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School of journalism and communication

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MA thesis on the title:

An Investigation into the Government's Ban on Alcoholic Advertisements and Its Impacts on
Marketing Strategies of Beer companies: A case of Dashen Brewery Company

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Addis Ababa, Ethiopia



Thesis submitted to school of journalism and communication in partial fulfillment of master's degree in Public relation and strategic communication

An Investigation in to the Government's Ban on Alcoholic Advertisements and Its Impacts on Marketing Strategies of Brewery Companies: A Case of Dashen Brewery Company

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September, 2022

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Declaration:

I hereby declare that the work presented in this MSc thesis entitled “**An Investigation in to the Government’s Ban on Alcoholic Advertisements and Its Impacts on Marketing Strategies of Brewery Companies: A Case of Dashen Brewery Company**” is entirely my own, except where otherwise stated. This work has not been submitted in whole or in part for any other degree or qualification at any other university or institution. Any sources, ideas or data obtained from other sources have been fully acknowledged in the text and in the reference list.

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Approval

The undersigned certified that they have read and hereby recommend to Addis Abeba University to accept the thesis submitted by Teshome Hailu entitled An investigation in to the government’s ban on alcoholic advertisements and its perceived impacts on marketing strategies of brewery companies: Dashen Brewery Company in focus, in partial fulfillment of the requirements for the award of masters degree in public relation and strategic communication.

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ABSTRACT

The success of a business depends on the marketing communication mix, or promotional mix, which includes advertising. Basically, this is responsible for offering a good or service and persuading the customer to buy it out of a sense of need or interest. Also, advertising helps to educate the target market about the product. Alcohol marketing and advertising in the media has been rigorously regulated and limited in Ethiopia. The effects of the ban on Brewing Company have not yet been researched. Consequently, the primary goal of this study is to investigate the effects of advertising restrictions on integrated marketing strategies for alcoholic beverages: a case study of Dashen beer factory. A qualitative research approach was used in this study. The marketing division and individuals in managerial positions at the Dashen Brewery sharing business make up the study's target demographic. Thematic analysis was employed after the data was translated and systematically coded segment by segment in accordance with the study questions. Amharic data was collected and translated word by word into English. It was then manually coded, grouped, and summarized under the main thematic domain. The prohibition on alcohol advertising has had a serious detrimental effect on new products. The restriction made it difficult for the business to attract new clients. To mitigate the effects of the prohibition, the business has been heavily training its employees, changing its focus to dealing with football teams (sponsorship), and maintaining quality to keep the former clients. Also, the general economic situation of the nation was one of the major marketing obstacles that influenced the capacity to invest in new clients, and these phenomena had an impact on the marketing situation. Focusing on other marketing aspects would therefore help to mitigate the damage. Focusing on other marketing aspects would therefore help to mitigate the damage. The government needs to research the effects of the prohibition on alcohol advertising and how it helps other nations. The corporation had to continue with various visible measures, such as social media marketing, sponsorship, social obligations, etc., in light of the findings. The study came to the conclusion that the prohibition on alcohol promotions had an effect on beer company marketing plans, either directly or indirectly. I consider Dashen's example in light of this research, but it also applies to other businesses in a similar industry. The sector's stakeholders should perform more research to better grasp its advantages and disadvantages. To aid in directing future decisions, this data should be put into a report.

Key Words: *Integrated Marketing, Advertisement ban,*

ACRONYMS

AMA American Marketing Association

IMC Integrated Marketing Communications

IO Industrial Organization

TV Television

TABLE OF THE CONTENT

Contents

AKNOWLEDGMENT	iii
ABSTRACT.....	iv
List of Figures	ix
List of Tables	ix
1. INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	5
1.3.1 General Objective	5
1.3.2 Specific Objective.....	5
1.4 Significance of the Study	5
1.5 Scope and Limitation of the Study.....	6
1.6 Organization of the Thesis	6
2. REVIEW OF RELATED LITERATURES.....	7
2.1 Introduction	7
2.2 Product strategy.....	9
2.2.1 Product Life-Cycle Strategies	10
2.3 Marketing and Promotion strategy.....	12
2.3.1 Promotion Strategies.....	13
2.4 Literature on Integrated Marketing Communications.....	13
2.5 Studies on State-level Advertisement ban.....	18
2.6 Theoretical framework of Integrated Marketing Communications (IMC)	25

2.6.1	Pillars of IMC	27
2.6.2	Marketing Communication: A Total communications Issue	34
2.6.3	Integrated Marketing Communications	35
2.6.4	Guidelines for Managing Market Communication	37
2.6.5	Relationship Marketing.....	41
2.6.6	Customer Focus	42
2.6.7	Selecting the Right Communication Vehicles	42
2.6.8	Customer-Brand Relationship.....	44
2.6.9	Communication channel	45
2.6.10	Synergy	45
2.6.11	Conceptual framework.....	46
2.7	Concept of Advertising	47
2.7.1	Advertising strategy	48
2.7.2	The Advertising Campaigns	49
2.8	Advertisement ban in Ethiopia.....	49
2.9	Exploration of the IMC Process	51
2.10	Beer in Africa and Ethiopia	54
2.10.1	BGI brewery factory	55
2.10.2	Heineken beer	56
3.	RESEARCH DESIGN AND METHODOLOGY	57
3.1	Introduction	57
3.2	The Research Design.....	57
3.3	Description of the Study Area	58
3.4	Target Population	59
3.5	Sampling Technique.....	59

3.6	Data Collection Technique.....	60
3.7	Validity and Reliability	61
3.8	Data Analysis Technique	62
3.9	Ethical Considerations.....	62
4.	DATA PRESENTATION AND ANALYSIS	64
4.1	Introduction	64
4.2	Characteristics of the participants	64
4.3	How advertisement restriction affected the company's integrated marketing communication strategy	65
4.4	Marketing strategies adopted after the restriction of the advertisement.	66
4.5	Marketing strategy has been affected by the ban	67
4.6	The impact on the growth and profitability of the organization	67
4.7	How the company cope up with ad ban	67
5.	SUMMARY, CONCLUSION AND RECOMMENDATIONS.....	72
5.1	Summary	72
5.2	Conclusions	73
5.3	Recommendations	74
	REFERENCES	76

List of Figures

Figure 3. 1the Marketing Communications Mix.....	44
Figure 3. 2 Conceptual framework shows the factors that affects, IMC strategies	47

List of Tables

Table 4. 1 Characteristics of the study participants, 2021.	64
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1. INTRODUCTION

1.1 Background of the Study

The success of a business depends on the marketing communication mix, or promotional mix, which includes advertising. Basically, this is responsible for offering a good or service and persuading the customer to buy it out of a sense of need or interest. Also, advertising helps to educate the target market about the product. Raising product awareness is strongly related to imparting knowledge. The messaging is to increase consumer knowledge of the existence of the product, how it can help the customer or improve their lives once they have it, and why they should buy it immediately. An advertisement is a plainly funded, impersonal remark intended to sell or promote a product, service, or idea. Advertising, which reaches audiences directly through media outlets like television, print, radio, and the internet, is frequently funded by businesses trying to advertise their products or services (Nelson, 2004).

A successful strategy would keep the customer in mind when communicating the company's mission and brand. The possibility of a successful advertisement is increased by the ability to target specific audiences with ads. The first step for advertisers is to develop a brand relations strategy. The strategy will outline the user, the message, and the best manner to target them. The marketing blend is what is used to describe this. Like commercials, advertisements increase awareness, but their primary goal is to change consumers' buying behaviors. TV advertisements are a popular kind of advertising in which a product, brand, or service is promoted through a paid message that is broadcast on television (Aitken, 1989).

Alcoholic beverage producers market their products in a variety of methods to encourage usage. Alcohol beverage marketing is a complex, aggressive, and protracted endeavor that starts with product development and invention and includes promotional communications to highlight benefits of use and remove barriers to it. The goal of commercial advertising is frequently to increase sales of their products or services by "branding," which associates a product name or emblem with particular qualities in the minds of consumers. On the other hand, direct response advertising aims to prompt a quick transaction.

Radio, newspapers, and magazines were listed as the next most popular forms of alcohol promotion in Ethiopia after television. Local wine and beer brands receive the most advertising attention. Advertisement for alcoholic beverages with a high alcohol content was not seen by the participants. Alcohol advertisements have been criticized for being excessively long, unprofessional, dramatic, missing consumer segmentation and definition, and generally unethical. A public health expert aged 39 stated, "Television does not consider composition of viewers when airing alcohol promotion." Alcohol is portrayed as being essential for successful social and cultural events, a sign of modernity, and aiding commercial success (Henok & Yemane, 2005).

The Federal Democratic Republic of Ethiopia House of People's Representatives ratified the Food and Medicine Administration Proclamation (Proclamation No. 1112/2019), which restricts smoking in public places and outlaws all alcohol advertising in broadcast media, in order to discourage the promotion of alcohol, particularly its risky use among the younger generation. The approval of the law is a noteworthy accomplishment that public health professionals should be proud of. But it shouldn't be seen as a goal in and of itself, evidence indicates that restrictions on alcohol advertising have an impact on drinking habits, particularly in younger people.

The strategies recommended by international and regional discussions to end harmful alcohol use include regulating access, limiting advertising, marketing, and funding, prohibiting trafficking in minors, pricing and taxation, law enforcement, monitoring drunk driving, raising public awareness, and providing counseling, care, and diversion. Alcohol consumption and abuse in society are complex issues. There are other factors that are deeply ingrained in social and individual behaviors that determine why and how much individuals drink, even though price and supply have been identified as the main drivers of alcohol consumption. Alcohol advertising, for instance, has an impact on the initiation of underage drinking, increased drinking, and the prevalence of alcohol problems later in life. Therefore, media promotions for alcoholic beverages should be tightly restricted.

The primary products of the global beer manufacturing sector are alcoholic beverages made from malted barley and hops, including wine, lager, malt liquor, and nonalcoholic beer. This industry excludes alcoholic beverages like vodka and rum as well as beer, brandy, and beer. The main

markets for the sector are Western Europe, Eastern Europe, America (including North and South America), Africa, and Asia (including China and India). Each of those areas' industries is in a specific stage of development (Heineken, Annual Report 2001). Moreover, demographic and per capita demand reflect potential future growth and, hence, the allure of the individual economies (Saul Klein, 2000).

The Ethiopian brewery industry dates back to 1922, when the St. George brewery was established. Currently, the country produces about 7 million hectoliters of beer annually, a figure that is anticipated to rise as the beverage's popularity rises. Actually, there are six main brewers who control 12 breweries and make at least 24 different beer brands. Internationally, multinational breweries are widely distributed, and the business has received a sizable amount of foreign investment. Nonetheless, the market's balance of worldwide dominance has been turned around by the emergence of small, regionally focused breweries over the past five years.

The third-largest brewer is Dashen, the oldest, which was founded in 2000 and currently has two breweries with a combined capacity of 2.9 million hectoliters. International investment let it grow, and in 2015 it opened a second brewery. Three new small breweries entered the market between 2014 and 2017 during this time period, which saw the industry see tremendous expansion (ASOKO INSIGH, 2019&DBSC, 2004).

The Ethiopian government places a higher priority on public health than business profits, as evidenced by the laws governing alcohol beverage advertising. It might therefore have an impact on the marketing plans of the respective industries. The advertising tactics used by the alcohol business will alter as a result. Moreover, advertisements in magazines, on social media, and through other means should be used by the alcohol business as a marketing tool to lessen the impact of the ban imposed by the Ethiopian federal government. This study will examine how advertising restrictions have affected alcoholic beverages and how different businesses have tried to address the issue.

1.2 Statement of the Problem

Communication with current and future customers is critical for any company that wants to be successful with its marketing strategy. Advertising is a form of communication that tries to convince prospective consumers to buy or use more of a certain brand of product or service.

Advertising, as one of the practices of external marketing, is significant because it may reach consumers by educating or reminding them of the presence of the brand, or alternatively by persuading them or helping to distinguish a product or company from those in the market. Prior to the alcoholic marketing ban, Dashed Brewery Company created intriguing advertisements, promotional video clips that are close to the psyche of the people of Ethiopia with cultural and historical touch advertising clips, which helped the company grab the attention of its consumers and market its product.

Advertising has a strong effect on a company's brand strategy and retail sales. Hutton (1996) contends that because integrated marketing communications deals with integrating or incorporating contact resources to shape a combined message, "...marketing, advertisement, and public relations practitioners had been adept at organizing their activities even before the term IMC came into vogue? The IMC process begins with the creation of an integrated marketing communication strategy, which specifies which marketing and advertisement tools to be used during the promotion campaign. Following the Proclamation by the Ethiopian parliament introduced a bill called the Food and Medicine Administration Proclamation, the provision that bans the advertisement for any alcoholic product through broadcasting media (television and radio), company's marketing strategy will automatically be affected and IMC would be incomplete.

Therefore, the aim of this research was to explore how the integrated marketing communication system is affected, and the impact of the ban (restriction) on alcoholic advertisements in case of Dashen brewery industry.

1.3 Objectives of the Study

1.3.1 General Objective

The study's primary goal was to investigate the perceived effects of advertising restrictions on alcoholic beverages, specifically in the context of integrated marketing techniques used by the Dashen Brewery Factory.

When a plan didn't work out, the IMC framework allowed businesses to come up with several other options. This study set out to determine how the government's ban on alcoholic advertising affected the Dashen Brewing Company.

1.3.2 Specific Objective

- To evaluate how advertising ban affected the marketing strategy of the company.
- To explore how advertisement restriction affected the company's integrated marketing communication strategy.
- To examine other marketing strategies adopted by the company after the restriction of the advertisement.

1.4 Significance of the Study

The significance of this study lies in its ability to increase awareness of the ways in which the ban on alcohol advertising impacts the brewery sector, including how this has an impact on integrated marketing communications for brewery businesses.

The findings of this study assist various sector stakeholders in understanding how the ban affects the industry and the marketing strategies of some brewing companies. The results of this study will also assist industry stakeholders in understanding the opposing viewpoint in order to adapt additional potential marketing strategies. This study provides hints for additional studies on the same subject. The study's conclusions give important information about how the brewery industry can react to shifting legal conditions and modify its marketing tactics.

1.5 Scope and Limitation of the Study

This research focused only on accessing the challenges faced by Dashen Brewery Company due to the ban of alcoholic advertisements. While the goal of this thesis is to look at the impact of advertising restrictions on alcoholic beverage marketing strategies, only qualitative research methodologies will be employed. As a result, certain quantitative findings may be missed. And the research would concentrate on the marketing strategy of a single brewing industry. Furthermore, not all IMC components may be included in this study; data from in-depth interviews will focus solely on synergy, targeted communication, and communication channel, either directly or indirectly. The data's collected analyzed and presented only focus on Dashen Brewery Company. The depth of the research delimited up to the data's collected and to the capacity of the researcher. Totally this research paper took two years due to various factors including companies and personal challenges.

1.6 Organization of the Thesis

There are five chapters in these thesis. The study's background, problem statement, general and specific study objectives, significance of the study, and study scope and limitations are all covered in the first chapter. The second chapter discusses the literature used to conduct these theses. The third chapter contains the methodology used to perform the thesis. The fourth chapter contains results and discussion. The final chapter provides an overview of the main findings, summarizes conclusions, and suggests potential implications of the thesis.

2. REVIEW OF RELATED LITERATURES

2.1 Introduction

Integrated marketing communication is a marketing strategy that integrates advertising, direct marketing, public relations and sales strategies to reach targeted consumers. IMC has become an integral part of contemporary marketing strategies. The main intention of IMC is to create a positive image for a product, service or campaign. IMC also helps to strengthen existing relationships with customers and build new ones. The three main sub-groups of IMC are customer-centric, competitor-centric and employee-centric.

Customer-centric IMC is based on understanding the needs, interests, and behaviors of target consumers. It builds a relationship between a company and its customers through various communication channels. It focuses on creating transparency among all parties involved in an interaction with the company's customers. This allows companies to establish trusted channels for engagement with their target market. Customer-centric IMC is primarily employed by large corporations, but it is also used by small businesses and nonprofit organizations.

The marketing process does not end with the creation of a marketing campaign. High-performing companies must develop their abilities in the areas of marketing activity planning, execution, and control as well as marketing results monitoring, problem-solving, and corrective action. According to Kotler (2007), the marketing mix strategy is the plan by which the business unit anticipates achieving its marketing goals. Marketing strategy comprises of choices made by the company regarding its marketing budget, marketing mix, and allocations in light of anticipated market and competitive conditions.

