



**THE EFFECT OF SALES PROMOTION ON CONSUMER  
BUYING BEHAVIOR: THE CASE OF COMMERCIAL BANK  
OF ETHIOPIA**

**By  
Beimnet Adela**

*A Thesis submitted to St' Marry University School of graduate studies for the  
Partial Fulfilment of the Required for the Award of Masters of Arts Degree in  
Marketing Management*

**Advisor: Shiferaw Mitiku (PhD)**

**May, 2017  
Addis Ababa, Ethiopia**

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## DECLARATION

I hereby declare that this study entitled “*The effect of sales promotion on consumer buying behavior: the case of commercial bank of Ethiopia*” is my original work prepared under the guidance of my advisor Shiferaw Mitiku (Ph.D). This paper is submitted in partial fulfilment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

By: Beimnet Adela

Signature \_\_\_\_\_

Date \_\_\_\_\_

## LETTER OF CERTIFICATION

This is to certify that Beimnet Adela carried out her study on the topic entitled “*The effect of sales promotion on consumer buying behavior: the case of commercial bank of Ethiopia*”. This work is original in nature and suitable for submission for the award of the Masters Degree in Marketing Management.

Dr. Shiferaw Mitiku

(The research advisor)

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Signature

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Date

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Finally, I thank all known and unknown generous peoples who have been helping me.

## **LIST OF ACRONYMS/ABBREVIATIONS**

<b>ANOVA</b>	Analysis of Variance
<b>CBE</b>	Commercial Bank of Ethiopia
<b>SPSS</b>	Statistical Package for Social Science
<b>POP</b>	Point of Purchase
<b>MIS</b>	Management Information System
<b>EKB</b>	Engel Kollat bBackwell

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## **ABSTRACT**

*Sales promotion is among the important communications medium that has powerful effect on consumers' behavior. The objectives of this study were to analyze the effect of sales promotion on consumers' buying behavior in the case of CBE. The sample populations of the study were grade four branches from the four districts in Addis Ababa. Quantitative research approach and non-probability convenience sampling had been adopted in selecting a sample size of 384. Data were collected using structured questionnaire and analyzed using SPSS 20 and descriptive and inferential research design was used. The results of the study revealed that sales promotion tools have a relationship with consumer buying behavior of CBE customers. Therefore, It is essential for CBE to pay more attention in increasing their sales promotional activities practice specifically should pay more attention to the activities and means of coupon, since the study results showed a weakness in this activities, in influencing the consumers purchasing decision toward these CBE products. Finally the researcher is recommended to CBE is that the strategic impact of sales promotion is best observed when they are designed or built in strategic plan of promotional activities, coordinated with other promotional tools and integrated with the business strategy.*

**KEY WORDS:** *Sales promotion, Coupon, Premium, Point of sales display, and Consumer buying behavior*

# CHAPTER ONE

## INTRODUCTION

*This chapter consists of background of the study, statement of the problem, research questions, research hypotheses, objective of the study, significance of the study, delimitation of the study, and organization of the paper are explained here under.*

### **1.1 Background of the Study**

The ultimate objective of every business is to increase the sale of goods or services that it deals in (Kotler, 1998). Many of the purchase situations are so common and habitual that they involve very little cognitive activity of the consumers. In such situations, motivating the consumers to switch brands or purchase more items is very hard. One of the benefits of promotions is that they stimulate the consumers to compare different brands and evaluate the purchase possibilities in such cases (Wathieu & Murre, 2007). Sales promotion is one of the strategies to attract customers to buy more or try the product or service. Now a days people are conscious to look for the best one and that is why their fluctuating mind may switch on to new brands with a simple stimulus. In this case an extra incentive can be added to a product by different promotional activities (Kumar *et al.*, 2007).

Defining the term sales promotion is rather difficult for the presence of multiple relating techniques and tactics and that sales promotion is a tool to achieve company's marketing communication objectives and an essential element in planning marketing (Blattberg and Neslin, 1990). Sales promotion is one of the most important and bewildering promotional tools of modern marketing management. It is bewildering because of its typically tagged effects and also the difficulty of isolating its effect from other elements in the marketing mix. It could be referred to as a "catch all" for those short term marketing activities which act as an incentive to stimulate

quick buyers action such as coupons, sweep take, context, premium, free samples, trading stamp (Bhandari, 2012).

Consumer buying behavior however is the process by which the individual search for, selects, purchase, use and dispose of goods and services, in satisfaction of their needs and wants (Netemeyer *et al.*, 2004). Melaet *et al.* (1997) argue that the consumers' behavior has a direct effect on the success of the firm and therefore must ensure that they create a marketing mix that satisfies consumers.

Commercial banks in Ethiopia are very competitive. There are a lot of participants at the market and features of the products are not very different from one another. Also simultaneous product launches from competitors create more challenges to the market. Moreover, in the last twenty years the number of banks increased in Ethiopia that is in 1994 there were only two commercial banks in the country. However, in 2016 the number of banks reached eighteen which creates a stiff competition among banks in meeting customer service expectation and satisfaction. In this competitive environment, banks must be able to a way to distinguish themselves from other banks. One of the main methods for achievement of competitive advantage is communication. Sales promotion is one of the short term marketing communication strategy to derive demand and also and especial marketing offer which provides more profit than what consumers receive from the sale position of a product and also has sharper influence on sales (Banerjee, 2009).

Despite the widespread employment of sales promotions in practice, there has been little attempt to integrate research to determine the relationship between the use of sales promotion and customer buying behavior. The influence of sales promotion appears to be worthy of investigation in relation to customer buying behavior as different scholars contradicts each other and argues for diverse outcomes (Netemeyer *et al.*, 2004; Mela *et al.*, 1997). Related to this, to the best knowledge of the researcher, there has not been any study and empirical evidence in Ethiopia regarding the relationship between sales promotion of banks and consumer buying behavior. Given such limitations, this study therefore, tries to bridge the gap investigating the nature of sales promotion at CBE and the level of consumer buying behavior of the bank.

