample size"

Z – z value at specified confidence interval^[1]

p - Estimated proportion of an attribute present in the population

e – Desired level of precision

Which is valid where n_0 is the sample size, Z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$) equals the desired confidence level, e.g., 95%)¹, e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve (*Israel, 2012*).

To illustrate this, assume there is a large population but that we do not know the variability in the proportion that will adopt the practice; therefore, assume $p=0.5$ (maximum variability). Furthermore, suppose we desire a 95% confidence level and $\pm 5\%$ precision (*Israel, 2012*).

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16 \approx 384$$

The sample size was determined by the insight, judgment, as well as meager financial resource of the researcher, the sample is determined. Accordingly, a sample size of 384 persons was used in random sampling.

3.7 Sources of Data and Data Collection Techniques

The data for this study was collected mainly from two sources, primary and secondary. The primary data obtained mainly with the research instruments (questionnaire), Questionnaires was distributed to 384 consumers of ORIGIN mineral water products; which are above the age of 18, who frequently visit GYM, supermarket, café and restaurants. while the secondary data also extracted from books, journals, articles, magazines, newspapers and other relevant publications.

3.8 Data collection Methodology

The research used self-administered questionnaire survey as instrument to collect primary data. A self-structured questionnaire developed using a five point Likert scale on the four independent variables and one dependent variable.

3.9 Questionnaire Design

There is two main sections in the questionnaire. The first section was regarding the socio demographic data of respondents which included characteristics:- gender, age, educational background, Marital status, Monthly income and for how long the customer is using the ORIGIN mineral water product. The second section of the questionnaire was designed to collect data relating to the four determinants of Brand preference. This section consisted of the dependent variable (Brand preference) and the four independent variables(advertisement, personal selling, sales promotion, and social Media).The questionnaire encompassed 18 items which are prepared on five point likert scale ranging from strongly disagree to strongly agree.

3.10 Data Analysis Techniques

The questionnaires was distributed, collected, coded and analyzed using the statistical package for social science (SPSS 20).The data analyzed using both descriptive and inferential statistics. Descriptive analysis include frequency of distribution (to interpret demographic variables of respondents) and mean (to find the mean scores of Determinants of Brand preference) and inferential analysis will be used for hypothesis testing that include correlations and regression. To examine the relationship between Brand preference and independent variables, Pearson correlation was used. Multiple Regression analysis was used to test hypotheses and identify the significant factors influencing Brand preference. Multiple regression analysis was used to examine the relationship between the four independent variables and one dependent variable.

3.10.1 Validity and Reliability

3.10.2 Validity

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (*Kothari,2004*). In other words, Validity is the most critical criterion and

indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality, the research design the researcher will check content and construct validity of the research.

3.10.3 Reliability

Is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). In order to check the internal consistency of the instrument, a pilot study 20 questionnaire was conducted on respondents and reliability test will be conducted using Cronbach-Alpha. Cronbach alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007).

3.11 Ethical Considerations

According to *Saunders, Lewis and Thornhill (2001, p. 130)* “Ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it”. The data will be collected from the samples through by using a questionnaire; the respondents will not be required to write their name. The result of the study is will be used for academic purpose only and the response of the participants is fully confidential. The information that the respondents will be analyzed without any change by the researcher. Furthermore, the works that is used in this research as a base for this study is cited appropriately as the researcher respects the work of previous studies

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

Introduction

This chapter incorporates the analysis of data and findings of study. The main objective of the study was to understand the influence of the Promotional mix communication programs on the customer brand preference of ORIGIN Natural Mineral Water Company in Ethiopia, based on the data which was obtained from respondents in Addis Ababa, through questionnaires.

In this research, Statistical Package for Social Science programs (SPSS) 20 is used for data analysis. The methods used in data analysis includes descriptive analysis and multiple regression analysis. Descriptive analysis is used to summarize the general profile of respondents while multiple regression analysis is applied to determine whether the proposed independent variables (Advertising, sales promotion, personal selling and social media) have influence on the dependent variable (Brand preference). Total of 384 sets of questionnaires were distributed to the potential respondents and a total of 352 questionnaires were collected. Out of this, 32sets of the questionnaires were considered unusable because respondents were either unwilling to cooperate or not serious with the survey. Therefore, only 352 usable sets of collected questionnaires were used for the data analysis.

4.1. Demographics of the Respondents

In the following table the respondents' demographic profile is presented with their respective frequency of occurrence and percentage

Table 1 Age Of The Respondent

	Age range	Frequency	Percent
Valid	15-24	86	24.4
	25-34	135	38.4
	35-44	82	23.3
	45+	49	13.9
	Total	352	100.0

Source: own survey finding, 2019

When it comes to age distribution of respondents of the total, the majority 135(38.4%) of respondents lies in the age range of 25-34 years and the age group of 15-24, respondents followed the previous group with a percent share of 86(24.4%) and age range between 35-44 is 82(23.3%) The age group 45+ contributed 49(13.9%).

Table 2 Gender Of The Respondent

	Gender	Frequency	Percent
Valid	Male	166	47.2
	Female	186	52.8
	Total	352	100.0

Source: own survey finding, 2019

As it can be seen from the table 2 in gender of respondents, out of 352 respondents, 166(47.2%) of them are males and the remaining 186(52.8) % are females. Which means the respondents are more females than males.