The culmination of a company's marketing decisions regarding which product categories to invest in and compete in, as well as how the company chooses to succeed in terms of its consumer value proposition, resources and competencies, and functional area strategies and programs, according to Dacko's (2008) 2008 Advanced Dictionary of Marketing. All marketing choices are based on a combination of tactics for the product, pricing, position, and promotion. A great marketing plan must include the marketing mix approach. Marketing is the result of a company's marketing decisions about the product categories in which to invest and compete, as well as how the company decides to succeed in terms of its customer value proposition,

resources, and competences, as well as functional area strategies and programs. All marketing choices are based on a combination of tactics for the product, pricing, position, and promotion. A great marketing plan must include the marketing mix approach. A company must think about how each of the four components interacts with the others in order to ensure that the marketing mix plan is successful.

The actual item or service that a company will provide to customers is the product component of the marketing mix, while the price component takes into account how much customers are willing to pay for that good or service. Promotion takes into account how a business will promote its product or service to potential customers, while the location component of the marketing mix establishes the distribution channels that a business will utilize to get its product or service to the consumer. A great marketing strategy must take into account and manage each of the four elements of the marketing mix. In order to be successful, a marketing mix plan must consider each element and how they interact with one another.

A marketing strategy known as integrated marketing communications (IMC) aims to streamline a business' promotional efforts by fusing different communication channels, such as advertising, direct mail, public relations, and sales promotion. IMC is a crucial tool for organizations to effectively and efficiently contact their target audience. It enables businesses to develop a message that is consistent and appealing to the target market across a variety of mediums. Companies are able to create a comprehensive marketing strategy using IMC that will enable them to differentiate themselves from the competition and grow their market share. The idea of IMC and its significance in the competitive business environment of today will be examined in this literature review.

In recent years, the scientific literature on integrated marketing communication (IMC) has expanded dramatically. Research have shown that IMC, which enables businesses to coordinate their marketing efforts across several channels, is an effective and efficient way to reach consumers. Additionally, studies show that IMC can boost brand recognition and loyalty while also assisting businesses in forging closer bonds with their clients. Moreover, research has shown that by utilizing the strength of numerous media outlets, IMC can be leveraged to boost sales and lower marketing expenses. In conclusion, the literature on IMC offers a plethora of knowledge on how businesses might benefit from this strategy.

2.2 Product strategy

A "product" is, in essence, anything that is marketed to win over customers' allegiance, whether it be tangible or intangible. It could be a single item, a mixture of items, a product and service, or a grouping of related products and services. While a commodity is often described from the viewpoint of the manufacturer, it is frequently necessary to take into account two other perspectives: the customer's and those of other relevant publics (Burnett, 2008).

According to Quain (2012), auxiliary characteristics are the unique features and advantages of the product, whereas major features are the main advantages of the product that it shares with its rivals. Think about the distinction between a frozen pizza from the store and a pie brought by a courier service. The same fundamental ingredients are used by all: a dough base with tomato sauce and cheese on top, along with other additions. The primary benefit of both items is that they provide a satisfying meal; they only differ in secondary qualities.

Product strategy describes the overall plan for creating and promoting a product, how the product contributes to the objectives and company strategy, and how the strategy is implemented through product roadmaps. Wikipedia

The process of determining your goals and your plan of action is known as product strategy. It must come before the "what," "when," and "how" because it is the "why" behind the product. The greatest way for a product manager to innovate is with a goal-first mindset.

To increase customer happiness, increase lifetime value of customers, upsell additional services, decrease churn, add customer joy, enter new markets or sectors, maintain product features, and increase mobile uptake, product efforts need a developer.

The stages listed below must be followed in order to develop a successful product strategy.

- Define your target audience. Doing so will help you connect with them more readily, address their specific needs, and take action on any feedback they may provide.

Understanding the issue at hand will help you find a solution 50% faster, according to several people. By having a thorough awareness of the issues at hand, you can quickly please your target audiences.

- Describe your product concept since it will draw customers to you.

- Specify the desired condition and the existing situation. By specifying your condition, you can clearly visualize your product.
- List the rules for product design.

2.2.1 Product Life-Cycle Strategies

Management wants the new product to have a lengthy and reliable life after its release. The business hopes to generate a fair profit to balance the risk and effort involved in selling the product, even though it does not anticipate that it will continue to sell permanently. Although the management is aware that each commodity would have a life cycle, the exact kind and length are still unknown. Despite the complexity of material life cycles, the main phases can nearly always be distinguished. The normal product life cycle has five steps or processes.

- **Product Development Stage**

The product production cycle starts when a company develops and releases a new product concept. During product production, there are no sales and rising acquisition expenses for the business. Many companies divide the development of new products into a logically ordered sequence of steps that start with concept generation and end with commercialization. Each firm organization completes the stage of the project independently in accordance with this sequential product creation strategy before moving the new product to the following department and stage. Complex and dangerous projects will benefit from our methodical, step-by-step approach to bringing order to chaos. Nonetheless, it can move dangerously slowly. In today's quickly evolving, fiercely competitive marketplaces, such slow-but-sure product growth will lead to product delays, lost revenue, and disintegrating market shares. Reduced new product production time and speed to market' have become pressing issues for businesses in all sectors. (Kotler (2007).

- **Product introduction Stage**

In comparison to other stages, profits are unfavorable or inadequate in this stage because of little income and high distribution and marketing expenses. It costs a lot of money to find distributors and build up their stocks. To inform customers about the new product and entice them to try it, relatively large sums are spent on promotion. Businesses focus on the higher-income classes of

consumers who are most eager to invest. A business can employ one of many marketing strategies to launch a new product. A high or low standard may be set for each marketing component, including price, advertising, delivery, and product quality (Stark, 2011).

- **Growth Stage**

The new product will enter a development cycle during which revenue will significantly increase if it meets consumer wants or drives previously unmet requirements. New customers are informed about the new product. Product alterations are happening more frequently now. This product is known to rival businesses, which also market related goods. Earnings are excellent because there is less rivalry and a wide array of products being promoted. Early adopters will keep making purchases, and later purchasers will start to do the same, especially if they hear favorable word of mouth. The industry would welcome newcomers attracted by the potential for profit. New rivals will enter the market drawn by the chances for financial gain. They will introduce new product features, improve on the pioneer's product and expand the market for the product (Mahajan, 2013 and Stark, 2011).

- **Maturity Stage**

Marketing managers face major challenges throughout this stage of development, which typically lasts longer than the stages before it. The bulk of customers have previously made purchases, which sets it apart. The rate of sales growth is declining, and this product is categorized as "traditional." New brands and numerous variations are available. Both product quality and production processes have improved. The highest possible revenue is made. Profit for the company is continuously rising and declining. The manufacturer has products in storage, and competition is getting fiercer. Market rivalry is another factor. Due to the company's profitable sales, lesser competitors are driven out of the market. Sales advertisements are as effective as they can be. Customers here are conservatives who are slowly accepting of modern things. This is the most time-consuming process (Stark, 2011).

- **Decline Stage**

Sales may decrease to zero or to a low point that persists for several years. Many variables, including as changes in consumer preferences, the development of new technologies, and heightened competition, are all contributing to the decline in sales. As sales and profits decline,

several businesses leave the sector. Those who are left can scale back the variety of goods they offer. Companies might give up on smaller markets and unprofitable trade routes, or they might cut back on their advertising spending and slash their pricing even further (Anderson, 2000).

2.3 Marketing and Promotion strategy

The development of strategic marketing as a discipline of study over the past few decades can be seen as a convergence of perspectives, paradigms, philosophies, ideas, structures, presumptions, processes, models, and metrics from a variety of different fields of study, the most significant of which are marketing, strategic management, and industrial organization (IO) economics. Marketing academics have expressed concerns about the state of the field practically every decade, despite the body of literature indicating significant improvements on a variety of fronts (substantive, analytical, and methodological) (e.g., Wind and Robertson 1983; Day 1992; Reibstein et al. 2009). Day (1992, p. 324) noted that within academic circles, the significance of marketing as an applied management discipline, to the growth, testing, and dissemination of strategy theories and concepts has been overshadowed over the past ten years. Day expressed concern about marketing's lack of prominence in academic debate about strategy. Reibstein et al. (2009) emphasize in a recent guest editorial that research on strategic marketing issues has been hampered by the academic marketing community's increasing fragmentation into quantitative modeling and consumer behavior.

In 2004 (Marketing News 2004, p. 1), the American Marketing Association (AMA) released the following definition of marketing as its official definition: "Marketing is a business activity and a system of procedures for creating, establishing, and maintaining relationships with customers in ways that assist the organization and its stakeholders." According to Marketing News (2008), p. 28, the American Marketing Association (AMA) introduced the following marketing idea in 2007. Marketing is the process of creating, connecting, disseminating, and sharing goods that have value for customers, businesses, associates, and society at large. These definitions replaced four others that the American Marketing Association (AMA) adopted in 1935, 1948, 1960, and earlier this century.

2.3.1 Promotion Strategies

The planning, carrying out, and management of persuasive consumer contact are all aspects of promotional strategies. More than just manufacturing a good product, presenting it attractively, and making it accessible are required in modern marketing. Additionally, businesses must interact with their present and potential partners as well as the general public. For most firms, the problem is not whether to speak with customers, but rather what to say, to whom, and how often (Peter et al, 2006).

2.4 Literature on Integrated Marketing Communications

Among the pioneers of IMC for worldwide communication, Grein, A. F. and Gould, S. J. (1996) developed a modified idea of globally integrated marketing communications. Three definitions of integrated marketing communications are taken into consideration, and changes are suggested, in order to define worldwide integrated marketing communications. Focusing on the horizontal (across nations) aspect of marketing communications is the main extension offered by the new definition. In doing so, the integrated marketing communications approach is combined with an understanding of global marketing strategy and communication viewpoints. A contingency approach to globally integrated marketing communications is offered, which incorporates both horizontal (across countries) and vertical (across promotion disciplines) factors that affect decisions regarding global communications strategy. This approach is based on the derived definition and analysis of the standardized adaption issue in global communications.

IMC's potential manifestation in service advertising was investigated by Grove, Carlson, and Dorsch in 2002. The authors evaluated advertising in each of four service product categories to evaluate advertisers' efforts to address the tangibility of service offers via IMC, using one of Lovelock's typologies of services as a framework for categorizing various services with respect to their tangibility. They discovered few differences in the incorporation of IMC among the four different service kinds, with the exception that service advertisements for intangible acts (such as lawn care and hairstyling) were less extensively integrated (education, retailing, banking). The ramifications of the findings for creating better service advertising were examined.

A study was carried out by Reid, M. (2002) to determine the value of IMC in the current dynamic market environment. To evaluate the level of IMC management and brand

effectiveness, he employed an integrated marketing audit (Duncan and Moriarty, 1997). The findings show that stronger brand success is a result of more integration in marketing communications management.

Flint, D. J. (2004) investigated how supply chain management affected prospects for cost savings. The production of greater customer value, contentment, and loyalty can be facilitated by supply chain management, which can then boost product profit margins, total firm profitability, and overall corporate growth. But, with global supply chains, marketing strategy presents challenges. There are four main strategic marketing problems that pertain to the creation and application of marketing strategy in international supply chains. This essay highlights these difficulties in order to motivate managerial and research initiatives that will advance marketing strategy in the twenty-first century.

Christensen, L. T., Torp, and Firat (2005) investigated the idea that the market is too complicated to react in accordance with the IMC-framework in postmodernity. Although it is reasonable that IMC scholars and practitioners would like to bring order and predictability back to a society that is becoming more disorganized and fractured, this goal could be mistaken. This essay explores the idea that such initiatives could actually hasten the emergence of complexity with even greater unpredictability.

A framework for holistic consumer experience management is suggested by Tsai, S. P. (2005). In order to achieve synergy between all the interrelated components of IMC, including research and development, manufacturing, price formulation, channel arrangement, consumer service management, marketing message construction, and communication program execution, this framework's primary goal is to manage the mediated impression of and the direct encounter with the brand.

E. Dresler-Hawke and E. Veer (2006) used the behavior ecological model to study the IMC. The goal of social marketing strategy is to maximize societal transformation. The multi-leveled/multimedia model of social change is used in this essay. The Behavioral Ecology Model and the principles of integrated marketing communication are combined in this. It offers a framework for comprehending how repeated messages and communication techniques influence long-term changes in behavior or attitudes at the individual and societal levels.

IMC's evolution as a crucial illustration of advancement in the marketing field was examined by Holm, O. (2006). All different kinds of businesses and organizations dealing with the reality of competitiveness in an open market have been influenced in their thinking and behavior.

Pitta, D. A., Weisgal, M., and Lynagh, P. (2006) explore the developments in the field of integrated marketing communication and the changing relevance of its component processes that have implications for marketing managers.

Grove, S. J., Carlson, L., and Dorsch, M. J. (2007) looked into the prevalence and nature of IMC in product promotion across product categories for services as opposed to tangible commodities. Their objective was to shed light on the practical use of IMC in comparison to its theoretical applicability in the literature on business and advertising.

The effects of certain business orientations present in small tourism enterprises on the effective application of IMC were discussed by Elliott, R., and Boshoff, C. (2008). Small travel enterprises will have easier access to markets if various business orientations can be recognized and their respective influence on IMC can be assessed. The findings show that for the successful implementation of IMC in small tourism enterprises in South Africa, having a marketing orientation, an entrepreneurial orientation, and a pro-active competitive orientation are crucial.

The results of his survey were conceived as follows by D. M. Edmiston-Strasser in 2009: Nine of the survey respondents participated in qualitative interviews. The research was built on a four step IMC framework that was based on studies done by the American Productivity and Quality Center. The results showed the value of formal communication channels and leadership, and they also showed how IMC helps build brands.

A study on IMC toward the company that integrates the marketing message delivered to the consumer was undertaken by Finne, And Grönroos, C. (2009). By emphasizing the consumer's message integration, this paper shifts the attention. Four key aspects that influence the process of meaning formation were found after a survey of the marketing communication literature. A comprehensive model that takes into account each of these aspects, as well as a detailed examination of the nature and effects of future factors, appear to be absent in the literature, nevertheless. This study presents a comprehensive model that is based on the consumer perspective and takes into account the impact of all four aspects on message integration. It

combines insights from marketing communication with findings from research in relationship marketing. By shedding light on the influence of the future time factor on message reception, this paper presents an emerging Relationship Communication Model (RCM). It offers researchers and marketers a useful tool for understanding and managing marketing communications more effectively.

According to Mangold, W. G., and Faulds, D. J. (2009)¹⁴, social media is a hybrid component of the promotion mix because it allows businesses to communicate with consumers in a conventional manner while also allowing consumers to converse directly with one another in a non-conventional manner. Managers have little direct control over the social media-based dialogues that take place between customers in terms of their content, timing, or frequency. This contrasts with the conventional integrated marketing communications model, in which there is a high level of control. Managers must therefore develop the skills necessary to mold consumer conversations in a way that is compatible with the organization's mission and performance objectives. The steps to take to make this happen are outlined in this article. They include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers.

The major components of IMC were reviewed by Castronovo and Cristina et al. (2012). This study provides a profile of recent writings on social media, alternative marketing communications, and word-of-mouth marketing as feasible elements of integrated marketing communications. In addition, this article seeks to create a conceptual framework for integrated alternative marketing communication that industrial practitioners can use to help them accomplish their marketing goals.

These IMC elements have a substantial impact on the outcomes of the brand, according to Reid (2005). Using the Cronbach alpha test, which demonstrates the internal consistency of the variables, the dependent variable is analyzed along with the independent variables. When the reliability of the analyzed variables was confirmed, a regression analysis was conducted, and the results showed high internal consistency and accrued support for the alternative hypotheses that were put forth. The study's findings established a logical reason for why these elements are essential for both delighting the company's target customers and raising awareness of the products being given to customers.

Ghiuja (2009) made the reasoning and postulation that distinguishes between IMC components and global components in his work. After performing a qualitative research, he came to the conclusion that these distinctions actually exist. He gathered and reviewed a number of studies in order to do that. By examining the effectiveness, he carried out a meta-analysis successfully. By using Slovenian enterprises as the example, he conceptualized IMC with its various dimensions.

According to Mihart & Camelia (2012), when it comes to balancing the importance of simple and sophisticated promotional methods in actual practice, IMC is one of the most contentious areas of research. Nonetheless, a lot of studies have stated that IMC is the best method for reaching the company's goal and that it has a greater impact on consumer behavior.

In his work, Joseph (2010) suggested that adopting IMC components by a firm results in a customer base that is comparatively more disposed to be satisfied with and interested in the company's goods and services, even while the amount of money spent on activities increases.

In their work from 2011, Saekoo, Chuntarung, and Thoumrungroje outlined the analyzed IMC dimensions that had yet to be conceptualized. Regression analysis was used to analyze the data, and the results showed that there is a significant relationship between the investigated IMC dimensions. The data source was the international exporters along with the importers in the Thailand.