## **1.2 Statement of the Problem**

Financial services specially banking services in Ethiopia are important part of the service industry which accounts for about 95% of the total financial sector assets (Eshete *et al.*, 2013). For last twenty years the number of banks has increased in Ethiopia and it is observed that the number of branches has highly increased the cities and villages (Eshete *et al.*, 2013). Besides, customers needs have become more complex, whereby variety of services offered by banks has increased. Today, Ethiopian banks are facing challenges with stiff competition. Hence, to meet customer needs is expected of them to win this competition. So, it becomes very important for banks to understand the most influential marketing communication tools to compete in the market. With the help this marketing communication tools, retailers and marketers can utilize their resources to get maximum profit.

Sales promotion is one of the key factors that marketers have used in the past to meet the changing needs of the customer and the market. Markets also depend heavily on marketing campaigns that consist of various incentives, mostly short term designed to stimulate quicker or greater purchase of particular goods of services. Sales promotion is one those incentives which has influenced customer to make instant buying decision than to wait later (Kotler, 2003).

Service providers like the commercial banks needs to provide offerings or services that satisfy consumer needs and expectations to ensure the company's economic survival. In order to achieve this feat, they need to understand consumer buying behavior to help them evaluate their service offerings. Consumers of bank service go through a cycle of decision making processes before making a purchase decision which define their behavior in the consumption of the services they purchase from these companies. The consumer buying process is a complex matter as many internal and external factors impact on the buying decision of the consumer.

In the context of studying effect of sales promotion on consumer behavior, it would be appropriate to review some of the studies conducted on consumer's consumption and buying decision making process, success factors of sales promotions, basis of a host of other issues related to promotion. Related to this, to the best knowledge of the researcher, there has not been any study and empirical evidence in Ethiopia regarding the relationship between sales promotion practices and consumer buying behavior. Despite that, no study has focused exclusively on sales promotion and consumer buying behavior within the banking industry in the country. To bridge

these gaps, this paper was provided an empirical investigation of the effect of sales promotion on consumer buying behavior.

### **1.3 Research Question**

In view of the problems, the central question of this study was:

What is the effect of sales promotion on consumer buying behavior in CBE? Specifically, the following sub-questions are raised:

- How does coupon affect CBE consumer buying behavior?
- To what extent point of sale display affect CBE consumer buying behavior?
- How does premium affect CBE consumer buying behavior?

### **1.4 Objectives of the Study**

The general and specific objectives of the study are presented as follows:

#### **1.4.1 General Objective**

The general objective of this research was the **effect of sales promotion on consumer buying behaviour: the Case of CBE.**

#### **Specific Objectives**

The specific objectives of the study were to:

- Investigate the level of sales promotion (coupons, point of sales display, and premium) as perceived by CBE customers.
- Examine the level of consumer buying behavior in CBE.
- Determine the relationship of sales promotion with consumer buying behavior in CBE.
- To find out if there is any variation in demographic profile of the respondents in relation with the level of consumer buying behavior.

## **1.5 Hypothesis**

Based on the research objective set the following hypothesis were developed and tested using appropriate statistical tools.

**H1:** Coupons has a significant and positive relationship with consumer buying behavior of CBE customers.

**H2:** Premium has a significant and positive relationship with consumer buying behavior of CBE customers.

**H3:** Point of sales display has a significant and positive relationship with consumer buying behavior of CBE customers.

**H4:** there is no significant variation among demographic groups in relation consumer buying behavior.

## **1.6 Significance of the Study**

In the first place limited research has been conducted in the field of sales promotion in Ethiopia, and no study has focused exclusively on sales promotion within the banking industry in the country. Therefore, the study was providing knowledge on the importance of sales promotion on customer buying decision. And findings from this study would assist academicians in broadening of the prospectus with respect to this study hence providing a deeper understanding of the sales promotion that affects the consumer buying behavior. The other significance of the study were enables the CBE to understand the relation between sales promotion tools and consumer buying behavior and helps them to know the most important sales promotion tools used to consumer

buying decision. Thus, the study would provide recommendations to the management of the CBE regarding the improved application of sales promotion.

### **1.7 Delimitation/Scope of the Study**

Primarily the study was concerned with the impact of sales promotion on consumer buying behavior in CBE. Sales promotion strategies (coupons, point of sale display and premium) used as an independent variables and consumer buying behavior used as a dependent variable.

The paper was focused on CBE. However, there was not being comparison made with other banks within the same industry. Therefore, the result of this research cannot be generalized to other banks.

Besides, the research was being limited geographically. Due to the homogeneity of service provision and promotion strategy of the bank over its all branches in the country, the sample frame was being delimited to Addis Ababa branches.

### **1.8 Organization of the Paper**

The study was being organized to five chapters. The first chapter introduces the background of the study, the research objectives, research questions and hypotheses. Besides, it encompasses significance of the study and scope of the study. The second chapter presents both theoretical and empirical review of the related literatures. The third chapter dealt with methodology of the study. The fourth chapter mainly concerned with the analysis of data collected. The last chapter which is chapter five presents the conclusion and the recommendation drawn from findings of the data in addition with implications for further research.

## **CHAPTER TWO**

### **RELATED LITERATURE REVIEW**

*The primary purpose of this chapter is to get the theoretical and empirical understanding of the concept of sales promotion and consumer buying behavior. First, it will discuss the definitions given by different scholars on the term sales promotion and consumer buying behavior. Second, the review identified and discussed the different sales promotion tools. Third, the literature review examined empirical studies on sales promotion towards customer buying behavior. Fourth, the review of the literature has tried to discuss the relationship between variables. Finally, the research model will be introduced in order to give a clear idea about the research area.*

#### **2.1 Theoretical Review of the Study**

##### **2.1.1 Sales Promotion**

Promotion is one of the marketing mix elements, includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers satisfaction of their wishes and needs comparing with the competitors commodities (Mahmud *et al.*, 2014).