Table 3 Educational Level Of Respondents

	Educational level of the respondent	Frequency	Percent
Valid	No Education level	14	4.0
	High School	51	14.5
	College Diploma	73	20.7
	First Degree	147	41.8
	Masters and above	67	19.0
	Total	352	100.0

Source: own survey finding, 2019

As shown above in table 3, the respondents have an educational background range from No Education level to masters and above. Out of which 14(4.0%) of them have No Education level

,51(14.5%) are High School, 73(20.7%) of them have College diploma ,147(41.8%) are First degree holders and the rest 67(19%)of them have masters and above. First degrees respondents have high frequency rate.

Table 4 Marital Status

	marital status	Frequency	Percent
Valid	Single	161	45.7
	Married	191	54.3
	Total	352	100.0

Source: own survey finding, 2019

As of the respondents shown in table 4, the majority of respondents are married 191(54.3%) and single respondents are 161(45.7%).Married respondents have high frequency rate.

Table 5 Income Of Respondents

	Income of respondents	Frequency	Percent
Valid	<1000	7	2.0
	1001-2000	20	5.7
	2001-3000	28	8.0
	3001-4000	66	18.8
	4001-5000	91	25.9
	>5000	140	39.8
	Total	352	100.0

Source: own survey finding, 2019

As shown in table 5 The majority of respondents earned ETB >5000 monthly household income of 140 (39.8%) followed by those respondents who earn ETB 4001-5000 who account 91(25.9)% and respondents who earn ETB 3001-4000 66(18.8)%,respondents who earn ETB 2001-3000 28 (8.0)%,respondents who earn ETB 1001-2000 20(5.7)% and at last respondents who earn ETB <1000 monthly income of 7(2.0)%.

4.2 ONMW Awareness Information Collected From Respondent

Respondents were asked if they agree that Bottled water is safer than Tap water and if they drink ORIGIN Natural Mineral Water products or not and also, they were asked how long they have been drinking ORIGIN Natural Mineral Water products. Indicates that from all 352 respondents

,312(88.16)% respondents agree that Bottled water is safer than Tap water and 40(11.4)% doesn't agree that Bottled water is safer than Tap water. The respondents who drink ORIGIN mineral water brand products are 302(85.8)% and who don't drink 50(14.2)%.

Table 6 Respondent's ONMWC Consumption History

Questions	Option	Frequency	Percent
Do you agree that Bottled water is safer than Tap water?	Yes	312	88.16
	No	40	11.4
	Total	352	100.0
Do you drink ORIGIN mineral water brand products?	Yes	302	85.8
	No	50	14.2
	Total	352	100.0

Source: own survey finding, 2019

4.3 Validity and Reliability Test

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure. (Bryman and Bell, 2003). So before analyzing the collected data the reliability of the main items of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature. Pilot tests were then conducted with twenty consumers who were like to the population for the study. The purpose of the pre-testing was to refine the questionnaire and to assess the validity of measures in Ethiopian context. First reliability of the independent variables (Advertising, personal selling, sales promotion and social media) and the dependent variable (brand preference) was checked then overall reliability for all items which were important for the research was performed by using SPSS.

According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized in the below table.

Table 7 Reliability of the instrument

No	Dimension	Number of items	Alpha Value
1	Advertising	3	0.752
2	Sales Promotion	3	0.771
3	Personal selling	3	0.778
4	social media	3	0.793
5	Brand preference	3	0.721

Source: own survey finding, 2019

Therefore, the reliability of the above 15 items that are critical to determine the influence of promotional mix communication on brand preference has been tested using Cronbach's alpha. According to Hair et al. (2006) the reliability coefficient which is more than or equal to 70 % ($\alpha > 0.7$) is acceptable. So, reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the material used in this research. Thus, the reliability coefficient of the above items is greater than 70% and the overall reliability test for the items is 89.0%. This implies that the items were reliable and understandable to the respondents. This is shown in the below table.

Table 8 Reliability statistics of Overall Factor

Cronbach's Alpha	N of Items
.890	15

Source: own survey finding, 2019

4.4 Descriptive Statistics Results of variables

As indicated below in Table 9, consumers mean values show that the consumers' chose more agree among the alternatives of the Likert scale (Advertising mean=3.1 Std. Deviation=1.202), (sales promotion mean=3.21 Std. Deviation= 1.155) ,(Personal selling mean= 3.05 Std. Deviation=1.146) (Social media mean= 2.92 Std. Deviation=1.146) (Brand preference mean= 3.25 Std.

deviation=1.151). from four promotional mix communication elements sales promotion have the highest mean value and Social media holds the lowest mean value

Table 9 Descriptive statistics

	Statement	Mean	Standard Deviation
Advertising	My decision to purchase ORIGIN Mineral Water is influenced by advertisement	3.15	1.275
	I have frequently seen advertisements of brand ORIGIN Mineral Water	3.11	1.153
	ORIGIN Mineral Water brand, has attractive and recognizable advertisement	3.04	1.180
	Average	3.1	1.202
Sales Promotion	I think sales promotions is practiced by ORIGIN Mineral Water Company	3.17	1.161
	Packages which I get at the time of Sales promotion influence me to prefer ORIGIN Mineral Water brand.	3.24	1.139
	I prefer ORIGIN Mineral Water brand that is reasonably priced	3.23	1.165
	Average	3.21	1.155
Personal Selling	I think the sales man influence me to prefer ORIGIN Mineral Water brand.	3.10	1.175
	I know about ORIGIN Mineral Water through a personal communication with	3.07	1.097

	a Sales man		
	I buy ORIGIN Mineral Water brand that a sales person has recommended	3.00	1.166
	Average	3.05	1.146
Social Media	ORIGIN Mineral Water brand provides information through social media.	2.85	1.116
	I know ORIGIN Mineral Water through their Facebook page /Instagram / Google+	2.93	1.144
	I often see ORIGIN Mineral Water product through social media.	3.00	1.180
	Average	2.92	1.146
Brand Preference	I prefer ORIGIN Mineral Water products because it delivers what they promised.	3.33	1.174
	Advertisement, personal selling, sales promotion, social media of ORIGIN Mineral Water influence me to prefer ORIGIN Mineral Water over other water brands.	3.18	1.111
	Whenever I purchase Bottle water product, ORIGIN Mineral Water products are my first choice	3.24	1.169
	Average	3.25	1.151