After compiling the data from a sample of 343 executives, Vantamay (2011) stated using the random sampling technique that there is a strong and positive link between IMC management in a business (marketing).

In the study, Ercis (2011) made the claim that the IMC components have a substantial impact on the market share, customer satisfaction level, brand awareness, brand profitability, customer loyalty, and overall sales income when used correctly in the market. By gathering information from 105 beverage companies, he developed and supported this relationship.

In their study, Abdullah and Moghli (2012) suggested a significant connection between sales promotion, advertisements, and internet adoption. The connection was established by compiling information from a Jordanian enterprise's 270-person sample size.

2.5 Studies on State-level Advertisement ban

Schweitzer et al. (1983) used a sample of 35 states from the year 1975 to study advertising prohibitions (excluded states reflect missing data or geographic size). The authors looked at mortality from alcohol-related causes, alcoholism, and per capita beer and alcoholic beverage consumption at the state level. Models in reduced form and in structure were both estimated. Income, beer costs, tourism, unemployment, and the legal drinking age were the most crucial factors. The explanatory variable for advertising was BAN, a binary variable with a value of one for restricted advertising and a value of zero for permitted advertising. For beer consumption, BAN was statistically weakly significant and negative in a reduced-form model, statistically insignificant for spirits consumption, and statistically negligible for the abuse outcomes. The authors' structural model estimation revealed that BAN for both beer and spirits was negligible. Their policy simulations, which were based on the point estimates, revealed that "a limit on advertising for alcoholic beverages leads rather to a shift from beer consumption to spirits consumption" rather than to a general decrease in alcoholic beverage consumption (Schweitzer et al., 1983, 123; emphasis in the original).

Hoadley et al. (1984) used a cross-section of 48 states for the years 1955, 1960, 1965, 1970, 1975, and 1980 to assess the per-capita consumption of distilled spirits. The authors examined the effects of numerous state laws and covariates by running separate regressions for each of the six years and pooling models. ADBILS (whether or not billboard advertising was restricted), ADSIGNS (restrictions on external advertising), and ADPRICES were the dummy variables for advertising controls (restrictions of price advertising of any kind). Furthermore, dummy variables for locations and years were added in the pooled model. ADSIGNS and ADPRICES were not significant in the pooled model, while ADBILS had the incorrect sign. Prices, income, tourism, religion, and state monopoly control were among the relevant variables. The most anomalous conclusion comes with restrictions on billboard advertising, whose results revealed a consistent and sizable influence in the wrong direction, the authors said. Advertising bans "... have proven almost wholly useless as a deterrent on alcohol consumption" (Hoadley et al., 1984, 396).

For the years 1974–1978, Ornstein and Hanssens (1985) used data from all 50 states plus the District of Columbia. To create a panel of 255 observations, the years and states were combined.

They calculated different regressions for distilled spirits and beer. Since there was no price information for wine, it was removed. Three advertising dummy variables, BILLB (bans of billboard advertising), PPRINT (bans of print price advertising), and PBILLB (bans of billboard advertising), were added to the existing alcohol control factors (bans of billboard price advertising). Results for these variables were ambiguous. In terms of the demand for spirits, they discovered that allowing billboards reduced spirits consumption while allowing price advertising somewhat raised consumption. The latter conclusion supports the idea that price advertising causes prices to down and consumption to increase. Price, income, tourism, and state monopoly control had the highest elasticities of all of the factors. The coefficient for PBILLB showed that allowing beer price advertising on billboards had a somewhat favorable impact on consumption, while BILLB and PPRINT were not significant for beer demand. According to the authors, beer advertising mostly influences brand shares rather than market demand (Ornstein & Hanssens, 1985, 210). The youth demographic variable and the legal drinking age were the key determinants of beer consumption, although beer's price, income, and tourism elasticities were lower than those of spirits. Also, there were no appreciable differences in beer consumption between monopoly and license states. The authors came to the following conclusion: "Control laws impacting pricing have the biggest impact on consumption. Nonetheless, the influence of control measures is minimal relative to that of sociodemographic and economic variables that affect consumers' overall attitudes toward drinking" (Ornstein & Hanssens, 1985, 210-211).

Using a sample of 48 states from 1976 to 1979, Wilkinson (1985) investigated the connections between overall alcohol consumption, advertising, and traffic fatalities. He listed two advertising restrictions: the first was whether states outlawed any advertising in periodicals or on billboards (ADPRHBT); the second was whether states outlawed price advertising in periodicals and on billboards (ADPRICE). He pointed out that depending on the net effects of advertising on entry barriers and information flows, advertising restrictions can either boost or decrease consumption (Wilkinson, 1985, 65). The panel model was estimated using two-stage least squares with a random-effects error term utilizing a recursive specification. The alcohol consumption regression results showed that ADPRICE had a significantly negative influence on the amount of ethanol drunk per person, whereas ADPRHBT had no significant impact (Wilkinson, 1985, 113). These findings are expanded upon by Wilkinson (1987) to take into consideration any potential simultaneity between alcohol usage, costs, and alcohol outlets. For the period 1976–1980, 45

states comprised the sample. Price, money, outlets, religion, governmental monopolistic control, and the minimum legal drinking age were the key determinants of overall alcohol use. He discovered that the price advertising coefficient was negative and significant for advertising rules. The added restriction of banning all advertising, however, had a little impact on demand. According to the study, "the direct effects of legislation on alcohol sales are rather minimal. The influence of regulatory constraints on the number of outlets has the biggest impact (Wilkinson, 1987, 17).

Nelson (1990a, 1990b) looked at how economic and regulatory factors affected the amount of beer, wine, and spirits consumed per person. The sample for 1982 included representatives from all 48 continental states and the District of Columbia. These research' increased use of pricing variables for alcoholic beverages, especially wine prices, was a key component. If the state outlawed price advertising in print media, including billboards, the advertising variable ADBAN was equal to 1. This group includes included states that forbade any form of billboard or newspaper advertising. The two categories employed by Wilkinson (1985, 1987) and others were thus integrated by ADBAN. The findings showed that ADBAN did not significantly influence the use of alcoholic beverages. Prices, income, tourism, the quantity of outlets, and the minimum legal age were all important factors (Nelson, 1990a, 94). As a result, I came to the conclusion that "advertising bans had no influence on consumption" (Nelson, 1990b, 232).

I looked at a sample of 45 states for the years 1982–1997 from Nelson (2001). The study expanded upon earlier state-panel studies by addressing per-capita total ethanol consumption as well as beverage demands. The sample size was 720. As a result, I was able to show how substituting other drinks might be done in reaction to onerous alcohol laws and regulations. None of the earlier studies had looked at both the demand pattern and the overall consequences of advertising restrictions. The study looked at the impacts of a state monopoly over retail establishments, billboard bans, bans on price advertising in print and on billboards, and minimum legal drinking ages for certain beverages. Variables for the own-price, cross-price, income, tourism, age distribution, unemployment rate, regional dummies, and state-specific exponential temporal trends were also included in the model design. According to the findings, a prohibition on billboards increased wine and spirit consumption while decreasing beer consumption. The results for spirits confirmed earlier findings that were previously presented.

Most importantly, across numerous sampling of states and time periods, billboard bans had no negative impact on overall alcohol consumption. When the data were split into two time periods, billboard prohibitions raised the overall demand for alcohol from 1982 to 1988 but were not statistically significant after that. Price advertising restrictions had no discernible effects on overall alcohol consumption over either time period but were linked to decreased consumption of spirits and increased consumption of beer. This is consistent with price caps increasing prices and favorable spillover effects for beverages substitutes. The price of alcohol, income, tourism, the number of young people, the legal drinking age, and governmental monopoly control were the important and material determinants of demand. The study came to the conclusion that "just 8% of all alcohol advertising is displayed on billboards. Hence, it would not be anticipated that the removal of this medium would significantly or materially affect alcohol consumption (Nelson, 2001, 17).

In their studies from 1998 and 2000, Markowitz and Grossman looked at the connection between drinking alcohol and domestic abuse of children. A sample of 1,147 married or cohabiting people from the 1976 survey Physical Violence in American Families were used in their first study. The authors calculated a reduced-form model in which violent outcomes were influenced by state excise taxes on beer (a proxy for state-level differences in beer prices), the cost of illegal drugs, and state-level regulatory variables like outlet density, restrictions on grocery sales, and laws that limit alcohol advertising (billboard bans, window display bans, price advertising bans). The result variables were estimates of the likelihood of violent acts against children occurring in a household, which were regressed on the aforementioned variables as well as family traits like wealth, age, race, etc. Increased beer costs and legislation limiting availability, according to the authors, would be helpful in lowering domestic violence. The advertisement variables, they found, "are never statistically significant individually or as a set... [And] legislation prohibiting beer promotion are demonstrated to be ineffectual in reducing violence" (Markowitz & Grossman, 1998, 318-320). Markowitz & Grossman (2000) expanded on this work by gender-separating the data and enlarging the sample size by using information from a 1985 survey. When the data were combined, there were no discernible effects of advertising, including restrictions on billboards and window displays, on violent crime. Hence, they concluded that ". . . increasing the sample size does not result in measurable effects of the advertising . . . on violence" (Markowitz & Grossman, 2000, 280).

A 14-month ban on all alcohol advertising was implemented in British Columbia (B.C.) in 1971 by the Social Credit administration, which Smart and Cutler (1976) researched. Newspaper, radio, television, and outdoor advertising on billboards, notice boards, and the like were all outlawed by the law. The restriction did not apply to advertisements with an out-of-province origin. The restriction was lifted in late 1972 after the NDP party won the provincial election, but it was not widely supported. For the years 1962 to 1972 and the months of January to December 1973, Smart & Cutler (1976, 16) used data on per-capita beverage consumption. They compared beverage consumption per person in B.C. and Ontario for the annual data. They looked at BC intake levels before and after detrending the monthly data. "Both the yearly and monthly analyses of beer, wine, or liquor consumption reveal no meaningful effect of the restriction," they said in their conclusion (Smart & Cutler, 1976, 20). Hence, a ban that covered television advertising for alcoholic beverages had no impact.

A Manitoba statute issued in 1974 that outlawed all beer promotion in the state's print and electronic media was investigated by Ogborne and Smart in 1980. Producers of wine and spirits kept up their print advertising, and some wine was advertised on television. The authors failed to find any effects of the prohibition using time-series approaches applied to monthly beer sales during January 1970 to January 1978. Beer sales during the four years covered by the advertising prohibition did not significantly differ between Manitoba and Alberta when compared over the same time period (Ogborne & Smart, 1980, 295). As a result, the broadcast prohibition had no impact on the beverage that was particularly mentioned in it.

In their 1991 study, Makowsky and Whitehead examined the 1983 repeal of Saskatchewan's 58-year-old alcohol advertising ban. Provincial beer and wine advertising on radio, television, newspapers, and magazines was terminated as a result. The Canadian Radio and Television Commission's rules still prohibit the advertising of alcoholic beverages on radio and television. In the province of New Brunswick, a similar all-encompassing advertising prohibition was in place, but it has not yet been lifted. For Saskatchewan (the treatment area) and New Brunswick, Box-Jenkins interrupted time-series analyses were used to investigate monthly sales of beer, wine, and spirits over the years 1981–1987. (Control area). Effects that were distinct or beverage-specific were discovered. The lifting of the restriction raised beer sales in Saskatchewan, decreased spirits sales, and had no impact on total ethanol and wine consumption.

"Evidence of an impact of the change in legislation surrounding alcohol advertising in terms of a substitution effect of beer sales for spirits sales," the authors wrote in their conclusion. Yet, advertising has no impact on overall consumption (Makowsky & Whitehead, 1991, 566).

Saffer (1991) examined at how regulations that forbid broadcast advertising for alcoholic beverages affect different countries. He applied a panel of 17 nations from 1970 to 1983. The United States and Canada were among the nations that belonged to the Organization for Economic Cooperation and Development (OECD). Saffer regressed per-capita ethanol consumption on a number of explanatory factors, such as advertising bans for all alcoholic beverages, broadcast advertising bans for spirits, real price, real income, alcohol sentiment (a binary variable for percent of alcohol consumed as beer and wine), and tourism. As outcomes of alcohol abuse, separate regressions were also calculated for rates of liver cirrhosis mortality and motor vehicle fatality rates. Significant variances in a cross-national data set are one of the challenges in this kind of research. For instance, cultural differences ("drinking attitude") and numerous other factors that influence global drinking patterns and levels are challenging to quantify. This is especially true for the Nordic nations, which have extremely strong rules against drunk driving and operate state monopolies for production and retail. The author acknowledges this issue, warning that the exclusion of these variables "may lead to misleading estimates of the effects of advertising prohibitions" (Saffer, 1991, 71). The relevant variables affecting consumption in a model with annual fixed effects were price, income, drinking attitude, tourism, and advertising bans. Advertising bans "had a considerable effect in reducing all three measures," the study stated (Saffer, 1991, 78). According to his report on the consumption rate, "countries with bans on spirits advertising have about 16% lower alcohol consumption than countries with no bans, and that countries with bans on beer and wine advertising have about 11% lower alcohol consumption than countries with bans only on spirits advertising" (Saffer, 1991, 77). These big estimates are a sign of potential bias from omitted variables. Three further international studies that attempted to duplicate these results were unsuccessful.

The identical OECD data that Saffer utilized were examined by Young in 1993. Nevertheless, Young (1993, 225) accounted for serial correlation in the data, altered the model's specification, and explicitly entered binary variables for each country's specific advertising limits. According to his initial calculations, "there is no persuasive evidence to support the notion that advertising

prohibitions are negatively connected with consumption or death rates due to the mix of signs and general lack of statistical significance" (Young, 1993, 222). Young then broke down the statistics on consumption and calculated the demand for each beverage. He discovered that a prohibition on spirits advertising increased beer consumption while a ban on all forms of advertising increased spirits consumption. Whole prohibition had no effect on wine consumption, but a restriction on alcohol advertising had a negative impact (Young, 1993, 224). This is a significant discovery because it demonstrates how bans might result in beverage substitution. According to Young's analysis, "the connections between advertising prohibitions and consumption of particular types of alcoholic beverages are mainly inconsistent with the concept that bans lower consumption" (Young, 1993, 227). He discovered that a prohibition on spirits advertising increased beer consumption while a ban on all forms of advertising increased spirits consumption. Whole prohibition had no effect on wine consumption, but a restriction on alcohol advertising had a negative impact (Young, 1993, 224). This is a significant discovery because it demonstrates how bans might result in beverage substitution. According to Young's analysis, "the connections between advertising prohibitions and consumption of particular types of alcoholic beverages are mainly inconsistent with the concept that bans lower consumption" (Young, 1993, 227).

The alcoholic beverage markets in France, Germany, the Netherlands, Sweden, and the United Kingdom were studied by Calfee and Scheraga in 1994. The time frame, which varied by nation, was roughly from 1970 to 1990. After 1979, Sweden outlawed all alcohol advertising. Four nations used advertising spending as the explanatory variable, with Sweden serving as the control. The only study that incorporates global data on yearly advertising spending is this one. Also, since advertising expenditures varied greatly, statistical conclusions may be drawn. According to the authors, "advertising more than quadrupled during the years under consideration in France and almost doubled in two others [Netherlands and the U.K.]" (Calfee & Scheraga, 1994, 303). Price, income, and a temporal trend were all incorporated in the regression model. For Germany, the Netherlands, and the United Kingdom, advertising spending was negligible, while it was notably negative for France. Alcohol consumption decreased in each of the five countries over the study period, and the regression results for the four nations without restrictions did not differ significantly from those for Sweden. According to the study's findings, "societal reasons other than pricing and wealth were bringing about a considerable decline in

demand for alcoholic beverages, and advertising did nothing to fend off this trend towards reduced consumption" (Calfee & Scheraga, 1994, 305).

The earlier evaluations of seventeen OECD nations were revised and enlarged by Nelson and Young in 2001. As there is less product differentiation and cheaper costs as a result of broadcast bans, we proposed that there may be more price rivalry among manufacturers of more uniform goods. So, a restriction on advertising can have the unintended consequence of raising alcohol consumption. We also talked about how various alcohol control measures can alter the regression results and how the underreporting of use in Nordic nations is caused by imports with duty-free status, cross-border sales, and both legal and illicit home production. Explanatory factors for real price, real income, drinking behavior (percent consumption as wine), tourism, age distribution, and unemployment were all incorporated in the enlarged consumption model. Saffer left out a few of these variables (1991). Utilizing data from 1977 to 1995, we discovered that restrictions on broadcast advertising of alcoholic beverages increased alcohol intake and the number of fatal car accidents. However, stricter restrictions on other forms of media and beverages were not always associated with excessive alcohol use or abuse. The young variable was statistically significant as a predictor of traffic fatalities, while real prices were found to be a significant determinant of alcohol use. This research supported earlier findings from Young (1993) and Calfee & Scheraga (1994), and all three investigations disproved Saffer's (1991) assertion that advertising prohibitions are common in OECD nations.