Promotion is one of the key factors in the marketing mix and has a key role in market success. It is used to ensure that consumers are aware of the products that the organization is offering. The

promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Ansari, 2011). The channels to be used are; advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Rowely, 1998). One of most important of channels is sales promotion.

Belch and Belch (1996) defined sales promotions as direct encouragements provide an additional stimulant for the products to be sold or distributed in a short period of time. Kotler (2003) defined sales promotion as any activity which obtained by the producers usually short term designed to encourage quicker or greater amount trade retailer or wholesaler as well as influence individual to buy the product. According to Perreault *et.al* (2008) sales promotion defined as a communicating information within two parties, seller and potential buyers, which is obtained to effect customers decisions. Brassington and Pettitt (2000) provide a new definition for sales promotion as a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives. This extra value may be a short term tactical nature or it may be part of a longer term franchise building program. Moreover, Zallocco *et.al* (2008) defined sales promotion as it is an intentional effort from marketers to deliver the appropriate information in suitable inducement way to get the desired acceptable responses from the customers.

### **2.1.2 Types of Sales Promotions**

(Blattberg & Neslin, 1990) has divided sales promotion into three types. These include retailer promotion, trade promotion and consumer promotion. Retailer promotion is the promotion offered directly by the retailers towards the consumers. It includes price cuts, displays, feature advertising, free goods, retailer coupons and contest. Trade promotion is the promotion offered by the manufacturers to the retailers. It includes advertising allowances, display allowances, trade coupons, financing incentives and contests. Consumer promotion is the promotion offered by the manufactures directly to the consumers. It includes sampling, price packs, rebates and refunds, financing incentive, bonus or value packs, special events, sweepstakes contest, premium, advertising specialties and tie in.

(Gedenk et al., 2006), summarizes the sales promotion into two forms; price promotion and non-price promotion. Price promotion usually involves price reductions such as coupons, loyalty discount and rebates while non price promotion involves sampling, sweepstake contest, events and premiums.

### **Samples**

Sampling is a smart way to present fewer amounts of products to the customers with no cost, and it can be sent directly to the customer by mail or attach the sample to another type of products, so they can able to test or try the product rather than just hear about it, which it can affect their behavior to purchase it in the near future (Ferrel and Hartline, 2008). According to Clow and Baack (2007) they defined the free sample method as a technique to induce customers to try new lunched products.

### **Coupons**

Coupons considered as one of the most used tools by marketers to stimulate consumers by giving them a voucher or certificate that save some money when they want to purchase any type of products later on or in the future (Ndubisi and Chew, 2006). Coupons have been existed to produce product trial (Robinson and Carmack 1997). According to Cook (2003) customers can easily be convinced with the coupons technique since it is very useful tool for trial buying, and it considered as a good way to be used to induce customers brand switching.

### **Price discount**

According to Fill (2002) price reduction is a valuation approach where goods or products are offered in a good discounted buying price and it seems to be a reduced cost to the consumers, mostly applied in hypermarkets and point of purchase displays. Price discount is reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase (Raghubir and Corfman, 1999).

### **Point of sale display**

Point of sale display is a way of showing product and offerings through in store display such as menu boards, POPs and brochures. (Gedenk *et al.*, 2006) argue that retailer promotions address customers at point of sale; meaning that communication regarding the product or services is best

conveyed to the customers at the place and time where most of the purchasing decision is made. Retailer promotion address consumers most at the point of sale therefore, communication regarding promotion best reaches consumers at place and time where most purchasing decision is made. (Gedenk et al., 2006) thus, increase of promotions at the point of sale drives customer to make decision there.

### **Premium**

Though the majority of promotion involves financial saving, some promotions could be non financial. One kind of non financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount (Astous & Jacob).

*Table 2.1: Summary of Promotion Tools*

<b>Promotional Tools</b>	<b>Explanations</b>
Coupons	Certificates entitling the bearer to a stated saving on the purchase of a specific product: mailed, enclosed in other products or attached to them, or inserted in magazine and newspaper ads (Price 1999).
Price Discounts	Offers consumers products at reduced price from regular price of a product (Shrestha, 20015).
POS Display	Display of product and offerings through in store display such as menu boards, POPs and brochures (Shrestha, 20015).
Premium	A premium is a product or service offered free or at a relatively low price in return for the purchase of one or many products or services (Astous & Jacob).
Free samples	Offering customers to try the samples of products without charging any cost in the

	hope that customer will buy the product (Shrestha, 20015).
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**2.1.3 Sales Promotional Tools Used in Bank Industry**

Coupon is one of the commonly used sales promotion tools in banks. Coupons are certificates that offer buyers savings when they purchase specific products. As a means of increasing sales, banks rely on coupons to draw new customers, stimulate, repeat business from existing patrons and to appeal the price conscious segments of the society (Taylor and Long-Tolbert, 2002). Many studies suggest that coupon incentives positively influence consumers’ attitude and behaviors toward consumer buying (Bawa and Srinivasan, 1997). Premiums are goods offered either free or at low cost as incentives to buy a product. For example banks often offer promotional items such as pen carrying the name and the logo of the banks and T-shirts.

**2.1.4 Consumer Behavior**

Consumer behavior is the study of how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas or experiences to satisfy their needs and wants (Kotler and Keller, 2009). According to Schiffman and Kanuk (1997), the study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. Belch and Belch (1998) also defines consumer behavior as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. Behavior occurs either for the individuals or in the context of a group or an organization.

Schiffman and Kanuk (1997), distinguished between two different types of consumers which are personal and industrial consumers. Personal consumers purchase goods and services for their own use, household use or as a gift to someone else. Organizational consumers on the other hand purchase goods and services to run an organization including both profitable and non-profitable organization, government and nongovernmental organizations.