Source: Own survey result, 2019

The mean score of brand preference was relatively higher (3.25). This indicates that respondents prefer ORIGIN Mineral brands products because it delivers what they promised in terms of quality

and price .Consumers make brand preference decision depending on the perceptions they have about consistency of the quality and that origin mineral water campaign has helped consumers to be aware of the product with their Promotional mix communication tools. All the three items that measure brand preference product almost equally to the overall mean.

Next to brand preference sales promotion is higher (3.21). This implies that it is the most significant factor among respondents. This result shows consumers of origin mineral water brand purchase at the time of sales promotion. The two items, which are related with affordability and reasonable price contributes more to the grand mean.

The other variable that scores higher mean (3.05) is personal selling. This implies that most respondents are influenced by origin mineral water company sales persons. The statement that says — i think the sales man influence me to prefer origin mineral water brand contributes a highest mean (3.10) value to the overall mean.

Advertisement scores a mean of (3.1).This indicates that the influence of advertisement in the purchase of origin mineral water is highest among respondents. Social media scores a mean of (2.92) The low mean score indicates that, respondents do not consider Social media of origin mineral water company to make a brand preference decision. The statement that says- I often see ORIGIN Mineral Water product through social media contributes a highest mean (3.00) value to the overall mean.

4.5 Normality test

Normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by two terms i.e. kurtosis and skewness using SPSS. For kurtosis, the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar andSaleh 2012). Therefore, in this research, the data has been drawn from a normally distributed population or the population from which the data come is normally distributed because the value for both kurtosis and skewness is found to be normal. This can be shown below in table10.

Table 10 Skewness and Kurtosis test for each variable

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	352	-.062	.130	-1.003	.259
Sales promotion	352	-.121	.130	-.655	.259
personal selling	352	.054	.130	-.876	.259
social media	352	-.022	.130	-.730	.259
Brand preference	352	-.258	.130	-.630	.259
Valid N (list wise)	352				

Source: own survey finding, 2019

4.6 Pearson correlation Analysis

Pearson correlation coefficient (r) is a measure of the strength of the association between the variables. Theoretically, there could be a perfect positive correlation between variables which is represented by 1.0 (plus 1), or a perfect negative correlation which would be -1.0 (minus 1) while correlation range between -1.0 and +1.0. As per Marczyk, et al., (2005) general guidelines of correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

As can be seen from the below Table 11 there was a significant positive correlation between the four independent variables (Advertisement, sales promotion, personal selling, and social media) and dependent variable (brand preference). And the result was found to be statistically significant at ($P < 0.05$) for four independent variables. This shows that the factors have moderate correlation and have an impact on brand preference.

Table 11 Pearson Correlation

Promotional Mix	Correlations	Brand preference
Advertising	Pearson Correlation	.329**
	Sig. (2-tailed)	.000
	N	352
Sales promotion	Pearson Correlation	.475**
	Sig. (2-tailed)	.000
	N	352
personal selling	Pearson Correlation	.525**
	Sig. (2-tailed)	.000
	N	352
Social media	Pearson Correlation	.569**
	Sig. (2-tailed)	.000
	N	352

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

Source: own survey finding, 2019

4.7 Regression Analysis

4.7.1. Multi-collinearity Analysis

Before running regression, one should check for the problem of multi-collinearity which is present if there is high correlation between some of the independent variables. The study checks this with the variance Inflation Factor (VIF) which calculates the influence of correlation among the independent variables on the precision of regression estimates. The VIF should not exceed 10.

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula $1-R^2$ for each variable. If this value is less than 0.1 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.1 it means that there is no multi-collinearity problem with in the model.

Table 12 Collinearity statistics

Independent variables	Collinearity Statistics	
	Tolerance	VIF
Advertising	.700	1.428
Sales promotion	.587	1.703
Personal selling	.576	1.736
Social media	.672	1.489

a. Dependent Variable: Brand preference

Source: own survey finding, 2019

The above multi-collinearity statistics shows the tolerance value to be greater than 0.1 and VIF value to be significantly below 10. This shows that there is no multi-collinearity problem with in the model.

4.7.2 Homoscedasticity Assumptions

Homoscedasticity is an assumption in regression analysis that the residuals at each level of the predictor variables have similar variances. That is, at each point along any predictor variable, the spread of residuals should be fairly constant. For a basic analysis we first plot *ZRESID (Y-axis) against *ZPRED (X-axis) on SPSS because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met. The graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero. If this graph funnels out, then the chances are that there is heteroscedasticity in the data. If there is any sort of curve in this graph then the chances are that the data have broken the assumption of linearity (Pallant, 2005).

Table 13 R Square analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.410	1.63704

a. Predictors: (Constant), social media, Advertising, Sales promotion, personal selling

b. Dependent Variable: Brand preference

Source: own survey finding, 2019

Table 13 represents the analysis of multiple regression models for the beta coefficients of each elements of promotional mix communication. thus, these Independent variables accounted for 41.7% of the variance in the dependent variable (brand preference) $R^2=.417$. Thus,41.7% of the variation in brand preference could be explained by these four promotional mix communication elements which are advertisement, personal selling, sales promotion and social media.