2.6 Theoretical framework of Integrated Marketing Communications (IMC)

A marketing strategy known as integrated marketing communications (IMC) unifies all marketing-related disciplines, including product, promotional, price, distribution, customer service, and employee relations. The marketing division of a company creates IMC plans in order to reach its target market and generate the most revenue possible. The strategy map shows how each marketing tactic will work best when combined to assist the company reach its marketing goals.

IMC is an all-encompassing marketing approach that incorporates all marketing functions, including sales, customer service, and distribution, pricing, and employee relations. Since it covers all internal and external touchpoints for generating sales, IMC is regarded as the most

successful method of corporate communication. All forms of internal communication—email, letters, texts, and social media—lead to the creation of sales, whereas direct sales, publicity, and advertising foster relationships with current clients and attract new ones through external communication. Companies have demonstrated they can reach their target market and expand their business via the consistent application of these techniques.

IMC employs every medium at its disposal to connect with potential clients and keep hold of current ones. The strategy should specify which media will be employed for which objectives, such as email marketing for acquiring new customers or direct mail for retaining existing ones. Additionally, it specifies how customers will be informed of pricing through all channels. It is important to discuss pricing in a straightforward and honest manner so that both potential and current clients can readily understand it. To build the employee trust necessary for the highest level of customer service, a firm must also implement employee relations tactics.

Any IMC plan needs to place a high priority on customer service. The IMC strategy must be centered on delivering a satisfying customer experience. This means that an organization's whole internal communication strategy should be centered on developing a single customer-centric culture. Also, it should encourage open channels of communication among staff members, with a shared awareness of the company's standards for providing excellent customer service. Building brand recognition while marketing the business's products through media like social media or live events should be the focus of promotional strategy.

In order to transmit a brand message to target customers, integrated marketing communications unifies various marketing channels. IMC, or integrated marketing communications, is a communication technique used to market a product or service to specific audiences. IMC consists of a number of components, including customer comprehension, strategy, execution, and monitoring. IMC is crucial for reaching target audiences with a particular message and ad format at the appropriate times.

IMC must to be integrated across all marketing platforms. Included within this are communication tools including websites, pamphlets, direct mail, and social media. It include organizing, creating, writing, and marketing artistic endeavors that are meant to convey a particular message to target audiences. To ensure that the brand message is consistent across all marketing channels, all marketing materials should be produced in the same style. To increase

consumer awareness of your product or service and drive sales, consistency is essential. Also, to produce compelling content for your business across all marketing platforms, same creative resources should be used.

The four pillars of the IMC approach to planning can be thought of as both antecedents and consequences because it is a process-based approach. When taken into account throughout the planning and execution of a new IMC program, the pillars serve as antecedents. The IMC process involves a feedback loop of measurement, assessment, and analysis as a program is finished within its anticipated time period, which will influence future orientations for consecutive initiatives. At this point, the outcomes of the IMC process are the enhancements, modifications, and other adjustments resulting from analysis done on a program in any of the four pillars. The four pillars go through a cycle of being both antecedents and consequences of the IMC process because the IMC approach uses a closed-loop paradigm.

2.6.1 Pillars of IMC

1. Stakeholders

Any relevant publics or marketplaces that a specific firm interacts with are referred to as stakeholders. The relevant publics of a corporation, according to Schultz and Shultz (1998), include both external and internal audiences. Internal audiences are those within the organization, such as employees, managers, and so on, whereas external audiences might refer to clients, consumers, prospects, and other entities outside the company. Developing an integrated brand communication campaign requires that the entire process of managing the external markets in IMC be completed. puts the target market at the center of the company process to properly address their needs and interests and build long-lasting, lucrative connections with them (Kliatchko 2005).

Any IMC program's success depends on correctly identifying customers and prospects, or aggregates as they are known in IMC, for a specific brand. A customer-centric business model, the IMC planning Process bases its analysis of business concerns pertaining to the brand and its competitive environment on a thorough grasp of the target audience. The creation and utilization of a database that contains both demographic data on customers and transactional data, such as the empirical buying behavior of customers over time, is a crucial tool in better understanding

aggregates or marketplaces. Long-term, this will enable businesses to more effectively fulfill customer requirements and expectations (Schultz & Schultz 1998).

It is crucial to establish and maintain good relationships with both internal and external audiences of the company since doing so encourages a sense of loyalty and corporate responsibility in them. Employee motivation to successfully implement corporate and functional strategies that ultimately result in the creation of customer-oriented employees is powerfully influenced by linking the external audiences and the marketing activities directed at them with internal marketing efforts within the organization (Rafiq & Ahmed 2000).

It is also crucial to clarify that, in this context, the idea of managing stakeholders does not, in any way, entail influencing or manipulating clients or potential clients, as that would go against the whole foundation of IMC. In order to more effectively solve consumer problems, foster positive overall customer experiences with the brand, deepen the relationships between the brand and the customer, and ultimately produce reciprocal value for both the customer and the company over the long term, IMC managers seek to be sensitive and responsive to their needs, wants, aspirations, and expectations.

One more thing to think about in regard to the first pillar of IMC is the ethical implications of emphasizing different audiences, like the customer. By respecting the dignity that is rightfully due to humans, stakeholders may be treated with better respect and value through the use of ethical, social, and moral principles in marketing communications campaigns. Academics agree that moral principles have a fundamental impact on how people behave in the business (Sheth & Parvatiyar 1995). The contribution of Bagozzi (1995), who contends that moral behavior and moral standards are significant variables influencing consumer product choice, is particularly noteworthy. In studies of consumer behaviors in the marketplace, Bagozzi notes that theories in consumer behavior, consumption, and relationship marketing have hardly ever taken into account moral behavior and moral virtue as aspects that follow personal judgements of human people. Mele (1998), on the other hand, emphasizes the necessity of viewing consumers as human beings in their entirety, whose dignity must always be safeguarded and honored. This calls for the respectful use of persuasive communication techniques while avoiding any forms of

manipulation, exploitation, and corruption (Pontifical Council for Social Communications on Ethics in Advertising 1997).

2. Content

The development of content in IMC flows from a deep knowledge and understanding of multiple markets that an IMC program is intended to address. Understanding consumers beyond traditional marketing descriptors, such as demographic and psychographic data, is essential (Schultz & Schultz 2004). An appreciation of consumer understanding gives rise to consumer insights and the discovery of the consumer ‘sweet spot’ – the perfect connection between the brand and the customer (Fortini- Campbell 1992) – that ultimately leads to the creation of compelling content.

Content in IMC may be differentiated between messages and incentives. Messages refer to brand concepts, ideas or associations, and all other values or perceptions that marketers transmit to customers, while incentives are short-term offers or rewards to consumers for having done something of value to both the firm and the consumer (Schultz & Schultz 2004).

With the proliferation of non-traditional media and marketing communication channels, coupled with the changing media consumption patterns of audiences today, consumers determine which media forms they want to get exposed to and the amount of time they wish to devote to each medium. This implies that they also select and determine which content they prefer to receive at their convenience. Most important of all, IMC managers must realize that it is consumers (not the marketers) themselves who integrate in their minds all the messages or content they receive from these multiple media forms to which they are exposed (Schultz & Pilotta 2004).

Content may further be classified either as controlled or uncontrolled. Controlled messages and incentives are planned and deliberated upon by the marketer and its communication agency, while uncontrolled ones are unpredictable and unplanned, such as those messages emanating from competition. Controlled content must not only be relevant, and therefore connect with a specific aggregate, but must also be creative, persuasive, respectful of the human person’s dignity, and consistent (i.e. having a one sight, one-sound, integrated message), reflecting the initial understanding of the IMC concept (Kliatchko 2005). It is also pivotal to note the intrinsic interplay between channels of communication and message creation (content) in that the former

enables consumers to encounter the brand, while the latter convinces and persuades them to purchase the brand (Chattopadhyay & Laborie 2005).

In this era where the diffusion of digital technology is becoming more widespread and accessible worldwide, the emerging phenomenon known today as the age of ‘participatory media’ or ‘citizen media’ has revolutionized traditional paradigms in content creation for media and marketing communications (Economist 2006). The advent of the participatory media phenomenon pushes the customer centricity viewpoint of the IMC concept even further. Not only is the customer or prospect the nucleus and

Constant reference point for the development of an IMC plan, the customer today is fully empowered to take absolute control of the content he or she desires to receive and create. In this era of personal media, audiences are no longer just receivers of media content but are simultaneously creators of their own content through texts, pictures, videos, music, and so on.

Recent developments in content creation veer away from the traditional, linear, mass advertising paradigm where media or marketers take on the role of content creators and audiences as mere receivers of media content. The new interactive paradigm of content creation enables audiences to be both creators and receivers of content at the same time, leaving out the exclusivity of content creation from media firms and marketers.

3. Channel

A fundamental concept in IMC is the expanded notion of marketing communications channels, including those that may not have been considered or strictly classified as communication channels in the past (Schultz et al. 1996; Schultz & Schultz 1998). The integrated view provides a broader understanding of channels to include not only traditional tools – radio, TV, print – but all other possible contact points or touch points where customers or prospects experience a brand and get in contact with it.

There are two main determinants to consider in deciding which marketing or brand communication channels to utilize in preparing an integrated media plan: relevance and preference (Schultz & Schultz 2004). Contrary to a common misconception that media planning in the era of IMC implies ‘ambushing’ consumers at all possible points of contact for maximum exposure, the IMC planning approach deliberately takes on the consumer’s perspective in

deciding which channels would be most effective in reaching target audiences. By conducting a brand contact audit of consumers, as well as examining the consumer's 'path to purchase', marketers could determine which contact points or channels are relevant to them and which they prefer as sources of information about a company and its brands. The brand contact audit may also aid marketers in determining how consumers would want to communicate and interact with the company in return. Furthermore, it may also be said that an understanding of how audiences are reached through their preferred channels of communication is of greater importance than what content is delivered to them, for if audiences are not accurately reached, it makes little difference what message a marketer conveys.

Another facet of channel planning in IMC is media neutrality. With the agency compensation system moving away from commissions to alternative modes such as fee-based arrangements, advertising agencies have become more neutral in recommending media options to clients and have become less fixated on traditional tri-media advertising.

The realities of the new media milieu have changed the media consumption behaviours of audiences from having few choices and passively consuming whatever was available, to being in control of what content they would want to receive, or even create, at their own convenience (Foote 2005). Moreover, as a result of the plethora of media options made available to consumers, IMC managers also need to understand the growing phenomenon of simultaneous media exposure and usage that, for the most part, has altered the media consumption habits of audiences today (Schultz & Pilotta 2004; Schultz et al. 2005). Schultz and Pilotta (2004) explain that, in a fragmented media environment, various media alternatives vie for people's time. With only 24 hours available in a day, audiences today multi-task with media, simultaneously using various channels with no sequential order. Schultz and Pilotta (2004) posit that the media exposure and usage habits of audiences may either come in the form of 'foreground' media (the main medium used at any given time) or 'background' media (secondary medium used). They further claim that, with the reality of simultaneous media exposure, conventional media concepts such as exposure, frequency, reach and duplication are virtually obsolete. This new media environment, therefore, calls for new metrics for measuring media effectiveness (Carlin 2005).

4. Results

The integrated approach to planning and implementing marketing communications programs has yet one more hallmark that characterizes the demands of today's business environment – the drive for results or effectiveness. Although the concept of measuring results in it is not new, it continues to be a major challenge for organizations given the complexity of today's marketing communications landscape. The issue of measurement has been, still is and will continue to be a subject of ongoing research and unresolved debate both by academics and practitioners (Swain 2004), and that's why I consider it an important element for inclusion in the definition.

Measuring results of marketing communications programs against set objectives has always been the norm for business organizations. However, unlike the traditional attitudinally based models of measuring effectiveness that focus on evaluating communication effects (e.g. brand recall or brand awareness) and outputs (e.g. what media placements were bought), the IMC approach measures behavioral responses (e.g. actual purchases made by customers and prospects) and outcomes (i.e. financial returns in terms of income flows from consumers) (Schultz & Walters 1997). At the heart of IMC, therefore, is the drive for accountability – that is, IMC programs must be accountable for business results. This is done through a process of customer valuation and by estimating return-on customer- investments, or ROCI (i.e. the predicted incremental sales achieved by investing in specific customers), which are then verified and evaluated at certain points over time, to track the effectiveness of IMC programs (Kliatchko 2005). Schultz and Schultz (2005) further explain that measuring IMC programs follows the predictive modeling approach that focuses on customers that generate returns for the brand, and estimating the impact and effect that a variety of brand marketing investments might have on the program.

The financial approach to measuring the effectiveness of IMC programs provides better metrics in the management and allocation of a firm's limited resources. On the one hand, the process of customer valuation allows marketers to determine how much a target aggregate or market is worth for the firm, and helps identify more accurately which aggregate is really worth investing in. Estimating ROCI, on the other hand, aids marketers to determine and evaluate not only returns to the firm but also to ascertain the wealth contribution of investments made in target customers.

This measurement method ensures that IMC programs are focused on profitable aggregates or customers, and on marketing communication channels that effectively reach them. This method also evaluates investments or expenditures in IMC programs on the basis of their contribution to the profit and wealth of the organization, and identifies avenues for possible growth and expansion.

These four pillars are the elements on which IMC levels are based. For full implementation of IMC, firms must use all four levels (Schultz and Schultz 1998).

Stakeholders may include shareholders, investors, employees, customers, suppliers and public interest groups such as government providing infrastructure and marketed community. Content: Gives context to brand message based on a medium Channel is where the message delivered and finally the result is the feedback or gain of the company after the implementation of the IMC model.

Integrated marketing communication (IMC) evolved from a basic idea to a more complex business process that includes branding. “Brand advertising and promotion drive traffic and sales volume; marketing activities and outcomes are monitored and controlled at the brand level; and brands are important to a firm's response to short-term competitive actions...” Dawar (2004), p. 31. Knowing this, Schultz and Schultz (2004) were the first to incorporate the concept of branding into the definition of integrated marketing communications. It was obvious to observe how IMC moved and grew together as the market increased and branding became increasingly important for businesses. One of the arguments that is published against IMC, basically says that IMC is MC, it is just “...Dressed up in new clothes and given a new title” (Kitchen & Schultz, 1998, p. 469). This means that IMC is nothing new. It is the same old traditional way of marketing communication only it was made to look different and up-to-date marketing when it really is not. While there are marketers against the idea of IMC, there are ones that are pro IMC. Based on these arguments five IMC factors are discussed below. Also, (Camilleri, 2018) recognizes the similar factors that can affect the efficient execution of an IMC programme, such as measuring its efficiency.

2.6.2 Marketing Communication: A Total communications Issue

Marketing communication is a substantial part of the marketing process. Conventional marketing includes market communication activities such as sales, advertising, sales promotion and communication over the Internet. However, communication is also an integral part of the interactive marketing process and relationship marketing. What employees say, how they say it, how they behave, how service outlets, machines and other physical resources look, and how they function all communicate something to the customers. The communication effect may be positive, such as ‘they really care for me here’, ‘they have modern and efficient equipment’, ‘this website is easy to use and provides useful interactions with the firm’ or ‘the employees are nicely dressed’. It may also, of course, be less favorable, such as ‘how rude their people are’, ‘what a sloppy office they have’, ‘how can it always take so long to get things done here’ or ‘why do they not keep me informed about the developments?’ There is an important difference between the communication of the traditional marketing function and that involved in the interactive marketing process. The latter type of communication is related to reality as customers perceive it. They communicate what really is as far as consumers are concerned. The former type of communication, such as advertising, is always on an abstract level for customers. It relates to the planned communication process of this relationship marketing model. Planned communication involves information that may or may not be true; however, as far as the customer or potential customer is concerned, the validity of this must still be tested. Hence, this communication is a promise about what hopefully will happen in the future. Testing takes place when the customer meets reality. There is an obvious connection here with how service quality is perceived. Marketing communication efforts like advertising and sales predominantly impact the expected service, whereas the communication effects of the interactive marketing process influence the experienced service.

For example, a retailing chain that advertises a certain product at a special price communicates a positive promise of good value. If the product is not available in the shop, or if it has already sold out, a negative communication message is created: ‘They do not advertise honestly’ or ‘They just want me to come to the shop to buy stuff. They probably only had a limited number of the advertised low-price products in stock in the first place.’ The negative communication impact of the latter is much more forceful, because it is caused by the actual performance of the retailer.