**BEHAVIOURAL ECONOMICS**

Behavioral Economics is how people react, and the economic decisions they make in any given financial framework (Xavier, 2005). Behavioral economics challenges some of the presumptions

of conventional economics that consumers make their choices coherently and rationally given their preferences and the constraints upon them. It argues that consumers often act in their own best interests due to behavioral traits such as failure to process information objectively or misvaluations about the costs and benefits of prospective decisions (Xavier, 2005). These biases according to the behavioral economics traits, partly explains the reasons why consumers may be making seemingly irrational decisions in choosing a particular network operators package over the other.

The behavioral economics model bases their emphasis on the final consumer of the product. It argues that consumers usually act on their best interests due to behavioral traits such as failure to process information objectively or misvaluations about the costs and benefits of prospective decisions. However, the buyer is not always the final consumer but the model failed to include the traits of the buyer who serves as the intermediary between the producers and the final consumer. The buyer who serves as the intermediary may not necessarily buy products or services based on certain traits or personal characteristics but based on their belief of how fast the products or services can be sold.

### **HOWARD – SHETH MODEL**

This model suggests that there are three levels of consumer decision making according to Abdallat and El-Emam (2001). The first level describes the extensive problem solving of the consumer. The consumer at this level of the decision making does not have the basic information or knowledge about the brand and does not have any product preference. At this level, the consumer will seek information about all the different brands in the market before making a purchase.

The second level is limited problem solving. This level is a problem that exists for consumers who have little knowledge about the market or partial knowledge about what they want to purchase. The consumer will arrive at a brand preference after resorting to comparative brand information. The last level is habitual response behavior. The consumer at this level have information and knows very well about the different brands and he can differentiate between the different characteristics of each product, and already has a decision which particular product and brand they will purchase (Abdallat and El-Emam, 2001).



The model was proposed by Nicosia (1976) and it analyzed human beings as a system with stimuli as the input and the behavior as the output. This model is concerned with the interrelationship between the firm's marketing communication and its potential consumers, the attributes of the consumers, the consumer's decision process including search and evaluation processes and the actual decision process. The feedback from the consumer's response to the firm is also analyzed by this model.

In this model the firm communicates to its consumers through its promotional tools like sales promotion and advertising whereas the consumers also respond to these messages through their purchase response. From this model, it is realized that both the firm and the consumer are connected to each other. The firm influences the consumer's decisions whereas the firm is also influenced by the consumer's decisions.

The Nicosia model focuses on four major fields.

**Field I:** The consumer attitude based on the firms' messages

The first field represents the output of a commercial message in the form of sales promotion or other communication tools and its effect on the consumer attitude. This field is divided into two subfields. The first subfield deals with the firms marketing environment and communication efforts, which affect consumer attitudes, the competitive environment and characteristics of target markets. The second subfield is specific to the consumer's characteristics. For instance experience, personality and how the consumer perception on promotional ideas towards a product in this stage will inform his attitude towards the firm's product based on his interpretation of the message.

**Field II:** Search and Evaluation

At this level, the consumer will start to search for other firm's brand and evaluate it in comparison with the competitive (alternate) brands. At this stage the firm tries to motivate the consumer to purchase its brands through promotion.

***Field III:*** The act of purchase

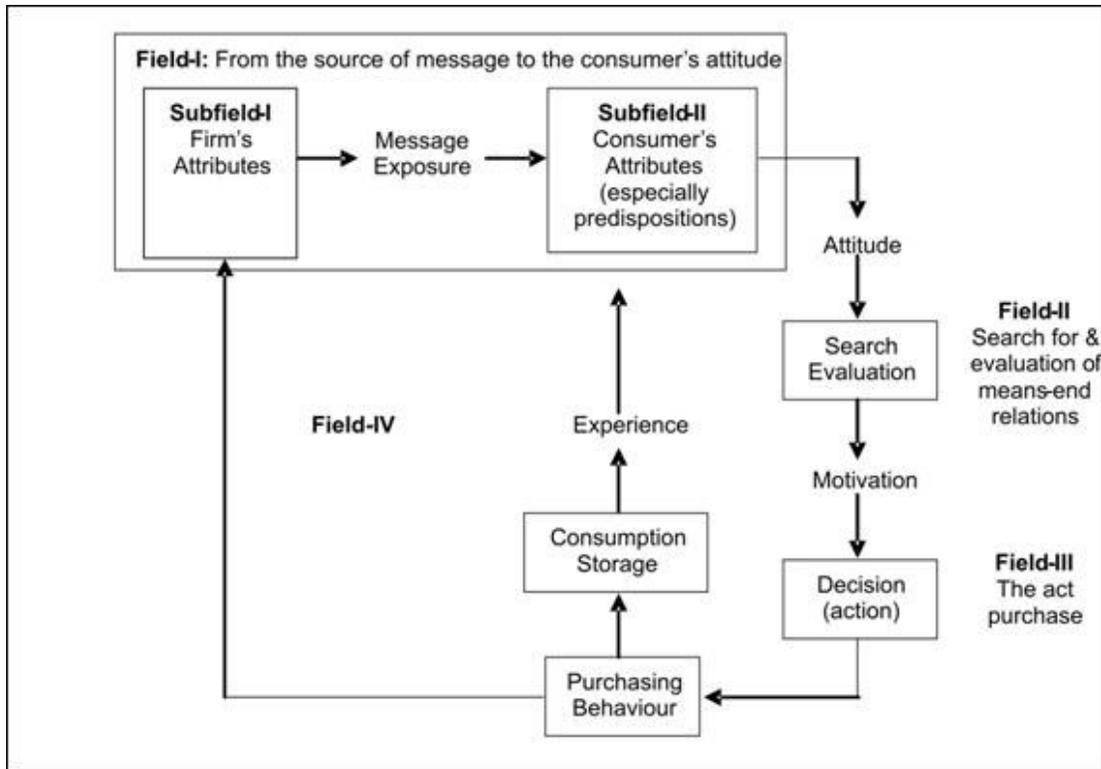
The third field represents the transformation of the motivation into the act of purchase or non purchase. The result will arise by influencing the consumer to purchase a particular firm's products.