4.7.3 Multiple regression analysis

Multiple regression analysis is defined as “a statistical technique which analyses the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line” (Hair et al., 2004). four hypotheses were tested using multiple regression analysis, because the correlation tables shows only the relationship between the variables, but it does not show the exact percentage changes of the dependent and independent variables and the strength and degree of the relationship between variables.

ANOVA tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome variable (SPSS, version 20). As can be seen from the above table, the variables of Promotional mix communication (independent variables) significantly predict the dependent variable (Brand preference) with $F=62.035$ and $sig=0.000$. F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (SPSS, version 20). The F-test result of the study is 62.035 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05 i.e. the variation that is explained by the model is not simply by chance.

Table 14 ANOVA Result for Promotional mix elements and brand preference

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	664.994	4	166.249	62.035	.000 ^b
	Residual	929.930	347	2.680		
	Total	1594.924	351			

a. Dependent Variable: Brand preference

b. Predictors: (Constant), social media, Advertising, Sales promotion, personal selling

Source: own survey finding, 2019

The linear regression equation

$$BP = a + (B1) SP + (B2) PS + (B3) SM$$

Where BP=Brand preference

- SP=Sales promotion ▪ PS=Personal selling ▪ SM=Social media
- B1, B2 and B3 are = beta coefficients.

Therefore, from table below we can say that $BP = 2.328 + .177SP + .210PS + .348SM$

Table 15 Multiple regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.328	.360		6.457	.000
	Advertising	-.007	.044	-.008	-.153	.878
	Sales promotion	.177	.050	.191	3.566	.000
	Personal selling	.210	.050	.225	4.167	.000
	Social media	.348	.047	.370	7.402	.000

a. Dependent Variable: Brand preference

Source: own survey finding, 2019.

Table 15 reveals the result of multiple regression analysis between dependent variable (brand preference) and independent variables(Advertising, Sales promotion, Personal selling, Social media). Among the four independent variables, multiple regression analysis revealed that Sales promotion, Personal selling and Social media were a significant predictor of consumers origin mineral water brand preference by the p-value($p < 0.05$), while the influence of Advertising ($p = 0.878$) on origin mineral water brand preference was not found significant. The nature of relationship was positive for Sales promotion ($\beta = 0.191$), Personal selling ($\beta = 0.225$) and Social media ($\beta = 0.370$) and on the other hand Advertising display negative influence on brand preference with ($\beta = -0.008$).

As the depicted in tables among variables those have a significance relationship with origin mineral water brand preference. Social media has the highest standardized regression coefficient and the lowest significance ($\beta = 0.786$, $p = 0.000$), which means Social media are the most important predicator of consumer origin mineral water brand preference followed by Personal selling ($\beta = 0.225$, $p = 0.000$). Sales promotion was found to be the list variable that influences the origin mineral water brand preference of consumers.

Table 16 Hypothesis testing

Hypotheses	Beta	T	$p < 0.05$	Result
H1: Advertising significant effect on brand preference	-.008	-.153	.878	Rejected
H2: Sale promotion significant effect on brand preference	.191	3.566	.000	Supported
H3: Personal selling significant effect on brand preference	.225	4.167	.000	Supported
H4: Social media significant effect on brand preference	.370	7.402	.000	Supported

Source: own survey finding, 2019

4.9 Hypothesis Testing

H1: Advertising has a significant positive effect on brand preference. Advertising has negative and insignificant effect on origin mineral water preference with beta value-0.008, and p-value 0.878 which is greater than 0.05. Therefore, the study Rejected the hypothesis. This finding is in-lined with the findings of Chakravarti and Janiszewski, (2005) examined the impact of generic advertising on brand preference. They proved that for advertising, there is no support for a direct significant impact on brand preferences. Generally the impact of advertising on brand preferences is complicated and often indirect. Generic advertising affects consumers brand preferences by affecting their beliefs about brand attributes and price responsiveness. Similarly Doyle (1989) suggests that it is a misperception to consider advertising as a tool that can enhance consumer preference for certain brands over their competitors. He argues that there is little correlation between the advertising and strength of the brand; many superior brands exist in the market and with little or no advertising at all. A study of perceived advertising spending on one of Malaysia's noodle brands found out that Perceived advertising spending had no significant impact on brand preference and its Dimensions (Tamara, 2014).

H2: Sale promotion has a significant positive effect on brand preference. According to the result Sale promotion has a positive and significant effect on origin mineral water preference with beta value of 0.191 and p-value of 0.00($p < 0.05$). Therefore, the study supports the hypothesis. This is in-lined with study of (Blattberg & Neslin, 1990) sales promotion is a key ingredient in marketing campaigns which consist of collection of incentive tools to stimulate quicker or greater purchase of particular products by the consumers. Similarly Brassington & Pettitt, 2000) states that sales promotion are range of marketing technique that are designed to add value to a product or services over and above the normal offering in order to achieve specific sales or marketing objective.

H3: Personal selling has a significant positive effect on brand preference. As it is shown in the above table, Personal selling has a positive and a significant effect on origin mineral water preference with beta value of 0.225 and p-value of 0.00 ($p < 0.05$). Therefore, the study supports this hypothesis. This finding is in-lined with the findings of Verhallenet al. (2007) indicate that companies should see the personal selling as a problem-solving process in which the sales force

engages and co-operates towards the customer, trying to find a solution to the customers' problem, rather than only persuading him to purchase the products or services. In addition, Meidan (2006) claims that it is up to the sales force to enhance the company's reputation by looking after its customers.