Moreover, it changes the favorable effect of the first type of communication into an unfavorable image of the retailing chain. The size of the gap between expectations and experiences determines the quality perception, as discussed earlier. Hence, here there is a truly total communication impact; almost everything the organization says about itself and its performance and almost everything the organization does that is experienced in the service encounters or elsewhere has an impact on the customer. Moreover, the various means of communication and their effects are interrelated. These communication effects, together with other factors such as the technical quality of the service, shape the image of the organization in the minds of customers, and potential customers. We shall return to the issue of image management and branding in the next chapter.

2.6.3 Integrated Marketing Communications

The integrated marketing communications notion emerged as an approach to understanding how a holistic communications message could be developed and managed. As the total communication concept, it is based on the notion that it is not only planned communication efforts using separate and distinct communications media, such as TV, print, direct mail, the Internet, or social media, etc., that communicate a message about the firm and its offerings to customers and potential customers. Although these are communication activities that can easily be planned and implemented by the marketer, other aspects (for example, how the service process functions, what resources are used and what physical products are used in the process) include an element of communication. The messages that these parts of the customer relationship send may be more effective than those that the customer receives from advertisements, brochures and other traditional marketing communications media. However, to an overwhelming extent the literature on integrated marketing communication only includes communication media where communication activities can be planned distinctly as communication. Furthermore, as conventional marketing communication is basically a firm-driven process, what is communicated is expected to be perceived more or less as intended. Obviously, in reality it may not be like this. A customer-driven communication approach is presented later in this chapter. As a true total communications approach, integrated marketing communications, which is still firm-driven though, can be defined as follows: Integrated marketing communications is a strategy that integrates traditional media marketing, direct marketing, public relations and other distinct

marketing communications media as well as communications aspects of the delivery and consumption of goods and services and of customer service and other customer encounters. Thus, integrated marketing communications has a long-term perspective. According to this definition, communication messages can originate from several sources. Duncan and Moriarty distinguish between four kinds of sources of communication messages

Planned messages are the result of a planned marketing communications campaign where separate communications media, such as TV, print, direct mail, the Internet, social media, etc., are used to send a message. Sales representatives also communicate planned messages. Generally, these messages are the least trustworthy, because people know that they are planned by the marketer to persuade customers and potential customers in a certain direction. Product messages are messages about the firm and its offerings that follow from the physical products in an offering: how a physical product is designed, how it functions, how it can be disposed of, etc. Service messages are messages that result from service processes. The appearance, attitude and behavior of service employees, the way systems and technology function, and the service scope all send service messages. Interactions between customers and service employees in the service process include a substantial element of communication. Not only can the customer get valuable information in these encounters, he may also develop a sense of trust in the firm based on such interactions. On the other hand, the effects may also be negative. How the systems function and how the service scope supports the service process also communicate something and may build up trust in the firm. One might say that service messages are more trustworthy than planned messages and product messages, because customers know that it is more difficult to manage the resources that create such messages than it is with planned messages and product messages. Finally, there are unplanned messages, which are considered to be the most trustworthy.

Unplanned messages about the firm and its offerings are sent by fellow customers who interact with a given customer during the service process or who make comments in social media and convey good or bad word-of-mouth communication or, for example, by articles in newspapers, magazines or in TV programs.

Due to the government ban on alcoholic advertisement different brewery firms are unable to receive feedback from their customers.

Various types of messages are summarized. To the far right in the figure a fifth source of communication message has been added. As Henrik Calonius suggested, absence of communication in critical situations, such as when service failures or other unexpected events have occurred, can have a profound influence on the customer's perception of service quality. If the marketer does not say anything, for example, about how long a delay can be expected to take or when a delayed shipment can be expected to arrive, customers are kept out of control of the situation. This almost always has a negative effect on perceived service quality, adds psychological relationship costs and hurts a relationship.

Communication, can be described as 'What the firm says' (in planned communications messages), 'What the firm does' (creating product and service messages) and 'What others say and do' (fellow customers in the service process, word of mouth, social media comments and conversations, and media coverage in the form of articles and TV programs). A major problem in marketing communication is the fact that only the least trustworthy source of messages about the firm and its offerings – planned messages ('What the firm says') using distinct communications media – is normally planned as part of the marketing communications program. Product messages may partly be planned, whereas the more trustworthy sources, service messages and unplanned messages ('What the firm does' and 'What others say and do') are largely ignored. The fact that these types of messages are not part of an organized marketing communications process and not covered by a budget for marketing communications does not mean that their communications impact would be low. However, firms tend to neglect them, because they are difficult to plan. It is much easier to spend even more money on developing planned messages and using advertising, direct mail, sales promotions and other traditional means of marketing communication as well as the Internet and other new media. The effect of such a communications strategy is not guaranteed.

2.6.4 Guidelines for Managing Market Communication

Some general guidelines for managing market communication can be identified. Here 12 guidelines are discussed:

- Direct communication efforts to employees- Direct communication is a way of conveying clear messages or instructions. It involves sharing what you feel or think without the

possibility of a recipient becoming confused. In the workplace, direct communication helps clarify who has authority to give instructions and what the instructions are.

- Capitalize on word of mouth- Leverage existing recorded word-of-mouth content. Spread the testimonials of existing customers through brochures, articles, 'advertorials', video excerpts, websites, emails, and social media, etc. Be tactful about this – don't overdo it. Try to find human interest or newsy angles to engage your audience.
- Provide tangible clues- A physical representation strategy refers to the use of tangible cues (i.e. physical evidence and artifacts of the service) that are directly or peripherally part of a service. An example would be a bank credit card in gold or platinum symbolizing a status.
- Communicate intangibility- Intangible assets include goodwill, brand recognition, copyrights, patents, trademarks, trade names, and customer lists. You can divide intangible assets into two categories: intellectual property and goodwill.
- Make the service understood- It feels like talking to a brick wall paraphrasing throughout a conversation is a great way to make sure you have correctly understood the customer and provide them with reassurance that they have your full attention. Summarizing and paraphrasing can also save time by avoiding confusion and an inappropriate solution
- Provide communication continuity- Continuity is a link from one thing to another. Whether continuity is applied in writing or speaking, if it does not exist, then readers, listeners, viewers are at a loss. Continuity provides readers, listeners and viewers, with clear, consistent communication in learning, understanding, and observing functionality.
- Promise what is possible- You have to promise what you will exactly do, unless do not make promised,
- Observe the long-term effects of communication- A lack of communication can ultimately lead to low morale. Because ineffective communication can create misunderstandings, missed opportunities, conflict, the dissemination of misinformation, and mistrust, employees might just feel overall defeated.
- Be aware of the communication effects of the absence of communication.
- Integrate marketing communication efforts and messages.
- Customers integrate communication messages with their previous experiences as well as with their life experiences and expectations.

- In the end, it is the customers, who create messages for themselves out of a firm's communication efforts.

Direct communication efforts to employees. All advertising campaigns and most other mass communication efforts that are planned for various segments of existing and potential customers are also visible to employees. Employees are therefore an important 'second audience' for these campaigns. Promoting the position of employees in external communication campaigns is a way of internally enhancing the employees' roles and adding to their motivation.

Capitalize on word of mouth. As demonstrated by the discussion of the communication circle and the vital role of word of mouth and customer references, good word of mouth makes customers more receptive to external marketing communication efforts, and vice versa. Moreover, good word of mouth can be considered the most effective communication vehicle. Therefore, if a firm has created good word of mouth, which is a message from an objective source (satisfied customers), it is a good idea to use the objective nature of word of mouth in marketing communication. Testimonials are examples of this. Provide tangible clues. As services are intangible, communicating information about a service, especially to an audience of potential customers, can be very difficult. The intangible service can easily become even more abstract. Therefore, it is a good idea to try to make the service more concrete. For example, a firm may illustrate or demonstrate tangible items that are either involved in the service production process or relate to the service. This is a way of demonstrating the quality of the service. Showing the physical comfort of first-class travel on an airline in an advertisement may be a more effective way of giving potential customers something tangible to relate to and remember than an abstract visualization of luxury.

Communicate intangibility. Although it is often possible to offer tangible clues to a service, one should bear in mind that service is intangibly perceived. Emphasizing a tangible component in the service process, such as silverware and flatware for a first class or business class airline service, may not always differentiate a service in a meaningful way. Instead, the challenge is sometimes to be able to cope with the intangibility of the service, because the differentiating appeal may be found in some aspect of the intangibility of the service. Showing parts of the service process, for instance, a customer enjoying his leisure time at a beach while being on an

inclusive vacation or presenting testimonials of satisfied customers, are examples of how to communicate intangibility of services.

The perception of the communication message from, for example, an advertisement or service interaction is merged with these previous experiences and the image of the firm and its solutions that have developed in the customer's mind. The message that is formed in this way is probably at least somewhat different from what the firm intended it to be and it may even be vastly different. Likewise, the customer's life situations, history and expectations will probably have an impact on the message he perceives. This impact may even be profound. This means that different customers will interpret the same communications effort, for example an advertisement, in very different ways. In the end it is the customers who create the message out of a firm's communication efforts. Most marketing communications models state that, except for the distorting effect of some noise in the communication flow, the message sent by the marketer equals the message received by the customer.

Marketers often tend to act as if the message sent is also the message understood by customers. In reality it is the customer who constructs the message for himself. Every message is personal. It is highly questionable whether one can even say that marketers send messages. What marketers perhaps do is create inputs of various sorts for each and every customer's personal message creation mechanism. This mechanism is in the mind of the customer, and the creation process depends on the relationship history and future expectations of a given customer as well as his life history and expectations. Furthermore, it depends on environmental effects, for example what a competitor does at a given moment or changes in the customer's life situation. For example, in the case of service interactions the service contact employees can attempt to take a customer's personal situation, his relationship history and expectations, and possibly even his life situation, into account as much as possible. In this way the communication effect of the interaction will probably improve. In direct communication, for example using direct mail, this is also possible to some extent. In mass communication, to improve the effect of communication efforts, the marketer will have to make use of information about customer segments.

2.6.5 Relationship Marketing

Simply planning and managing marketing communication through distinct communications media, even as a two-way process, is not relationship marketing and probably does not create a dialogue, although communication efforts may look relational, such as personally addressed letters inviting a customer response. The marketer and the customer are not reasoning together to build up a common meaning. Only the planned integration of distinct planned communication and interaction processes into one systematically implemented strategy creates relationship marketing. A true integration of the various marketing communication messages with each other and with the outcomes of the interaction process is required for the successful implementation of relationship marketing. Only in this way can an ongoing relationship between the firm and its customer dialogue, which is a key element of relationship marketing, be maintained. As the relationship proceeds, the different types of messages develop in a continuous process and their effects accumulate in the minds of customers. If the distinct communication process with its planned marketing communication is supported by the product and service messages created in the interaction process, favorable unplanned communication resulting in positive word-of-mouth communication will occur.

Both the firm and the customer should be motivated to communicate with each other. The customer should feel that the firm which sends a message is interested in him and argues convincingly for their service. In such a situation the planned communication efforts and the communication aspects of the interaction process merge into one single two-way communication process, which constitutes relationship dialogue with the customer and the supplier or service provider as participants. The nature and content of word-of-mouth referrals will probably differ depending on how long the customer has been involved in the interaction process. It can be assumed that referrals by a longstanding customer will include more holistic expressions (such as 'It's a great company') than detailed experiences, and more value-oriented than price-related expressions.

2.6.6 Customer Focus

Customer focus is the guarantee that customers' opinions will always be heard in company decisions and discussions (Bharadwaj et al., 2012). Consumer focus implies that marketers will consider customer input and demands while developing company strategy. This concept emphasizes the need of market research for marketers before making any strategic business decisions. The importance of customer research was verified by the statement “The Marketing Science Institute (MSI) now identifies that learning about the capabilities that underlie a customer-focused organization is a paramount 2010–12 research priority” (Bharadwaj et al., 2012, p. 1012). This statement also takes into account that it is not only important to yield information about customers but to mainly know what types of data-gathering resources a company has at hand.

To achieve a successful customer-focused strategy, one must be able to “translate consumer input regarding features and value into hit products” (Rust et al., 2010, p. 99–100). As previously said, this skill will assist marketers in both understanding their consumers and carrying out their customers' expectations by producing products that incorporate these wants. The IMC process should start with the customer or prospect and then work backwards to the brand communicator (Kitchen, 2005, p. 75). This particular sentence summarizes the factor of customer focus. It basically points out that marketers should base their marketing communication on the response they generate from customers in their market. Eventually, this will lead to a more efficient marketing strategy since it familiarizes the marketers with the needs and wants of the customers.

2.6.7 Selecting the Right Communication Vehicles

All is subject to marketing advertisements on a daily basis, according to Camilleri, M. A. (2018), including radio and television advertising, ads in the morning newspaper, signs along the street, solicitations in the mail, requests from telemarketers, and web page banners. Because of the extent of today's communication clutter, customers have also learnt to block out advertising texts. Businesses now tend to stand out from the crowd as they try to create leads and convert prospective buyers.

Marketers with a large budget can have access to a plethora of contact channels, including electronic media (TV and radio), print media (newspapers and magazines), direct-mail solicitations, telemarketing, personal selling, public relations, and the internet, among others. The selection of appropriate marketing resources and the detection of appropriate messaging to reach various consumer segments can prove difficult. Sometimes, businesses cannot transmit the same message across all platforms. This is more likely to occur if marketing outreach activities are not coordinated. Instead, there may be a disparate and scattered collection of events. (Camilleri, 2018).

Owing to financial restrictions, smaller companies, in particular, can concentrate on only one or two promotional elements. A website and some print ads may be part of their marketing communications. According to the Advertising Research Foundation (2016), 60 percent of commercial campaigns used two or less newspapers. Even larger organizations may fail to integrate marketing tools in order to reach a broader audience. For any cause, these organizations can not consider a systematic and organized marketing relations policy. In this scenario, they risk squandering their time and money on tasks that would not yield the desired results. (Cornelissen& lock, 2000).Certain modes of communication, as well as their features, may be appropriate for tourism products and services. Businesses, on the other hand, should assess if their buyers or opportunities are (or are not) making a buying decision. They want to see if their clients know about their goods or services. Whether they are, how much do they value their advantages? What are the company's customers' perceptions of it? In their minds, where does the company stand?

Businesses are likely to discover that potential consumers may (or may not) be aware of certain facets of their offerings. As a result, companies should employ contact vehicles that are designed to deliver specific messages to them. Their streamlined marketing strategies should provide coherent, compelling communications that are tailored to their chosen target audiences. To optimize influence, these corporate communications should be organized across specific networks. As a result, multi-channel, multi-audience approaches to message formation can generate synergies that increase the ability to impact target customers. Advertising, personal selection, and other platforms are examples of multi-channels., as illustrated in Figure 2.1.

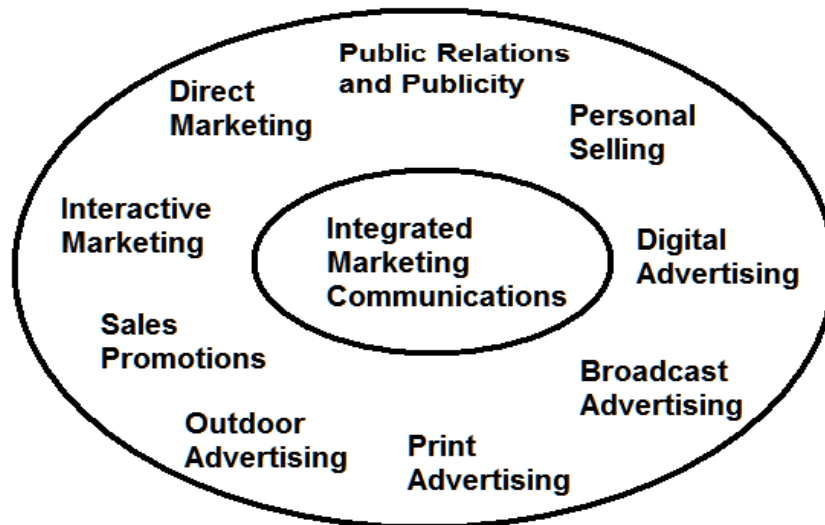


Figure 3. 1the Marketing Communications Mix

2.6.8 Customer-Brand Relationship

To describe this section, one might refer to the most relevant concept to this issue, which is Customer Relationship Management. CRM is defined as “a cross-functional method for creating a continuous dialogue with customers across all of their contact and access points, individualized treatment of the most important consumers, to ensure customer retention and the efficacy of marketing initiatives” (Hutt &Speh, 2010 p. 104). This definition elucidates the actual aim and significance of the “relationship between customer and brand” element.

The advantages of building a strong client connection with a brand are separated into two categories: outward advantages and internal advantages. External benefits include: improving brand/product/company image, increasing brand awareness and preference, encouraging sales promotion, acquiring new customers, keeping current customers, enhancing customer satisfaction, maintaining or expanding market shares, and businesses will find it easier to achieve their relationships objectives.