***Field IV:*** Feed back

The fourth field deals with the use of the purchased items and how the consumer generates experience that will determine future behavior toward the products as a relation of the purchase consequence stored in their memory. The output in field four is feedback of the consumption and sales to the company from the consumer. The firm would benefit from the sales data as a feedback from the consumers whereas the consumers' experience with the product use also affects his attitude and predispositions about future adverts and sales promotions from the firm.

Nicosia's model has a number of arguments that put it in a disadvantage for it to be wholly accepted. The model did not consider explaining what internal factors may affect the consumer's personality and how the various attitudes and experiences are developed towards the product. For instance, the firm's sales promotion or advertisement may be appealing and interesting to the consumer but he may not be in the position to purchase because it may contain certain features that is against his belief. The model also did not include the influences and inter relationships among the consumer attributes and is also unspecific about the type of consumers the model is applicable to. All these areas should have been included in Nicosia model to make it complete.

*Figure 2.2 Nicosia Models of Consumer Decision Processes*



**Source:** Nicosia (1976)

### THE ENGEL-KOLLAT-BLACKWELL (EKB) MODEL

The EKB model was created to describe the increasing, fast growing body of knowledge concerning consumer behavior. The model emphasis on four components that affects the consumer's behavior: information processing, central processing unit, decision process and environmental influences (Engel *et al.*, 1986).

The information processing component comprises the consumer's selective exposure, attention, comprehension and retention of stimuli relating to a product or brand received from marketing and non-marketing sources. At this level the consumer must first be exposed to the message, allocate space for the information, interpret the stimuli and retain the message by transferring the input to the long term memory.

Central control unit level the received and retained stimuli are processed in the central control unit. The stimuli are however processed and interpreted with the help of four psychological filters:

- Stored information and past experience about the product or brand which serves as a memory for comparing different alternatives.
- Evaluate criteria which the consumer uses in judging the alternatives.
- General and specific attitudes which influence the purchase decision.
- Basic personality traits which influence how the consumer is likely to respond to various alternatives.

The model focuses centrally on the five decision making processes which consumer's go through when trying to make decisions. However, it is not automatic for everyone to go through all these five stages; it depends on whether it's an extended or routinely problem solving behavior. The five components of the decision process are: problem recognition, internal search and evaluation, external search and evaluation, purchase processes and decision outcomes.

Environmental factors affect the decision process of every consumer. These influences are called circles of influences. Some of the factors that could influence a consumer's purchase decision include income, culture, family social class and physical situation. Depending on the specific product under consideration, these factors may have a favorable or unfavorable influence on the purchase decision (Engel *et al.*, 1986).

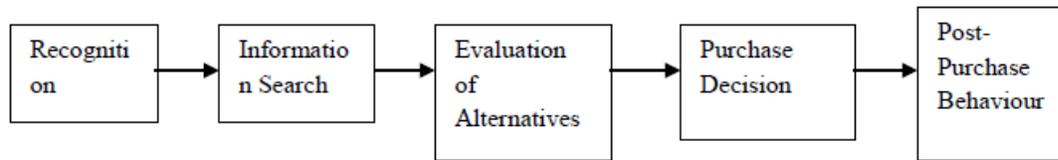
The EKB model includes several factors that could influence a consumer's purchase decision such as personality, culture, family, life style and social class. The model however failed to elaborate on the factors that shape these factors and why different consumers take different decisions at different environmental conditions. The model also failed to address in detail why different types of personality resort to differing purchase decision though they will all go through the same decision process (Engel *et al.*, 1986).

### **2.1.5 Consumer Decision Making Process**

Purchase decision is defined as the stage at which the buyer or the consumers actually buys the products (Kotler, 1999). He argued that, the consumer will buy the most preferred brand. Berkowitz and Harley (1994) also proposes that the visible act of making the purchase decision lays an important process that a buyer passes through in making choices about which products and services to buy or consume. Berkowitz and Harley however suggested that there are five

stages involved any time a consumer wants to make a purchase decision. These are as follows in figure 2.3 below.

*Figure 2.3: Stages in the Purchase Decision*



**Source:** Berkowitz and Harley (1994).

Problem Recognition is the first step in the purchase decision. In marketing, advertising or sales people can activate a consumer's decision process by showing the shortcomings of competing products (Ngolanya *et al*, 2006). The shortcomings according to them may include differences in prices, whereby the competitors' products are priced relatively higher than that of the company. Premiums can also be offered so as to attract her competitor's customers.

The consumer begins to search for information after recognizing the problem. The consumers may go through his memory for previous experiences with the brand or products. This according to Berkowitz *et al* (1994) is known as internal search. The consumer may also undertake an external search for information, this is especially if the past experience or knowledge is insufficient. Primary sources of external information are; personal sources for example relatives and friends whom the customer trusts, public sources for example consumer reports and television consumer programs and marketer dominated sources such as information from sellers that include advertising, point of purchase displays in store and inquiry from sales people (Ngolanya, *et al*, 2006).

The information search stage clarifies the problem for the consumer by suggesting criteria to use for the purchase and yielding brand names that might meet the criteria. The information the consumer has may not be adequate because it does not contain all the factors to consider. It is therefore important for the consumer to come up with evaluative criteria that represent both objective attributes of the brands they may consider important (Ngolanya *et al*, 2006). This

knowledge according to them will assist the marketer to identify the most important evaluative criteria consumers use when judging products or services.