H4: Social media has a significant positive effect on brand preference. According to the result Social media has a positive and significant effect on origin mineral water preference with beta value of 0.370 and p-value of 0.00($p < 0.05$). Therefore, the study supports the hypothesis. Therefore, the study supports the hypothesis. This finding is in-lined with the findings of Shutri Arora & Anukrati Sharam (2013) in their study "Social Media: A Successful Tool of Brand awareness" in 2013 concluded that There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer-to-peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right. The study of Rashmi Belwal shows that how social media has become an important tool for marketing and creating brand awareness. In fact it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.

CHAPTER FIVE

Summary, Conclusion and Recommendation

This chapter presents the Summary, conclusions and recommendation derived from the data analysis carried out in the previous section.

5.1 Summary of major finding

The main objective of the study was the influence of Promotional mix communication on the customer brand preference of origin natural mineral water brand in Ethiopia. The study about Promotional mix (advertisement, sales promotion, personal selling) and brand preference accordingly, the following are major findings of the study.

- Demographics characteristics of respondents shows the age distribution of respondents of the total, the majority 135(38.4%) of respondents lies in the age range of 25-34 years and the age group of 15-24, respondents followed the previous group with a percent share of 86(24.4%) and age range between 35-44 is 82(23.3%) The age group 45+ contributed 49(13.9%).
- Gender of respondents shows out of 352 respondents, 166(47.2%) of them are males and the remaining 186(52.8) % are females.
- Regarding, educational background range from No Education level to masters and above. Out of which 14(4.0%) of them have No Education level ,51(14.5%) are High School, 73(20.7%) of them have College diploma ,147(41.8%) are First degree holders and the rest 67(19%)of them have masters and above.
- The majority of respondents earned ETB >5000 monthly household income of 140 (39.8%) followed by those respondents who earn ETB 4001-5000 who account 91(25.9)% and respondents who earn ETB 3001-4000 66(18.8)%,respondents who earn ETB 2001-3000 28 (8.0)%,respondents who earn ETB 1001-2000 20(5.7)% and at last respondents who earn ETB <1000 monthly income of 7(2.0)%.
- Indicates that from all 352 respondents ,312(88.16)% respondents agree that Bottled water is safer than Tap water and 40(11.4)% doesn't agree that Bottled water is safer than Tap water.

The respondents who drink ORIGIN mineral water brand products are 302(85.8)% and who don't drink 50(14.2)%.

- The findings revealed that four components of Promotional mix: advertisement, sales promotion, personal selling and social media are well correlated with consumers' preference of origin mineral water brand. Pearson correlation coefficient shows that there is strong relationship with one of the independent variables which is social media and dependent variable (brand preference) i.e. 0.569. The correlation between the rest of independent variables (: advertisement, sales promotion, personal selling) variable and dependent variable (brand preference is moderate) i.e. 0.329, 0.475 and 0.525 respectively.
- The result of multiple regression analysis between dependent variable (brand preference) and independent variables (Advertising, Sales promotion, Personal selling, Social media). Among the four independent variables, multiple regression analysis revealed that Sales promotion, Personal selling and Social media were a significant predictor of consumers origin mineral water brand preference by the p-value ($p < 0.05$), while the influence of Advertising ($p = 0.878$) on origin mineral water brand preference was not found significant. The nature of relationship was positive for Sales promotion ($\beta = 0.191$), Personal selling ($\beta = 0.225$) and Social media ($\beta = 0.370$) and on the other hand Advertising display negative influence on brand preference with ($\beta = -0.008$).
- Among variables those have a significance relationship with origin mineral water brand preference. Social media has the highest standardized regression coefficient and the lowest significance ($\beta = 0.786$, $p = 0.000$), which means Social media are the most important predictor of consumer origin mineral water brand preference followed by Personal selling ($\beta = 0.225$, $p = 0.000$). Sales promotion was found to be the last variable that influences the origin mineral water brand preference of consumers.

5.2 Conclusion

The main purpose of this research focuses on understanding the influence of Promotional mix implemented by origin mineral water brand on consumers' brand preference in Ethiopia. The main issue in implementing Promotional mix is to cope up those marketing communication practices with the fusion of available resources and various communication channels and building an understanding of consumers' preferences. The result form this study will helps to recognize the adaptation in their marketing practices according to the changing environment and changing consumers' buying trends and highlight the important tools which are mostly influencing consumers to prefer origin mineral water brand.

Among elements of Promotional mix communication social media is the most important factor for consumers to prefer origin mineral water brand products, which means that they are more in touch with these tools as compare to other. This may be because Nowadays, technology is important aspect for origin mineral water's Promotional mix communication implementation as consumers in Ethiopia are getting more involved in to social media, internet and online activities. There is a groundswell support for social media in the published literature and businesses using these technologies seem to be more than just because is the latest trend.

Social media has become an imperative conduit for global marketing communications and is commanding a larger share of advertising budgets, especially to reach the younger generation. Therefore, the value of advertising on social media such as Facebook, YouTube, LinkedIn, Twitter and others is of great interest to organizations, managers and academics (Saxena & Khanna, 2013). In theory, social media is indeed an effective business tool. There are many articles in the web, books, research-based evidence to prove it.

On the other hand, Sales promotion is significant for preferring origin mineral water brand products due to a diverse collection of mostly short term incentives designed to motivate consumers Personal selling activities, is significant for preferring origin mineral water brand products due to the fact that origin mineral water companies practice such activities. Its revealed that respondents were very satisfied with information on how sales persons promotes the organization brand and information on the benefits of the promotion.