The internal benefits are as follows: businesses will find it much easier to manufacture goods while improving quality, they would be able to forecast how much to produce of a specific

product, they will gain insight on how to manage their resources, and they will obtain more accurate data and conducting customer research (Woods, 2010). These benefits are all extremely important to organizations that are committed to ensuring a lucrative and successful feature, and as a result, IMC places a high value on this specific feature.

2.6.9 Communication channel

Communication channels are described as those that “allow the exchange of various forms of information between customers and sellers” (Li & Russel, 1999, p. 190). The concept underlying all kinds of communication is that marketers should make use of all available channels of communication. Although this covers not just the many forms of communication channels, but also any brands, connections, or marketing business tactics that are there. “As prospective message delivery channels, IMC should employ all kinds of communication and all sources of brand or business contacts” (Kitchen et al., 2004, p. 23). This indicates that businesses should integrate and coordinate their different communication channels in order to have a more efficient delivery channel. It is far more beneficial to integrate all types of communication channels than to use them independently and in various ways. As a result, integrating and organizing the many channels of communication available to businesses will result in a more consistent image that will eventually represent a firm in a more positive and remembered light.

Although IMC appears to focus solely on external goals at first look, it is also highlighted that “all methods of communication” includes internal communication. The following statement backs this assertion: “The cross functional process means that all departments must work together in sync in the reporting and forecasting phases of brand engagement” (Kitchen, 2005, p. 75).

2.6.10 Synergy

The notion of synergy in marketing is message synchronization for greater impact (Wang, 2006, p. 160). The fundamental principle behind synergy is to synchronize various forms of communication in order to maximize the influence on the specific message/image that businesses are attempting to convey to their consumers. Wang (2006) claims the following: "This effect is produced through synergy—the links formed in a receiver's mind as a result of messages that join to making inroads that exceeds the strength of any one message on its own" (p. 160).

Synergy can be seen in the way a business might use different mediums to convey the same message. For example, a business might choose to advertise the same product in both television commercials and print advertisements. This combination of mediums works to reinforce the message, amplifying its impact. In this way, the business is able to create a synergistic effect thus, the overall messages is stronger and more likely to be remembered than either medium could provide on its own consequently, when the consumer sees the same product being advertised on both television and in print, they will be more likely to remember it.

When it comes to IMC and Synergy, it was mentioned that “the requirement for synergy, with coordination aiding in the achievement of a strong brand image” (Kitchen, 2005, p. 75). This demonstrates how IMC leverages synergy to achieve the ultimate aim of IMCs, which is to offer marketers with the capacity to forcefully drive the appropriate message to the right set of individuals. As a result, Synergy became one of IMC's five criteria.

2.6.11 Conceptual framework

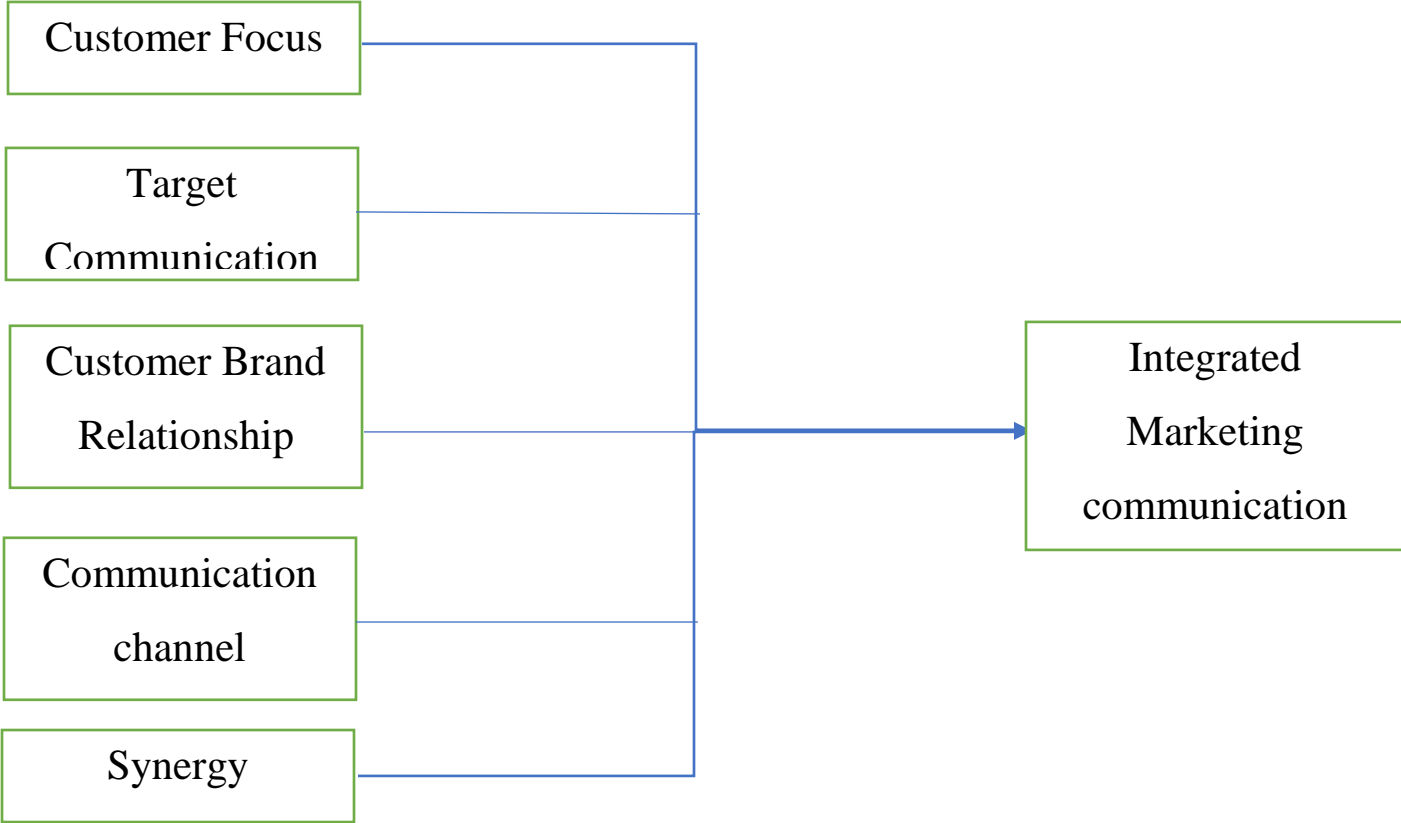


Figure 3. 2. Conceptual framework shows the factors that affects, IMC strategies

2.7 Concept of Advertising

Businesses are likely to discover that potential consumers may (or may not) be aware of certain facets of their offerings. As a result, companies should employ contact vehicles that are designed to deliver specific messages to them. Their streamlined marketing strategies should provide coherent, compelling communications that are tailored to their chosen target audiences. To optimize influence, these corporate communications should be organized across specific networks. As a result, multi-channel, multi-audience approaches to message formation can generate synergies that increase the ability to impact target customers. Advertising, personal selection, and other platforms are examples of multi-channels. Advertising aims may include, among other things, raising awareness of a new product, describing its characteristics and functionality, suggesting user scenarios, distinguishing the product from competitors' goods, directing consumers to the point-of-purchase, and building or reinforcing a brand image. Advertising, on the other hand, can be constrained in its potential to ultimately close the deal and finalize a contract. (Camilleri, 2018).

Advertising targets must be effective in targeting the target audiences of companies. Airlines, for example, can use this medium to remind their customers of new or upgraded product functionality, new paths, and so on. Customers can also be reminded of current product characteristics, routes served, and so on in the commercials. Print advertisements, radio advertisement, internet or mobile advertising, and outdoor advertising are only a few examples of commercial services.

- Print Advertising, includes; newspapers, magazines, inflight magazine, printed flyers, brochures, posters, backs of tickets and supermarket receipts;
- Broadcast Advertising, includes; radio, television and cinema.
- Digital or Mobile Advertising includes; Online streaming channels, online banners, web pop-ups, the opening section of streaming audio and video, et cetera.

- Outdoor Advertising, includes; Wall paintings, billboards, street furniture including infrastructure, sky writing, human billboards, town criers, sides of buses, banners attached to airplanes ("logo jets"), seatback tray tables or overhead storage bins, taxicab doors, roof mounts and passenger screens, musical stage shows, subway platforms and trains, elastic bands on disposable diapers, doors of bathroom stalls, stickers on apples in supermarkets, shopping cart handles, sporting venues, and the like.
- Any place an "identified" sponsor pays to deliver their message through a medium is advertising.

The media used to promote a company and its programs must be deliberately chosen. The choice of media is determined by a variety of considerations, including: (i) the markets being targeted; (ii) the most appropriate mix of media (and the media preferences of the target consumers); and (iii) the amount of money allocated to the advertising budget, which can be influenced by the choices taken in (i) and (ii) (Camilleri, 2018).

2.7.1 Advertising strategy

Advertising is a charged, mediated means of contact by a known source that is intended to convince the recipient to take some action now or in the future. According to Khan (2006), the term paying in this definition separates ads from public relations, a similar marketing communication technique that secures unpaid space or time in media due to the news relevance of the public relations material. In certain companies, selling goods and services is seen as a long-term commitment, and therefore the distribution of time and money is diverted to the organization's advertising strategy. Advertising is expensive, and the results are often unpredictable. For these reasons, many businesses believe it is appropriate to reduce or eliminate advertising expenditures on occasion (Camilleri, 2018).

Marketing administrators, and maybe particularly chief financial officers and chief executive officers, may believe that advertising is needless because their products are already thriving. During economic downturns, companies find it particularly appealing to withdraw funds from advertisements. Any dollar not spent on advertising is one more dollar contributed to the bottom line. Olufunso (2006) also contends that ads has the functions of telling, persuading, educating, adding meaning, and assisting other company. Advertising is a direct result of a company's

overall advertisement plan. Marketing strategy consists of the schedules, budgets, and controls used to guide a company's manufacturing, marketing, delivery, and pricing practices (Bamforth, 2009).

2.7.2 The Advertising Campaigns

Businesses should set their promotional goals and budget before choosing the best media to sell their products and services. They have the option of planning the promotional strategy themselves or working with a reputable advertising agency. Market managers are entrusted with selecting the appropriate timing. They would think about the best window of time to start their campaign in order to achieve the desired results. For instance, they might prepare a year-round or seasonal campaign. It is imperative to keep in mind that such judgments must be in line with the company's overall marketing strategy, plans, and methods (Schultz & Kitchen, 2000).

Several factors will have an effect on the advertising budget. Before allocating money to ads, campaign administrators must remember the goals of their companies. They may wish to publicize their goods and services in order to preserve their viability and market share. They would have to devote specific financial capital to ads in this situation.

2.8 Advertisement ban in Ethiopia

Local and foreign breweries have increased in number in Ethiopia in recent years. To boost their sales, these companies employ a variety of marketing strategies, including branding and advertising. Ethiopian alcoholic beverage companies advertise their brands on radio and television programs. For these commercials, airtime must be purchased. The businesses can afford to pay for airtime, and they use "impactful message" to persuade people and the public. The Reporter has learned that the proclamation, which intends to outlaw all broadcast media advertisements for alcoholic beverages between the hours of 6:00 AM and 9:00 PM, will begin to take effect on May 29 of next month.

As per Article 74(4) of the Proclamation, the provision that restricts the advertisement of any alcoholic product through broadcasting media (television and radio) had take effect on May 29, 2019, according to Heran Gerba, Director General of Ethiopian Food and Drug Authority.

Hence, "we urge all alcoholic beverage advertisers and broadcast media to get ready for its implementation and uphold their responsibilities when the law takes effect," Recall that the parliament enacted a bill in February 2019 dubbed the "Food and Medical Administration Proclamation," which primarily prohibits smoking in all indoor workplaces as well as public areas and public transit. The promotion of alcoholic beverages on broadcast television stations was also forbidden by the measure. The measure also imposes a minimum limit for alcohol intake, making it criminal to sell any alcoholic beverage to someone under the age of 21. The bill's initial version featured more reasonable restrictions on broadcast radio advertisements for alcoholic beverages. Any alcoholic beverage with a content of more than 10% can only be advertised via broadcast from 9:00 PM to 6:00 AM, it was made clear. The provision was eventually revised to prohibit all alcohol advertisements during that time period, regardless of volume.

Since the initial draft bill was tabled, a number of industry players in both beverage industry as well as media, expressed their dismay over the stringent provisions. Many media owners criticized the bill for being very conservative, which they fear will affect their income from advertisement. The alcoholic beverage industry is one of the major sources of income for many media agencies via advertising. The industry is also known to sponsors a number of television and radio programs.

In Ethiopia a ban on any broadcast media advertisement on alcoholic drinks, from 6:00 AM in the morning to 9:00 PM in the evening, was the first initiative implemented on May 29, 2019 to reduce the advertisements exposure for underage populations.

In February 2019, the Ethiopian parliament introduced a measure known as the "Food and Medication Administration Proclamation." This measure banned smoking in all indoor businesses, as well as in public areas and on public transit, and it increased the tariff on alcohol while also outlawing its advertising. The bill went into effect entirely on May 29, 2019, following a three-month transition period. Nowadays, no broadcast nor print media in Ethiopia market alcohol. Social media is being used by businesses as an alternative to traditional advertising channels.

2.9 Exploration of the IMC Process

Over the past ten years, we have seen a dramatic change in the evolution of communication. Marketing has evolved from merely communicating a message to incorporating humorous jingles, subtle ironies, and online communication through various social media and other means. Companies are searching for new methods to interact with consumers worldwide.

Integrated marketing, the solution, blends conventional and contemporary marketing techniques. In order to reach the right stakeholders in the process, it gives us the best of both worlds. In essence, integrated marketing communication (IMC) mixes different marketing tactics that complement one another. The goal is for all the channels to cooperate rather than operate separately.

For instance, a business may be advertising a new product across a variety of media, including print, social media, the web, and others. Depending on its strengths and weaknesses, each media will market the product in a unique way. Nonetheless, both the message being delivered and the audience remain the same. The audience is pointed in the same direction, after all.

All communication a customer or a prospect receives is made relevant via integrated marketing communication. Throughout all communication channels, this communication is consistent. It offers your customers or prospects a seamless experience when dealing with your brand across all platforms.

There are a few primary things to note about IMC:

- It is a continuous improvement process. The process includes creating the strategy, implementing it, measuring the results, and improving the process based on the results.
- The aim is to speed up the results, more often than not. This means to improve revenue.
- The process has the customer at the center and the processes aligned around the customer's needs.
- It can be seen as a modern replacement for the older marketing model.
- Step-by-Step Exploration of the IMC Process

- Know Your Audience from Behavioral Data
- Develop a Situational or Contextual Analysis
- Determine Your Marketing Objectives
- Establish Your Budget
- Defining Your Strategies and Tactics
- Evaluation and Measurement

IMC makes use of different promotional methods across channels to reach a befitting audience with the proper message.

There are six essential steps to be followed while designing your IMC strategy.

Step 1: Know Your Audience from Behavioral Data

Never begin without conducting thorough market research. Make sure your target audience is accurately identified. Based on what you are promoting, you should always be aware of the type of audience you want to reach. Here, behavioral data will help us gain understanding of the prospects' actions and preferences in relation to our services. Demographic information reveals more about a person's age, gender, education, location, and other characteristics. You may determine which portion of your audience is most likely to choose your product by segmenting your audience based on these data criteria.

Step 2: Develop a Situational or Contextual Analysis

It provides you with knowledge of the internal and external aspects that may have an impact on your brand.

When developing your marketing plan, analyzing your internal and external environments will give you some more information.

It will let you know what your strengths are and where your deficiencies are so you may work on them.

Step 3: Determine Your Marketing Objectives

Before starting with your marketing efforts, it is necessary to define the objectives for your marketing campaigns.

It involves all that you wish to achieve through your marketing efforts and what your brand wants to communicate to your target audience.

Following are some of the objectives that you could set for yourself:

- Developing awareness about your brand in the market.
- Improve your brand image.
- Improve the sales of your product.
- Reinforce your customer's decision to go with your brand.

Step 4: Establish Your Budget

Before beginning to develop any plans or strategies, it is important to be aware of the resources that are at your disposal.

A proportion of sales or a percentage of profit can be the budget type your business chooses for its marketing initiatives.

Also, the size of your company and its financial capacity will affect your budget.

Step 5: Defining Your Strategies and Tactics

You must outline the strategies and specify the techniques in this stage so that they are in line with the goals you established in the third step.

The specific steps your marketing efforts would take to accomplish your goals are outlined in your strategies and methods. The budget established in the preceding steps should be followed when describing these approaches.

Step 6: Evaluation and Measurement

The final step always is evaluation and measurement. Here, we can make use of various metrics, such as:

- Traffic to your website.
- Change in sales numbers.