The next stage in the model is the evaluation stage, where the customer chooses between the alternative brands, products and services. He/she then begins to consider the alternative or substitute available in the market. The important factor which influences the extent of evaluation is whether the customer feels involved in the purchasing of the product. Involvement here means the degree of perceived relevance and personal importance that goes with the choice of a particular brand. After gathering all the necessary information about a product the next step is to make a decision on whether to purchase the product.

There are three sub steps in this stage, first choosing the preferred product as previously described in the evaluation of alternative stage, then the customer decides to purchase the product that is, purchase intent and finally the implementation stage to conclude the purchase which consists of the terms of transaction payment and receiving the product. Sometimes the consumer makes the purchase intent, but never actually concludes it, or takes the implementation step and sometimes substituting product is chosen based on new information in store, preferred product is out of stock, buyer cannot afford the product or no suitable financing terms are found.

## **2.2 Empirical Review**

Promotion is one of the strategies to attract customers to buy more or try the product or service. The results of the promotion lasts include increased sales and the amount of material used and attract new consumers. For example, the promotion price refers to a temporary price reductions offered to consumers. It is a feature of the seller or the profitability of cash for products or services. Previous studies showed that the sudden sales seen by retailers to consumers concerned about price increase (Kopalle and Mela, 1999, Smith and Gallery, 2000; Jackaria and Gilbert, 2002). Some researchers have reported that the promotion of low income families, while others argue that the promotion of the interests of existing clients as well in all income groups (Montaldo 2006). According to Blackwell *et al* (2001), price discounts play a consumer product if significant influence behavior indirectly attracts a new customer.

According to Blackwell *et al* (2001), the awards have played an important role in inducing behavior of the test product to the customer by which indirectly invites new customer. According to Shimp (2003), sales promotion incentives are provided by the manufacturer to increase sales. Incentives can be used by the wholesale, retail, and member of the chain and consumers to increase sales force. Sometimes, retailers have their own brand so they also use incentives for future consumption and buying their store competitors store and buy their competitors not trademark. Sales promotion is the behavior of the short term influence. Totten and Block (1994) further clarify the technical details and sales promotion; there are certain types of sales promotion coupons, samples, premiums, and package and price arbitrage.

In terms of promotional offers, consumers get coupons are entitled to expect products original price (Ndubisi and Chew, 2006). Previous research has shown that price promotions have no significant effect on the volume of purchase by the consumer (Gilbert and Jackaria, 2002). Later, a study by Ndubisi and Chew (2006) also reported that the promotion coupon was one of the least used for consumers and promoting unpopular tools. Economic rights to use the coupon or only when the corresponding financial incentive is higher than the opportunity cost of their redemption. Coupons and discounts redemption requires time and effort browsing and newspaper advertisement, clipping coupons, locate certain brands promoted, and received mail for sales. As it is probably more low income people or lower opportunity cost of repurchase or redemption coupon, which are expected to be more likely to use than those with higher income institutions coupons and discounts. The empirical results also contradict the explanation based on the opportunity cost of coupon redemption behavior. Teel *et al* (1980) also indicated that the promotion coupon was one of the least used tools and unpopular promotion by customers. Fill (2002) stated that coupons are some certificates confirming their consumption have reduced the price of the specific product. Coupon may be the product or any other product that comes free with the actual product. Coupon is evidence that manufacturers use to improve communication with consumers and also a psychological effect on consumers care change their brand. Gardener and Trivedi (1998) said that the coupons have been used for years as an important tool for promotion. This is a unique offering for the consumer to make use of this and get a price reduction. This game is also a rebranding consumer has come to make use of the price reduction and change consumer image.

Point of sale display is a way of showing product and offerings through in store display such as menu boards, POPs and brochures. (Gedenk *et al.*, 2006) argue that retailer promotions address customers at point of sale; meaning that communication regarding the product or services is best conveyed to the customers at the place and time where most of the purchasing decision is made. Retailers' promotion address consumers most at the point of sale therefore, communication regarding promotion best reaches consumers at place and time where most purchasing decision is made.(Gedenk *et al.*, 2006) thus, increase of promotions at the point of sale drives customer to make decision there (Narasimhan *et al.*, 1996).

Point of sale display promotions are designed to build traffic, advertise a product, or induce impulse purchases and include display racks, counter pieces, in store promotions and self cartons (Ferrell & Hartline, 2008). (Dawes, 2004) points out that volume gains arising from price promotion are larger if price promotion is advertised in point of sale or advertising. Similarly (Kendrick, 1998) also mentioned that sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands on learning. Gift giving is used to increase sales, enhance brand, create awareness, and increase customer loyalty (Kendrick, 1998). Similarly, previous studies support that in store display sharpness has the greatest effect on product trial when compared to other sales promotional tools (Kendrick, 1998). Eye catching in store displays are essential to achieve maximum sales from product trial. Promotion tools such as bonus pack, free sample, and price discount have a noteworthy impact on product trial, although the influence of bonus pack could be the lowest amongst other promotional tools.

Though the majority of promotion involves financial saving, some promotions could be non financial. One kind of non financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount. Though researchers argue that non price promotions such as free gifts are perceived as a little achievement when compared to price discounts, retailers continue to use this promotion tool to attract the customers (Diamond and Johnson, 1990). As suggested by the previous studies, price discounts directly reduces the price that consumers would have paid for the product. But in a free gift promotion, the value of the promotion (free gift) could be equivalent to a discount; yet, it does not reduce the price of the

product itself at the focal product purchase and therefore is perceived as a little gain by the customers (Diamond and Johnson, 1990).

A premium is a product or service offered at a relatively low price in return for the purchase of one or many products or services (Astous and Jacob, 2000). For instance, premium promotion is free tooth brush with a purchase of toothpaste, free containers with a purchase of food products or free glasses with a purchase of soft drinks etc. (Darkea and Chungb, 2005) indicate that free gift promotion is effective in maintaining quality perception because consumers make quality inferences based on the original price rather than the price corrected for the value of the free gift. This implies that devising an offer as a separate free gift is a good tool to communicate value to customers.