Advertisement is that advertisement activities are not aggressively implemented and also not efficiently implemented to influence them to prefer origin mineral water brand as compared to other promotional mix communication tools. Based on feedback and analysis this study it can be concludes that origin mineral water Promotional mix communication implementation strategy meets its target in creating brand preference.

This research concludes that Promotional mix communication is the best way to influence the consumers on their brand preference., because the consumers are strongly influenced by Promotional mix communication implementations. The research also confirms the past research literatures are valid and reliable after data analysis of consumers' feed backs. Concluding the consumers feedback, is obvious that they want firm to incorporate Promotional mix communication activities as they are well informed and able to purchase from the variety of water brands available, so which water brand reach them more effectively will influence them more.

5.3 Recommendation

Based on the major findings of the study and conclusion drown above, the following recommendations are made,

- According to Schultz, an IMC plan is created not only to transmit a consistent message about the company and its customers but also to choose the most effective methods for communicating and building relationship with the current and potential customers. origin mineral water need to analyse by building relationship with consumers and implementing Promotional mix communication practices.
- Origin mineral water company should use more of Facebook ,Instagram and WhatsApp for achieving wide reach since they are most frequent and widely used And for providing adequate product information. Social media marketing should be leveraged on because it is perceived to be more creative and attractive compared to other marketing platforms.
- The key recommendations for personal selling is Origin mineral water company should maintain current performance on personal selling as most customers are happy across the

various factors which include the types of products it is done for; household and personal care. Consumers also appreciate the extra convincing efforts implemented for water items. And it increases the trustworthiness and image of a brand

- Recommendations for Sales promotions ,in Origin mineral water company Price discounts should be widely used however there is potential to get more effective results through ‘extra amounts’ e.g. buy 2 get 1 free. Leverage on training sales representatives and effective TV communication since they are the main sources of knowledge on sales promotions. Sales promotions should be used to boost immediate sales since they promote temporary switch of brands.
- Origin mineral water company should start advertise more since it’s a big marketing weapon to attract customers and stay in customers’ mind, and it will have significant impact on consumers to prefer Origin mineral water brand. Consumers will recall and rely on advertisements of Origin mineral water. This recall helps them in preferring Origin mineral water brand and made impulse purchase any time they are exposed to the advertisement.

5.3 Further Area Of Study

This study has explored the influence of promotional mix communication on brand preference in the case of origin mineral water brand. Further research is needed to validate the results reported in this study by extending this research to include a broader region with a larger sample size in order to ascertain if the present findings are applicable to the broader population of other bottled water brands . Additionally, this study examined the influence of promotional mix on brand preference by focusing only on the origin mineral water industry should see other bottles water company too. This research strictly concerned itself in investigating the effectiveness of marketing tools such as Advertisement, personal selling, sales promotion and social Media, on consumers brand preference since origin mineral water company focus on this tools of promotional mix. Other promotional mix tools like Public Relations and Direct Marketing should be also considered in the future studies.

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Appendix A

Questionnaire

Addis Ababa University
School of commerce
Masters of Marketing Management Program

Dear respondents,

This questionnaire is meant to collect data/information to study “The influence of promotional mix communication on brand preference -the case of origin mineral water Company” in partial fulfillment for the requirements of Master’s Degree in Arts in Marketing Management.

Your keen participation in supplying the required data is highly essential for successful completion of the study. The information you provide will be kept confidential and be used only for an academic purpose. I would like to thank you in advance for your participation and sharing your busy schedule.

Direction: kindly put a (√) mark with the option that reflects your level of agreement with the given statement.

Part I: Demographic questions

1. AGE 15 – 24 2. 25 -34 3. 35-44 4. > 45

2. Sex: Male Female

3. Educational level: No education College Diploma
High school First Degree
Masters and above Postgraduate Degree

4. What is your marital status?

Single Married

5. Monthly income in ETB: <1000 1001-2000 2001-3000 3001- 4000
 4001- 5000 >5000

6. Do you agree that Bottled water is safer than Tap water 1) Yes 2) No

7 .Do you drink origin mineral water brand products 1) Yes 2) No

Part II: Determinants of Brand preference.

Direction: Please indicate your degree of agreement/disagreement with the following statements by putting (√) the appropriate box.

No	Advertising	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	My decision to purchase ORIGIN mineral water is influenced by advertisement					
2	I have frequently seen advertisements of brand ORIGIN Mineral Water					
3	ORIGIN Mineral Water brand, has attractive and recognizable advertisement					
	Sales Promotion	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I think sales promotions is practiced by ORIGIN Mineral Water Company					
2	Packages which I get at the time of Sales promotion influence me to prefer ORIGIN Mineral Water brand.					
3	I prefer ORIGIN Mineral Water brand that is reasonably priced versus its quality.					
	personal selling	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I think the sales man influence me to prefer ORIGIN Mineral Water brand.					
2	I know about ORIGIN Mineral Water through a personal communication with a Sales man					
3	I buy ORIGIN Mineral Water brand that a sales person has recommended					

	social media	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	ORIGIN Mineral Water brand provides information through social media.					
2	I know ORIGIN Mineral Water through their Facebook page /Instagram / Google+					
3	I often see ORIGIN Mineral Water product through social media.					