- Social media metrics, such as an increase in the engagement of your social media page, or increase in the follower count.

You can determine the efficacy of your tactics by analyzing how well they function.

IMC is cyclical, therefore you can use this information to determine whether your strategy has to be improved in the following iteration.

If you correctly complete all of these stages, IMC will be clearly defined for your organization. Also, you can manage your marketing initiatives more effectively as a brand.

With ease, you will be able to engage with your target audience and give them the greatest possible experience.

Today, providing excellent customer service is essential, and consumers are not averse to criticizing brands in public. Hence, a good IMC will help a business prevent such events, if any.

2.10 Beer in Africa and Ethiopia

In the majority of African nations, beer is commercially produced, especially lager, however local populations also produce a variety of beers. Beer is provided in a range of locations, from sophisticated market bars to residential areas. When buying beer at a store, customers are frequently forced to pay a deposit on the bottle in addition to the price of the beverage because many nations have standardized beer bottle sizes that are cleaned and reused. An alternative to beers in glass bottles is local beer delivered in tetra-pak style paper cartons.

With an average yearly consumption of 90 liters per person, South Africa consumes the most beer of any African nation. Castel and 33 Export are the most popular brands, although larger cities may also have Beaufort, Beaufort Light, Mützig Lager, Guinness, Guinness Foreign Extra Stout, and Guinness Smooth. In the south, palm wine is a well-liked regional libation, whereas in the north, millet beer is known as bil-bil. The most well-liked beer in Kenya is Tusker, which is produced by Kenya Breweries. Tusker beer, popularly known as "Keroro" beer, was a source of pride for Kenyans in the late 1990s when SABMiller's Castle Breweries and East African Breweries engaged in a marketing war. In this media effort, Castle, which had invested millions in a brewery in Thika's industrial area, was represented as being foreign and uninterested in

Kenya. When the two brewers reached an agreement in 2002 to split the East African beer market between themselves, the long-running marketing disputes came to an end.

Ethiopia has a huge selection of beer brands to pick from because the beverage has always been popular there. The most well-known of these brands was initially St. George Beer, which was established in 1922 by the oldest brewery in the nation and named after the nation's patron saint. International beer brands like Heineken have recently entered the market, increasing market competition and driving up investment in the agriculture sector. The country is now more self-sufficient in areas like malt production thanks to this injection of cash. The parent company of Heineken acquired and rebranded numerous illustrious Ethiopian brands, like as Meta, Harar, and Bedele. Some of the most popular Ethiopian brands include Meta, Bedele, Dashen, Habesha, Harar, Walia Beer, Raya Beer, and St. George Beer.

2.10.1 BGI brewery factory

BGI is the top brewery in Ethiopia and has a significant market share for domestic beer. BGI provides services to tens of thousands of sales outlets around the nation and sends out Promoters to visit and keep an eye on them on a regular basis. Using its Connect solution, Apposite collaborated with BGI to create a Sales Outlet Management platform that enables its Promoters to electronically record and submit all sales and service follow-up data. The management and operational departments receive real-time insight and actionable analysis from this paperless data collection, which is automatically aggregated.

The Castel Group subsidiary BGI Ethiopia PLC has released two new beer products on the market: Senk malt, a non-alcoholic beer, and Doppel, an alcoholic beer. Gebreselassie Sefer, the commercial PR manager for BGI Ethiopia, is asked a few questions by Daniel Tiruneh. After purchasing the St. George beer brand from the Ethiopian government, BGI International began operating in Ethiopia.

To meet the needs of the category consumer by providing its diverse portfolios, the company increased its market share in Ethiopia. By doing this, the corporation has also given thousands of other Ethiopians a chance to find employment.

BGI, a worldwide business, has continued to increase its footprint throughout the world. Currently, they export to a number of places, including Australia, the Middle East, Israel, North

America (Virginia, Maryland, Dallas, etc.), Europe (France, Germany), East Africa (Djibouti, South Sudan), North America (France, Germany).

In close cooperation, BGI's marketing and sales teams assess market needs for businesses and then develop strategies to fill the resulting gaps in services. Also, our brewing professionals make sure to maintain the highest quality standards of our goods by employing high-quality ingredients supported by cutting-edge brewing technology in order to keep our products competitive in the market.

Over time, BGI Ethiopia has expanded the area of its breweries. The five breweries that we currently operate are in Addis Abeba, Hawassa, Kombolcha, Raya, and Welkite. Brewery Raya and Zebidar are the most recent additions. Moreover, Castel Winery, a subsidiary business of BGI and based in Zeway, brews and distributes a variety of high-quality wines within the nation and abroad.

2.10.2 Heineken beer

Heineken has a history of making headlines in the beer industry since since it arrived in Ethiopia. They first bought Bedele and Harar, two national breweries. They successfully introduced the Walia brand in 2015, upending the market through a clever pricing approach that helped them gain market share. The company has now introduced its well-known Heineken brand on the local market. This beer is made at Kilinto's cutting-edge brewery, which cost more than EUR200 million to construct and develop.

Gerrit van Loo, who has worked for Heineken for almost three decades, is in charge of the Ethiopian branch. He enrolled in the Dutch navy after completing his studies in law and economics in the Netherlands before beginning his first work as a management trainee at Heineken's corporate headquarters in Amsterdam. Since then, he has worked in sales and marketing across Europe and Africa before transitioning into management.

Although Heineken has been around for almost 100 years in Africa, it only entered Ethiopia five years ago. Given the vast population, rapid economic expansion, and low per capita alcohol use, one might have expected this to have happened sooner

3. RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction

These chapters cover the research methods and design utilized in these theses. It comprises the research design, a description of the study region, the target population, a sampling technique, data collecting, the validity and reliability of the data, a technique for data analysis, and any ethical considerations that were considered when conducting these thesis.

3.2 The Research Design

A qualitative case study is a type of research methodology that aids in the investigation of a phenomena within a specific context using a number of data sources and approaches the exploration through a range of lenses in order to show the phenomenon's many sides (Baxter & Jack, 2008). An effective strategy for the research design is a qualitative case study since it enables a thorough investigation of the phenomena. It is helpful to employ a qualitative case study as the research strategy since it sheds light on the complexity of the issue.

Interviews, questionnaires, observations, and documents can all be used as data sources for qualitative case study research, enabling the gathering of rich data that can then be evaluated to offer a thorough understanding of the phenomenon.

According to Hammarberg et al. (2016), qualitative research serves to understand causes, beliefs and motivations. Provides insight into a problem or helps develop ideas or hypotheses for potential quantitative research. Qualitative research is also used to uncover trends in thought and opinion and to dig deeper into a topic. The use of qualitative techniques to generate data for the study was based on the benefits of allowing researchers to thoroughly examine the impact of the advertising ban on the alcohol industry market.

The current study uses an exploratory research design in keeping with the qualitative research methodology and the research's objectives. According to Eri (2016:25), "IMC is a relatively new phenomena and the exploratory research design is important for its better understanding and creation of IMC theory," this is in line with their argument. Exploratory research aims to offer fresh explanations by actively involving the researcher in the process of developing conceptual

tools that enable the researcher to pose fresh inquiries and offer fresh explanations of a given reality from a fresh perspective (Creswell & Creswell 2018; Flick 2018a; Maxwell 2018). The process of reformulating and changing explanations, ideas, and starting hypotheses inductively is what distinguishes the exploratory research design in qualitative studies (Maison 2019; Flick 2018b).

3.3 Description of the Study Area

These study focuses on the impact of advertising ban on brewery and its impacts on the companies. From several brewery companies in Ethiopia Dashen Brewery Company is selected to be studied because of their willingness to share data's related with the research. In 2000 G.C., Dashen Brewery S.C. was established as an endowment to support the Amhara region's general growth requirements. Dashen is a contemporary company that was founded with an initial capital investment of more than 340 million Birr and spans an area of 8.5 hectares. The brewery is located in the historic city of Gondar, which receives more than 95,000 tourists annually. The company also has a liaison office in Addis Ababa. Dashen Brewery PLC was named after Ethiopia's highest mountain, Mount Dashen, which is home to rare exotic fauna and flora and is famous for its spectacular scenery. Mount Dashen has an elevation of 4,523 meters above sea level.

The initial annual beer production capacity of Dashen Brewery S.C. was 300,000 hectoliters; however, in 2004 (May 1996 to December 1997 E.C.), expansion work costing Birr 100 million boosted the brewery's capacity to 709,000 hectoliters, with an upgrade goal of 1,000,000 hectoliters. The factory is the most cutting-edge and contemporary. The brewery sector makes use of cutting-edge machinery. It uses a process that is almost fully automated and computerized to produce high-quality beer. Their average yearly revenue is Birr 416 million, and their growth rate is increasing (DBSC Annual report, 2004).

Modern technology at the facility enables it to produce at a high level. The following equipment is one of the fixtures: CIP plant—four CIP plants clean the brewing equipment with recycled water, caustic soda, and vinegar. EBI is used to remove the water treatment facility, the CO2 recycling plant, the air compressor plant, the cooling plant, the boiler plant, the conveyor; the casing and uncasing, the crate washer, the bottle washer, the filler, the pasteurizer, the labeler,

the keg plant, and other facilities. Additionally, it has over 11 years of experience using malted barley and clean water to create premium beer. Thanks to advances in technology, the beer satisfies standards for consistency by being created without sugar, without hangovers, and without extra tongue flavor. It has four distribution outlets (zones) to sell its products in all regional markets by agents, as well as a wonderful beer garden and warehouses in the cities of Gondar, Woldya, and Addis Ababa. The firm has launched a new product named "Royal Draught" in addition to bottled and draught beer, which will soon be joined by Royal bottled beer (DBSC Annual report, 2004).

For achieving quality standards, Dashen Brewery S.C. received certifications for its quality management system under ISO 9001-2000 and 2008 as well as for its environmental management system (EMS) under ISO 14001-2004. The company is a pioneer in getting ISO honors in Ethiopia. Having ISO accreditation increases market competition, sales volume, consumer confidence, and international recognition. 2004 DBSC Annual Report.

3.4 Target Population

The target population of the study is the marketing department personnel's and those in a managerial position in the Dashen Brewery share company. In this study 2 marketing department managers, 5 marketing officers and other 3 individuals in managerial position were interviewed.

They are purposefully selected based on the following criterion:

- Those who are employees of the Company.
- Those who handle the marketing communication of the Company.
- Those who handle the customer relationship management.
- Those who are capable to discuss, share and argue on the issue under investigation.
- Those who are willing to take part in the study.

3.5 Sampling Technique

The sampling technique is a method of data collection that involves taking a subset of observations from a larger population to draw conclusions about the entire population. In this study, the researcher employed the non-probability sampling technique. There are several types of non-probability samples that researchers use. These include purposeful samples, snowball

samples, quota samples, and convenience samples. Purposive samples, also known as judgmental or subjective samples, are ones in which the researcher has some knowledge of the population that they are researching and selects the participants based on predetermined criteria. Snowball samples are used when it is difficult to obtain participants from the target population and researchers must rely on referrals from existing members. Quota samples are selected based on predetermined proportions of characteristics such as gender, ethnicity, or age. In this study, purposive sampling was used to select participants because they had characteristics that the researcher desired. Therefore, the researcher selected the marketing department and other individuals in management positions from the chosen brewery company. Purposive sampling was the most appropriate method for this study because it provided the researcher with participants who had a deep understanding of the brewery's operations and practices. Since marketing mix strategy is the primary focus of the marketing department, the researcher interviewed the company's marketing officer about marketing mix strategy and the effect of an advertisement ban. Because of the delicate nature of the topic, only those with a specific role in the industry who are eager and able to engage in the study are consulted.

3.6 Data Collection Technique

The data were collected and recorded using a wide range of techniques. A researcher should accept both primary and secondary data, according to Kothari (2004:95). As a result, the researcher can collect relevant data from both primary and secondary sources. The primary data, which was acquired through surveys and interviews, would be the main source of information. The Dashen brewery's marketing manager was extensively questioned on the company's marketing mix approach. As a result, the interview is more than just a conversation; it is one of the most significant and common methods for collecting data in social research. In-person interviews with suitable key informants using semi-structured interview questions are used to collect data. In this instance, the researcher sought to investigate and gain in-depth insights about Dashen Brewery's business marketing mix approach. The researcher was able to develop a comprehensive grasp of the tactics employed by the Dashen Brewery thanks to this original data. Key elements of the brewery's marketing mix, including product positioning and promotion, pricing, distribution methods, and customer service tactics, were exposed during the interview. The interview also assisted in determining how Dashen Brewery had applied these tactics in the

neighborhood and how those applications had given it a competitive edge. In addition, the interview revealed important issues Dashen Brewery was facing in the current market and its prospective solutions. This enabled the researcher to gain an in-depth understanding of the marketing mix strategy used by Dashen brewery. The data gathered from the interview with the marketing manager was utilized to determine the existing marketing mix strategy employed by Dashen Brewery. The purpose of this interview was to gain a comprehensive understanding of te strategic marketing decisions that the manager made and how it was impacted Dashen brewery's success in the market.

The purpose of the study interview is to learn more about people's beliefs, experiences, opinions, and/or motives regarding the impact of prohibition and other proposed solutions, such as marketing strategies, for resolving issues in the manufacturing industry. As a result, in-depth interviews with selected people were conducted. Secondary data collection focused on the quantity of the product or the difference in quantity between before and after the prohibition on alcoholic advertisements. In order to assess customer sentiments toward the prohibition as well as the influence of different marketing strategies on consumer choice, secondary data collecting was also performed. In order to examine how various facets of prohibition and marketing influenced decision-making and what changes were observed as a result, this data was compared to the findings of the interviews. Researchers were able to learn more about how marketing and prohibition affected customer behavior through the collection of both primary and secondary data.

3.7 Validity and Reliability

To guarantee data accuracy and the integrity of study findings, qualitative research's validity and reliability are essential. Due to its subjective nature, qualitative research is susceptible to bias. Nevertheless, there are methods that can be used to reduce the chances of inaccuracy, including the use of strict data collection procedures, reliable data analysis procedures, and the consistent application of reliability threshold criteria.

Although qualitative research is necessarily subjective, it can be a potent tool for understanding human behavior. This leaves it open to the possibility of bias, which might skew the data and

undermine the study's conclusions. Researchers need to take a number of precautions to guarantee the accuracy and dependability of their data in order to reduce these dangers.

Initially, they need to make sure that they use exact data collection techniques. In order to ensure that any conclusions are supported by credible data, they must secondly assess the data using legitimate data analysis methodologies. To ensure the validity of the research's findings, they must then use the threshold criteria for dependability. By doing this, researchers can guarantee the reliability and accuracy of their data, enabling them to draw trustworthy conclusions about the actions of their subjects. The information gathered in this case is authentic and trustworthy because the individuals who were interviewed are directly involved in the marketing of the Dashen brewing company.

3.8 Data Analysis Technique

According to Walliman (2006), "Qualitative research is based more on information communicated in words—descriptions, accounts, opinions, feelings, and the like—than it is on counting and dealing with numbers." (P.129). In these situations, it is equally essential to acknowledge the data processing and interpretation that goes place while the researcher is taking field notes. The information gathered was word-by-word translated into English, tagged, arranged, and summarized manually under the primary theme area. When the data was translated and methodically coded segment by segment based on the study questions, the outcome was presented by extracting concepts from the major themes. Text and tables were used to present the data. The process of data analysis is intricate and iterative for qualitative data. The data was organized and synthesized in a meaningful way using this iterative approach.

3.9 Ethical Considerations

Ethics must be taken into account before, during, and after the study process. To avoid and avert confrontation with respondents, it is helpful to be aware of ethical issues. It might help prevent bias in qualitative investigations as well. The study's moral and legal standing could be impacted by ethical issues (Flick 2018).

In these study proposal was submitted to college to get ethical clearance from institutional review board. Then, the researcher followed logical procedures in every stage of data collection

processes. Participants were informed about the purpose of the study. Moreover, Participants were asked their permission to discuss with and interview them about the subject under study. Therefore, based on these ethical principles, efforts are made and confidentiality is assured and kept throughout the process of this research work. Anonymity for the participants was assured. Also, the researcher performed the required safety measures to safeguard both individual and organizational information. The researcher is aware of the real identities of the chosen participants, but these facts are not reported.

Informed consent complies with fundamental human rights standards and safeguards both the researcher and study participants, according to Ritchie et al. (2013). Before taking part in the research, an informed permission form was given to each interviewee and focus group participant. Also, details about the study's purpose and potential dangers were highlighted. The decision to take part in this study was optional. Both the choice to participate in the study and the opportunity to leave it at any point were available to participants. Autonomy is the term for this (Beauchamp & Childress 2001).