Similarly, (Neha and Manoj, 2013) also indicated that premium promotion is one of the most influencing variables for consumer purchase decision. This means that free gifts or premium promotion differentiates a promotional benefit in form of a tangible, separate product which is often complimentary product offered to the customers. These free gifts and premium often create value to the customers and induce them to purchase a product.

### **2.3 Conceptual Framework of the Study**

The figure below shows the relationship between dependent and independent variables of this research. It shows that consumer's purchasing decision is a dependent variable as it depends upon the various sales promotion tools. On the other hand coupons, point of sale display and premium are independent variables.

**Independent variables**

**Dependent Variable**

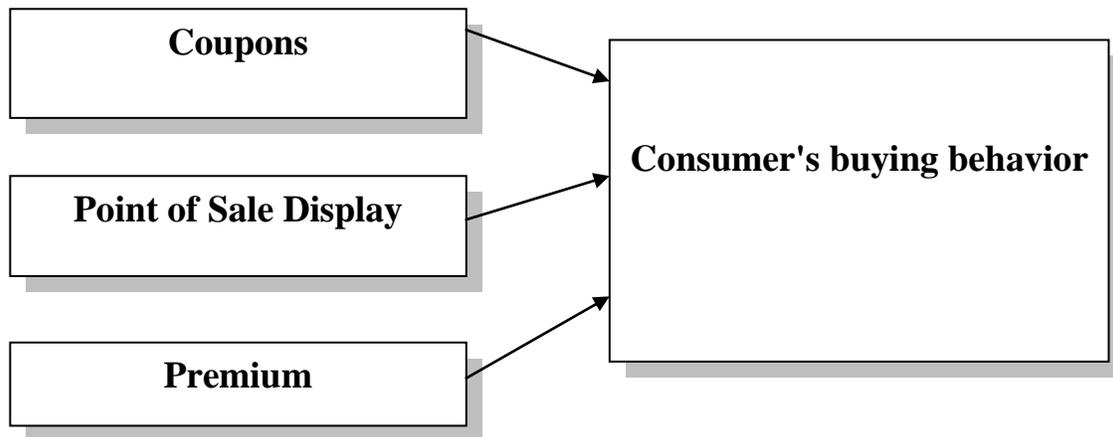


Figure 2.2 Conceptual framework; Source: Modified from Shrestha (2015)

## **CHAPTER THREE**

### **METHODOLOGY OF THE STUDY**

#### **3.1 Introduction**

*This chapter presents the research approach that was being adopted in the study. It explains in detail the research methodology utilized and its justification for the purposes of this study. The chapter discusses procedures and activities undertaken, focusing on namely the study's research design, data collection, and sampling design, data processing and analysis and instrument development. It further addresses issues of reliability and validity and concludes with the ethical considerations of the study.*

#### **3.2 Research Approach**

The study was conducted on deductive approaches because there are available literatures that describe relationship sales promotion and consumer buying behavior, so this helps the researcher to develop easier way based on the solid theoretical backgrounds. The theme of the research conducted based on quantitative approaches to collect and analyze the data having quantitative nature. Quantitative approach was applied for the data collected from respondents through structured questionnaire.

#### **3.3 Research Design**

As this study aims to examine the effect of sales promotion on consumer buying behavior of banks from the viewpoints of banking clients, thus it targets to measure relationships between variables, a combination of descriptive and explanatory type of research were used.

Descriptive type of research were used because it involves investigation which provides detailed picture of the situation and detail description of the findings displayed in tables and charts as well as to develop inferences on the relationship between sales promotion and consumer buying behavior. Explanatory type of research was also applied since it enriches and supports the previous theories through comparing the findings with research questions.

### **3.4 Sampling Design**

#### **3.4.1 Target Population**

The population of the study encompassed private saving account holders' of commercial bank of Ethiopia grade four branches in Addis Ababa which are twenty three in numbers (MIS of CBE at march, 2017). Grade four branches/larger branches were preferred because it is expected that large response rate is obtained from large branches due to large volume of transactions and customer base. At the same time private saving account holder preferred because the nature of sales promotion tools applied differently for each type of account holders. Currently the total population of customers belongs to the selected eight grades four branches are 325,440.

#### **3.4.2 Sampling Technique**

In this study a non-probability convenience sampling were adopted, where only customers who happen to come to the bank with in the surveying period were selected.

For selecting of eight grades four branches from the four districts. These are:

- Kirkos Kebele and Finfine will be selected from south Addis district;
- Addis Ababa and Bole branches will be selected from east Addis Ababa districts;
- Mehal Gebeya and Addis Ketema will be selected from west Addis Ababa district and
- Arada Georges and Gulele branches will be selected from north Addis Ababa district.

### 3.4.3 Sample Size

Sample size is determined using the following formula suggested by Mugenda and Mugenda (2003):

$$n = \frac{Z^2 p.q}{d^2}$$

Where:

$n$  is the desired sample size (if the target population is greater than 10,000 which is 325,440);  $Z$  is the standard normal deviate at the required confidence level;  $p$  is the proportion in the target population estimated to have characteristics being measured;  $q = 1-p$ ; and  $d$  is the level of statistical significance set. Let the  $P$  value = 0.5, the  $Z$ -statistic is 1.96, and the desired accuracy at the 0.05 level, then the sample size,  $n$ , is:

$$n = (1.96)^2(0.50) (0.50)/ (.05)^2$$

Therefore,  $n = 384$

### 3.5 Source of Data Collection

The study was employing both primary and secondary sources of data collection. In order to realize the target, the study used well designed questionnaire as best instrument. This would be completed by respondents (saving account holder at CBE) that were willingly fill and return the questionnaire. Secondary data from files, pamphlets, office manuals, circulars and policy papers were use to provide additional information where appropriate. Besides, variety of books, websites, reports and newsletters will be reviewed to make the study fruitful.