Part III: BRAND PREFERENCE

	BRAND PREFERENCE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I prefer ORIGIN Mineral Water products because it delivers what they promised.					
2	Advertisement, personal selling, sales promotion, social media of ORIGIN Mineral Water influence me to prefer ORIGIN Mineral Water over other water brands.					
3	Whenever I purchase Bottle water product, ORIGIN Mineral Water products are my first choice					

Appendix B : SPSS Result

Reliability

Scale: Overall reliability test

Cronbach's Alpha	N of Items
.890	15

Source: own survey finding, 2019

Reliability test (Cronbach's alpha)

No	Dimension	Number of items	Alpha Value
1	Advertising	3	0.752
2	Sales Promotion	3	0.771
3	Personal selling	3	0.778
4	social media	3	0.793
5	Brand preference	3	0.721

Source: own survey finding, 2019

Normality test

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising	352	-.062	.130	-1.003	.259
Sales promotion	352	-.121	.130	-.655	.259
personal selling	352	.054	.130	-.876	.259
social media	352	-.022	.130	-.730	.259
Brand preference	352	-.258	.130	-.630	.259
Valid N (listwise)	352				

Descriptive statistics

	Statement	Mean	Standard Deviation
Advertising	My decision to purchase ORIGIN Mineral Water is influenced by advertisement	3.15	1.275
	I have frequently seen advertisements of brand ORIGIN Mineral Water	3.11	1.153
	ORIGIN Mineral Water brand, has attractive and recognizable advertisement	3.04	1.180
	Average	3.1	1.202
Sales promotion	I think sales promotions is practiced by ORIGIN Mineral Water Company	3.17	1.161
	Packages which I get at the time of Sales promotion influence me to prefer ORIGIN Mineral Water brand.	3.24	1.139
	I prefer ORIGIN Mineral Water brand that is reasonably priced versus its quality.	3.23	1.165
	Average	3.21	1.155
Personal selling	I think the sales man influence me to prefer ORIGIN Mineral Water brand.	3.10	1.175
	I know about ORIGIN Mineral Water through a personal communication with a Sales man	3.07	1.097
	I buy ORIGIN Mineral Water brand that a sales	3.00	1.166

	person has recommended		
	Average	3.05	1.146
Social media	ORIGIN Mineral Water brand provides information through social media.	2.85	1.116
	I know ORIGIN Mineral Water through their Facebook page /Instagram / Google+	2.93	1.144
	I often see ORIGIN Mineral Water product through social media.	3.00	1.180
	Average	2.92	1.146
Brand preference	I prefer ORIGIN Mineral Water products because it delivers what they promised.	3.33	1.174
	Advertisement, personal selling, sales promotion, social media of ORIGIN Mineral Water influence me to prefer ORIGIN Mineral Water over other water brands.	3.18	1.111
	Whenever I purchase Bottle water product, ORIGIN Mineral Water products are my first choice	3.24	1.169
	Average	3.25	1.151

Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Advertising	Salespromotion	personselling	socialmedia
1	1	4.805	1.000	.00	.00	.00	.00	.00
	2	.062	8.779	.02	.47	.02	.09	.45
	3	.050	9.767	.00	.23	.27	.27	.41
	4	.047	10.132	.97	.20	.03	.05	.03
	5	.036	11.585	.01	.10	.68	.59	.11

a. Dependent Variable: Brandpreference

Correlations

		Advertising	Sales promotion	Personal selling	Social media	Brand preference
Advertising	Pearson Correlation	1	.501**	.416**	.399**	.329**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	352	352	352	352	352
Sales promotion	Pearson Correlation	.501**	1	.564**	.434**	.475**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	352	352	352	352	352
personal selling	Pearson Correlation	.416**	.564**	1	.528**	.525**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	352	352	352	352	352
social media	Pearson Correlation	.399**	.434**	.528**	1	.569**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	352	352	352	352	352
Brand preference	Pearson Correlation	.329**	.475**	.525**	.569**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	352	352	352	352	352

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

Source: own survey finding, 2019

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.646 ^a	.417	.410	1.63704

a. Predictors: (Constant), social media, Advertising, Sales promotion, personal selling

b. Dependent Variable: Brand preference

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	664.994	4	166.249	62.035	.000 ^b
	Residual	929.930	347	2.680		
	Total	1594.924	351			