4. DATA PRESENTATION AND ANALYSIS

4.1 Introduction

This chapter focuses on the presentation and analysis of the study findings. Thematic data analysis method was used to analyse the qualitative finding of the study. Thus, Data collected was transcribed and translated word by word into English language and coded, organized and summarized manually under the main thematic area and presented the result by extracted concepts from main themes.

4.2 Characteristics of the participants

In this study, marketing manager and those in a managerial position in the Dashen Brewery share company were selected. In this study 2 marketing department managers, 5 marketing officers and other 3 individuals in managerial position were interviewed. 80% were male and majority (60%) have master's degree. Among the participants, 70% have more than 10 years of experience and half of the participants were marketing officers

Table 4. 1 Characteristics of the study participants, 2021.

The demography stated below relates to the finding in terms of experience of the respondents and income of beer users.

Characteristics	Number	Percentage
Sex of participants		
Male	8	80
Female	2	20
Educational level		
Bachelor degree	4	40
Master degree	6	60
Experience		

< 10years	3	30
>10 years	7	70
Position		
Marketing managers	2	20
Marketing officer	5	50
Other Managerial position(public service)	3	30

4.3 How advertisement restriction affected the company’s integrated marketing communication strategy

The respondents forwarded their impression regarding the effect of ad ban on integrated marketing strategies. One of the interviewees suggested that ad ban restricts the 4 p marketing strategy and it affects the number of targeted individual who are expected to reach through mass media advertisement: according to dasheen beer marketing, research and innovative officer, based on the interview of the marketing manager, the ban may have impact on the market of the company even though it is not significant.

“Even though the impact is highly visible, the ban has affected the promotion strategy that is directly related to the ban. Influence, even though it is related and aggregate, is primarily detrimental to promotion. And in general, the ban on alcohol advertising will have a negative impact on new products.”

The rationale behind integrated marketing communications (IMC) is to accomplish advertising goals in targeting target audiences and raising awareness of the firms' goods and services. As a result, IMC can require the use of a variety of promotional techniques, such as ads, personal selling, product promotions, direct marketing, digital marketing, publicity, and public relations. This chapter explains the IMC instruments that comprise the promotional mix. It describes the features of each marketing contact method. It also recognizes the different factors that can affect the efficient execution of an IMC programme, such as measuring its efficacy. (Camilleri, 2018). However, Dashen Public Relations manager argue that the ban had no effect on the market of the

company. His core argument is based on the quality product that the company have been providing.

“The government's ban on beer advertising has had no effect on Dashen, since Dashen has been here since its inception, not by advertising power, but by quality beer. Although I don't know about others, the ban on alcohol has not had as much effect on Dashen Beer as a whole.”

Also, he adds additional idea about marketing strategies such as 4 Ps and denied the marketing strategy depend on the advertisement only that they have been using another marketing strategies other than advertisement.

“We used all kinds of advertising strategies. (4 P's) We also used all marketing mix before the ban. But we do not believe that our marketing strategy depends on advertising”

Even though the manager argued the ban had no effect, the marketing officer forward its impact on ATL that plays an important role in promoting the brand. "ATL" stands for "Above the Line", meaning that the advertising is going to be deployed around a wider target audience, e.g. television (TVC), radio, or billboards. This deficiency of TV is described as a problem for brand depth. He added

“Television and radio advertising, which is restricted to the majority of consumers and advertisers, has its own negative impact on the promotion and delivery of new products. This has also indirectly affected the government”.

4.4 Marketing strategies adopted after the restriction of the advertisement.

According to marketing manager of the company, Ethiopian advertising industry itself does not help to generate new customers or increase the number of customers is an issue that needs to be studied. Therefore, the main difficulty may happen would be when the company wants to enter to produce and sell new products than older.

It is difficult to create new customer in Ethiopia, but with our experience and 20 years of branding, we have no problem entering the market like new breweries. However, he did not deny that new product requires a lot of advertising. The breweries sold more

produce, hired more people, and paid more taxes. But the limited number of options available to them has been limited.

4.5 Marketing strategy has been affected by the ban

The manager of the company argued the impact of ban on their marketing strategy; however, the marketing officer assure that the ban has its own impact on the promotion and advertisement of the company

“We do not believe it hurts so much. However, it has affected the promotion strategy that is directly related to the ban. Influence, even though it is related and aggregate, is primarily detrimental to promotion. In general, the ban on alcohol advertising will have a significant negative impact on new products. For the time being, we did not start a new product and did not realize how harmful it was. But this has not affected our existing product”

4.6 The impact on the growth and profitability of the organization

According to respondents, so far, the ban has had no effect on the growth and profitability of the company. But it is said to have no effect at all, but it will have long-term consequences.

“Not all companies depend on one brand to create and promote new brands. There will be consequences. For the time being, however, it has not affected the productivity and growth of our organization. The government says don't drink alcohol, and we produce it. This is not an equal playing field, so we will see the difference in the future”.

The manager argued the ban does not affect the production volume of the beer. However, he did not confident and the effect in production volume in the company needs study.

We are growing. The ban did not affect our product size. In fact, our production is increasing. We have not yet studied the impact on production. It is a matter of study. But because the company is growing, production is also increasing”

4.7 How the company cope up with ad ban

We have our own strategy for each product. The ATL opposite BTL below the line is down and we are implementing. We train our manpower. We innovate our sales staff with new strategies.

We review our marketing strategies. We are working hard to overcome the impact of the ban by implementing new strategies.

Dashen Beer has come up with something unique to increase its competitiveness. Generating quality sales force. We are working on a large academy where we can complete our sales staff. At this academy, we teach our staff the art of marketing and marketing. This work is also contributing to the growth of direct sales. Our sales staff are graduates of this academy and we are reducing the number of unqualified. We offer extensive training. This has created a conducive environment for our employees to adapt to the current situation.

The marketing manager explained the other mechanism they are looking for is working with football teams like Fasil Kenema. He added the effect will be evaluated in the future

“The other thing is that we have been working since our inception to focus on fulfilling the social responsibility properly. We work extensively in sports. Dashen Beer is sponsored by Fasil Kenema as the 2013 Ethiopian Betting Premier League Champion. and Every game that Fasil Kenema plays will add to the brand's image”

The manager also mentions the social responsibility in which they have been involved, which may or may not be related to marketing but may benefit the firm.

“We also believe that it will enhance our vision. We not only link our brand to sales, we place great emphasis on social responsibility and we are working hard. Through our work on the sport, we have been able to connect our brand with sports. When we work extensively in sports, we are able to make our community around sports our brand”

The brewery needs a level playing field equal to other industries. Billions of dollars in government revenue. It employs a large number of manpower. It involves many stakeholders. So a playground needs to be taken into account..

We also interviewed customers of dashed beer and we were interested to know why they choose to drink Dashen beer and the effect of advertisement on their preference. One of the respondents argued he prefer dasheen without any influence of advertisement and actually he chooses because of the quality

“Advertising has no effect on me. I chose Dashen for a reason. Hangover does not; No matter how much you drink Dashen beer at night, it is okay to have a headache in the morning. I like the taste of other beers. I prefer it because it has less sugar”

One more interviewed was also support the idea of prior respondents that the preference was based on the content and quality of alcohol rather advertisement.

“I prefer it because alcohol is low. Admittedly, alcohol abuse can have a devastating effect on health; In this regard, I regularly use Dashen Beer because it has less alcohol than other beers. Beers use sugar to give energy and taste. Dashen Beer is my choice because it consumes less sugar. Many beers have a bitter taste, but Dashen does not taste very good, so I drink Dashen with pleasure. Hangover; Advertising does not affect my beer choice.”

What makes it difficult for you to implement marketing mix?

The country economic situation was the main difficulty in the integrated marketing communication strategy. The economic level of the country would help to apply the 4ps without any problem including foreign advertisement portal. In addition, the cost of living, GDP growth, the cost of living, Ability to invest to our customers would affect our marketing. According to the manager of the company, we can increase beer consumption by increasing people's per capita income.

According to marketing manager the lower his daily income, the less he turns to beer. Overall, economic growth is an important indicator of the use of 4Ps. If you are in a growing economy, you will have no problem bringing more products and improving the existing brand. He said;

‘We believe it is the first and foremost economic situation in the country. If the government does not focus on economic growth, then breweries will suffer. For example, you can't increase the price by 4 pcs. You can't create ads. You are limited by capacity. You can't take your product to the level you want it to be. If a person's purchasing power does not grow, it will not make sense. The big question is how much money does a person earn per day and how much money does he get for beer”

Discussion and analysis

Ethiopia has seen a growth in the number of local and international beer firms in recent years. These businesses use marketing techniques ranging from branding to ads to increase their revenue. Alcohol firms in Ethiopia market their brands through broadcast media such as television and radio. As per Article 74(4) of the Proclamation, the provision that bans the advertisement of any alcoholic product through broadcasting media (television and radio) had take effect on May 29, 2019, according to Heran Gerba, Director General of Ethiopian Food and Drug Authority. “Hence, we advise all advertisers of alcoholic drinks and the broadcast media to prepare for its implementation and comply with their responsibility when the law takes effect.”

Therefore, in this study, we employed qualitative research design with in-depth interview among marketing managers and head of the company, marketing officers at Dashen Brewery Company to explore the impact of advertisement restriction on integrated marketing communication strategies.

In the present study we demonstrated the company was not highly affected by the ban however, some part of IMC had got affected. The ban has the ban on alcohol advertising will have a significant negative impact on new products. Due to the restriction has been facing difficulties in creating new customers. Unfortunately, however, there are few reports of empirical studies of the effects of alcohol advertising and no clear evidence that advertising affects consumption. Simon's analysis of liquor sales in control states showed no contribution of size of advertising budget to sales of individual beverages.

Some of the studies support that the ban has significant effect like the study by Smart and Cutler of a partial advertising ban in British and Columbia indicated Smart, R. and Cutler R. (1976.). Also, a recent rapid growth of alcohol sales in Russia has been noted despite the absence of alcohol advertising in that country. Generally, the meager data available suggest little or no unique contribution of alcohol advertising to sales. This paper adds two more sets of data to the small number of existing studies (Levitt T, 1983). The first data set concerns the restriction of beer advertising in Manitoba, while the second concerns the relationship between print media advertising regulations in the United States and alcohol consumption. These data are particularly relevant to the situation in Ontario where the provincial government has recently introduced

restrictions on 'lifestyle' advertising, i.e., advertising which links alcohol use to status, sex, sporting prowess and the good life. Moreover, the effects of restrictions of alcohol advertisements in Manitoba, Canada and in the United States are examined using statistical data on alcohol consumption. The relationships between consumption and alcoholism rates for the U.S. and advertising regulations were very weak and not statistically significant. Subsequent to a restriction on beer advertising in Manitoba, beer consumption in that province rose at a similar rate as in a control province of Alberta. It is considered unlikely that restrictions on advertising will reduce consumption (Ogborne, A. & Smart, R, 1980),

Due to the fact that, there are correlations between the amount of alcohol advertising and the amount of drinking taking place and studies revealed that advertising has an effect, drinking rates should shadow temporal variations in the amount of advertising; the impact of advertisement on marketing of the company is unhidden. (Peter Anderson, et al, 2009).

However, the study reveals that the impact of advertisement has high effect on new products and services rather than old products. Similar report was forwarded that new products from the last two years are being marketed. It takes a lot of budgets to promote a new product; it has to be unique in quality. You also spend a lot of money on strategic planning. This is a time-consuming process that can have a devastating effect on the business as a whole.

In this study, the main challenge of IMC according to this study was the cost of living, GDP growth, the cost of living, Ability to invest to our customers would affect our marketing. According to the manager of the company, increasing people's per capita income would benefit the marketing of the company. It is known that the more you grow your economy, the lower your unemployment rate. People do not drink beer during working hours, but on time, so the government must work hard to reduce unemployment and grow the economy. According to Smith, L.A., Foxcroft, D.R. (2009), the damage is even greater if the government intervenes in the private sector. It is inappropriate to exclude alcohol advertising altogether. It is good to set a time limit. For example, we do not think there is a problem with advertising after 3 p.m. It is a good idea to advertise in an unrestricted area of the gym, taking into account social responsibility.

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The major objective of this study was to explore the impact of restriction of advertisement on the alcoholic beverages, a case of Dashen brewery factory integrated marketing strategies.

The study took a look at the four pillars of IMC: Stakeholders, content, channels, and results. These pillars are the elements on which IMC levels are based. For full implementation of IMC, firms must use all four levels.

Promotion is one of the four major elements of the marketing mix. Therefore, an integrated marketing communications (IMC) strategy consisting of a combination of promotional tools could be an essential element of the businesses' overall marketing strategy. In this study, we employed qualitative research design with in-depth interview among marketing managers and head of the company, marketing officers at Dashen Brewery Company to explore the impact of advertisement restriction on integrated marketing communication strategies.

In the present study we demonstrated the company was not highly affected by the ban however, some part of IMC had got affected. Even though the impact is not huge, the ban on alcohol advertisement has a negative impact on new products. Due to the restriction the company has been facing difficulties in creating new customers.

According to the data in this study, to overcome the effect of the ban, Dashen Beer has come up with something unique to increase its competitiveness. Generating quality sales force. The company trying to provide extensive training to their workers changed the direction toward working with football teams (sponsorship) and maintaining the quality to preserve the old customers. This, the study reveal that the impact of advertisement has high effect on new products and services rather than old products.

The Ad ban on alcohol advertising has had a negative impact on integrated marketing strategies, such as the 4 p marketing strategy and the number of targeted individuals who are expected to reach through mass media advertisement. This chapter explains the IMC instruments that comprise the promotional mix, the features of each marketing contact method, and the different factors that can affect the efficient execution of an IMC program. Dashen Public Relations

manager argued that the ban had no effect on the market of the company due to the quality product they have been providing. The government's ban on beer advertising has had no effect on Dashen Beer, since they have been using other marketing strategies such as 4 Ps. The manager argued the ban had no effect, but the marketing officer forwards its impact on ATL that plays an important role in promoting the brand.

Television and radio advertising, which is restricted to the majority of advertisers, has its own negative impact on the promotion and delivery of new products. Marketing strategies adopted after the restriction of the advertisement are an issue that needs to be studied. The main difficulty may happen when the company wants to enter to produce and sell new products than older, but with their experience and 20 years of branding, they have no problem entering the market.

In addition, the main challenge of IMC according to this study was the cost of living, GDP growth, the cost of living, Ability to invest to our customers would affect our marketing. According to the manager of the company, increasing people's per capita income would benefit the marketing of the company.

5.2 Conclusions

The prohibition on alcohol advertising has a negative impact on new products because new products require penetrated advertising to reach the public. This has been difficult for the company to do because of the restriction, which has resulted in it not being able to acquire new customers.

According to the research, the ban on alcoholic advertisements had an impact on the company's implementation of planned marketing strategies, forcing the company to seek other alternative strategies.

The research concluded that the ban on alcoholic advertisements had an impact on the marketing strategies of brewery companies, either directly or indirectly. Based on this research, I look at Dashen's case, but it also works for other similar companies.

Additional research should be conducted by various stakeholders in the sector to better understand its benefits and drawbacks. This information should be compiled into a report to help guide future decisions.

5.3 Recommendations

Based on the finding of the study, the following recommendation was forwarded.

Different promotional tools could foster an increased awareness of a company's products or services, inform people about features and benefits, and move them to make a purchase.. It suggests that effective IMC plans promote the companies' products and services, by sending clear, consistent and complementary messages that are ultimately intended to turn prospects into customers.

So, Dashen Brewery Company should have to focus on other related promotional tools, like social media advertising. The company should have to use other alternative visibility mechanisms like he is doing on football sponsorships.

The prohibition that was stated by Ethiopia government in the advertisement of any alcoholic product through broadcasting media (television and radio) would have an effect on the market of the alcoholic industry. However, focusing to other marketing dimension would help to overcome the effect.

The government should study the impact of the ban on alcohol advertising and benefit from the experience of other countries.

Advertising is a million dollar business; a million dollar tax will be collected from the sector that will help a given country to do something essential. Also help the government to earn more income, rather than banning the advertisement this paper recommends time boundary will be more advisable. The ban mentions alcoholic advertisements are attracting children to other directions. As the government did before the ban it will be good if there is limited time for alcoholic advertisement in the time when children will not be available

Moreover, given the alcohol industry's substantial advertising and promotional spending, there is a scarcity of studies analyzing the consequences of this advertising. More study on the possible causal impact is needed; the significance of mass media as a potential source of influence on marketing and the impact of the advertisement ban has been given less emphasis in many

countries. In this case different scholars should have to do research and show the impact as well as the advantage of the ban

Dashen Brewery Company has to strength its direct selling, stuff development and sponsorship of football clubs for a better attraction of consumers.

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