a. Dependent Variable: Brand preference

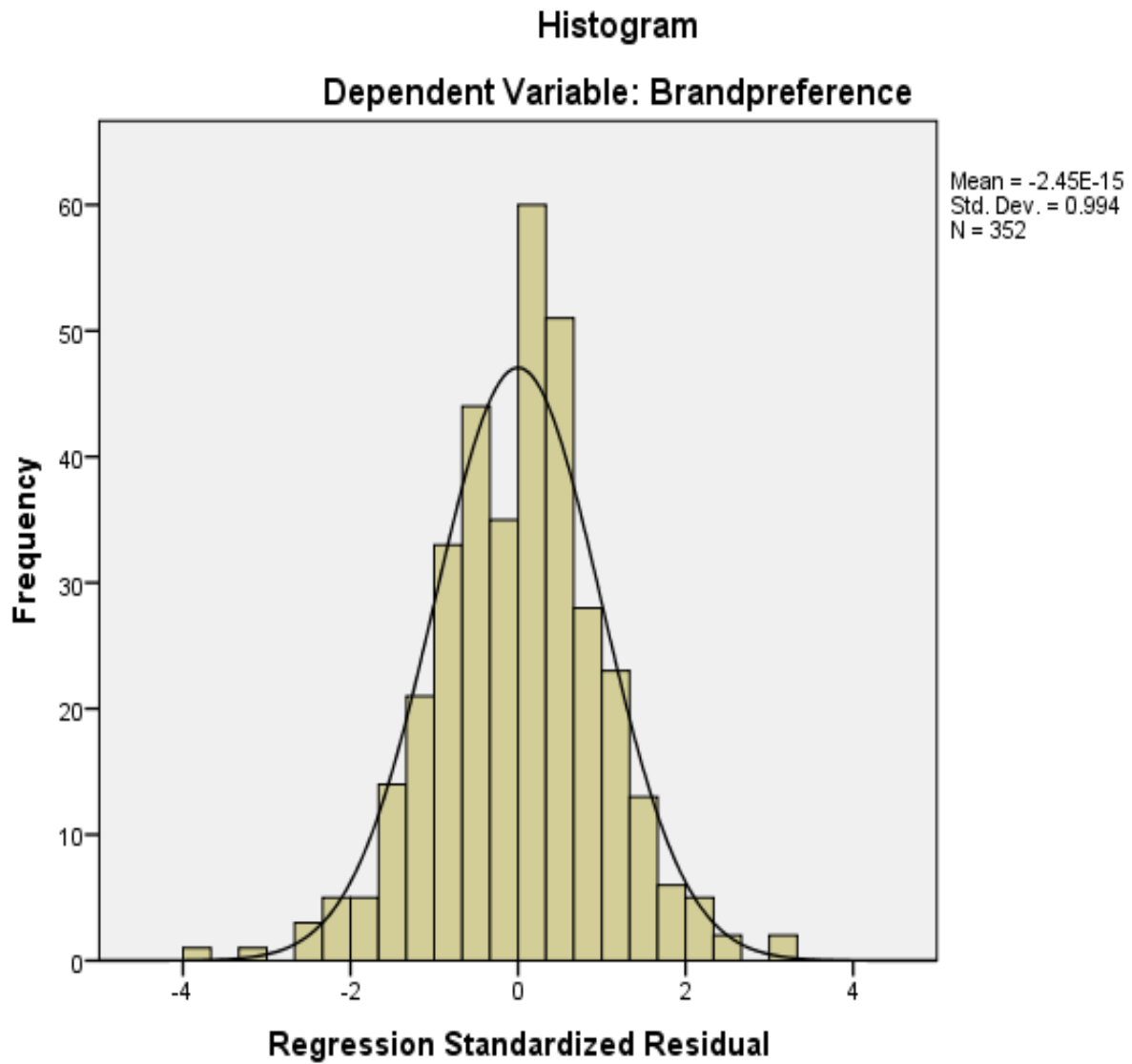
b. Predictors: (Constant), social media, Advertising, Sales promotion, personal selling

Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	2.328	.360	6.457	.000			
	Advertising	-.007	.044	-.153	.878	.700	1.428	
	Salespromotion	.177	.050	.191	3.566	.000	.587	1.703
	personalselling	.210	.050	.225	4.167	.000	.576	1.736
	socialmedia	.348	.047	.370	7.402	.000	.672	1.489

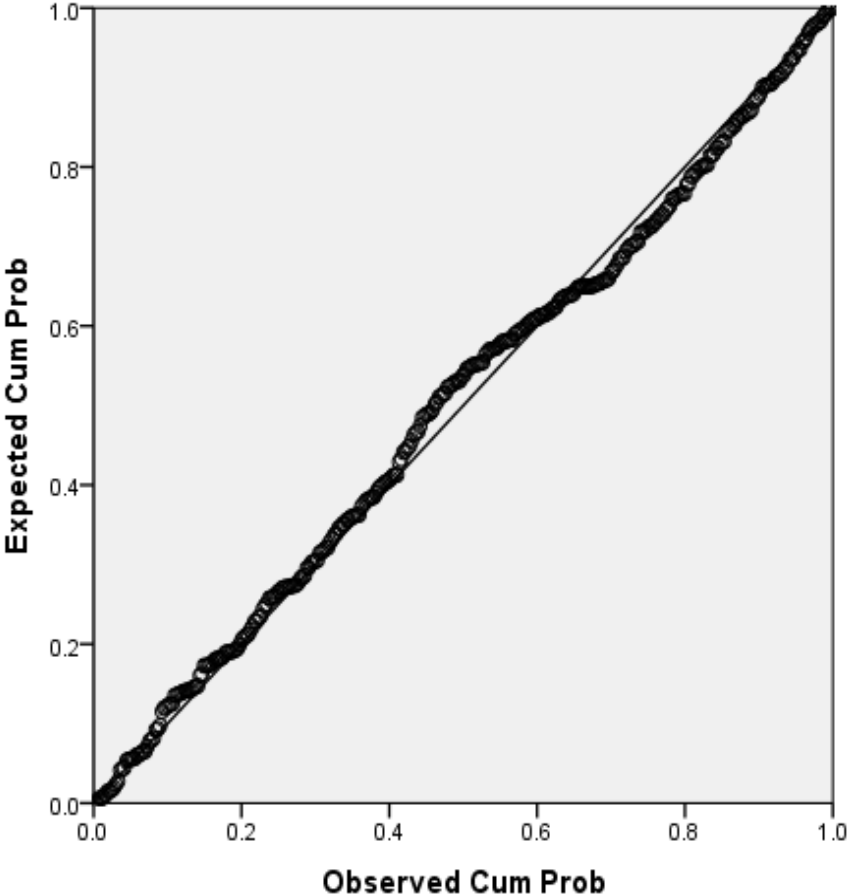
a. Dependent Variable: Brand preference

Histogram Plots



Normal P-P Plot

Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Brandpreference



Scatter Plot