### 3.6 Data Collection Instrument

Closed/ structured questions method of data collection is quite popular, particularly in case of big enquiries (Kothari, 2004). In this research survey, a closed ended questionnaire will be developed for self completion by respondents.

The questionnaire in this research consists of general and specific questions. The general questions are concerning to gather general information about the respondents' gender, age, and

education. The specific questions construct measures are based on extensive review of the literature on sales promotion and consumer buying behavior. The respondents were asked to rate their level of perception of the four variables on five point Likert scale.

### **3.7 Reliability and Validity of the Instrument**

#### **3.7.1 Instrument Validity**

Validity defined as the extent to which data collection method accurately measure what they were intended to measure (Saunders *et. al.*, 2009). Validity is concerned with whether the findings are really about what they appear to be about.

A number of different steps were taken to ensure the validity of the study. First data were collected from reliable sources, from respondents who are more experience in using banking; survey question were made based on literature review and frame of reference to ensure the validity of the result.

In regard to the sales promotion and consumer buying behaviour, a question adopted from previous researches is used for this study and related literature. Proper detection by an advisor were also take to ensure validity of the instruments. Besides, the opinion of bank experts and academicians in the field will be taken to ensure the validity of the instrument. The questionnaire will be finally revised based on the field feedback collected from experts in the field.

#### **3.7.2 Instrument Reliability**

The reliability of instruments measures the consistency of instruments. Creswell (2009) considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates. The reliability of a standardized test is usually expressed as a correlation coefficient, which measures the strength of association between variables. Such coefficients vary between -1.00 and +1.00 with the former showing that there is a perfect negative reliability and the latter shows that there is perfect positive reliability.

In this study each statement rated on a 5 point likert response scale which includes strongly agree, agree, neutrals, disagree and strongly disagree. Based on this an internal consistency reliability test will be conducted with a sample of 30 customers and the Cronbach's alpha

coefficient for the instrument was calculated. Sekaran (2000) points out that the closer the coefficient is to 1.00, the greater the reliability of the instrument. It is generally accepted that a 0.7 or higher value of the Cronbach's alpha coefficient represents high reliability.

### 3.8 Data Processing and Analysis

The Statistical Package for Social Science (SPSS) were used to analyze the data obtains from primary sources.

Descriptive analysis such as frequencies, percentages, means and standard deviations used to summarize and present the data. In addition to this, Pearson correlation coefficient were used to show the interdependence between the independent and dependent variables.

Pearson Correlation Coefficient is a widely used statistical method for obtaining an index of the relationships between two variables when the relationships between the variables is linear and when the two variables correlation are continuous. To ascertain whether a statistically significant relationship exists between dependent variable and independent variables, the Pearson's Correlation Coefficient will be used.

According to Duncan and Dennis (2004), correlation coefficient can range from -1 to +1. The value of -1 represents a perfect negative correlation while a value of +1 represents a perfect positive correlation. A value of 0 correlations represents no relationship. The results of correlation coefficient may be interpreted as follows.

(-1.00 to -0.8]	Strong	}	Negative
(-0.8 to -0.6]	Substantial		
(-0.6 to -0.4]	Medium		

(-0.4 to -0.2]	Low		
(-0.2 to 0.2)	Very Low		
[0.2 to 0.4)	Low	}	Positive
[0.4 to 0.6)	Medium		
[0.6 to 0.8)	Substantial		
[0.8 to 1.00)	Strong		

Moreover, one way ANOVA and independent sample t-test will be used to see the mean difference among demographic profile of respondents regarding the effects of aspects of sales promotion on consumer buying behavior.

### 3.9 Ethical Considerations

All the research participants included in this study were appropriately informed about the purpose of the research and their willingness and consent were secured before the commencement of distributing questionnaire. Respondent were informed their full right to fill the questions or to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non participation. Moreover, no information were modified or changed, therefore information were presented as collected and all the literatures collected for the purpose of this study were appreciated in the reference list.

## **CHAPTER FOUR**

### **RESULTS AND DISCUSSION**

#### **4.1 Introduction**

*Generally, this chapter is organized in the following manner: It consists of reliability test for the measures used, the demographic profile of the respondents were presented and analyzed. To facilitate ease in conducting the empirical analysis, the results of descriptive analyses were presented first, followed by the results of Pearson's correlation coefficient. Moreover, One-Way ANOVA analysis and independent t-test was carried out to compare mean difference between and among demographic profiles.*

#### **4.2 Samples and response rate**

A total of 384 questioners were distributed, and 319 were received back. After excluding 24 invalid questionnaires, a total of 295 valid questionnaires were accepted for a response rate of 83.07%. Therefore, out of the 384 questionnaires distributed, 76.82% of the subjects returned valid questionnaires.

### 4.3 Demographic profile of respondents

The samples of this study have been classified according to three demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents' proportion of males and females in the sample, range of age, and academic qualification of respondents. The demographic composition of the respondents is summarized in Table 4.1 next page.

It is evident from the table that the majority of CBE customers are between the ages of 25-35 (36.90%). The major participants were males (62.40%), whilst 37.60 % of the participants were females. Furthermore, the academic qualification of the respondents dominated by professional certificate which consists 38.30%.

In summary, the majority of the respondents were males within the age group 25-35 having predominantly professional certificate.

*Table 4.1: Demographic information for CBE customers*

<b>Items</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Cumulative Percent</b>
<b>Age</b>	Less than 24	47	15.9	15.9
	25-35	109	36.9	52.9
	36-45	91	30.8	83.7
	46-55	29	9.8	93.6
	56+	19	6.4	100.0
	Total	295	100.0	
<b>Gender</b>	Male	184	62.4	62.4
	Female	111	37.6	100.0
	Total	295	100.0	
<b>Academic qualification</b>	Basic education	47	15.9	15.9
	Professional certificate	113	38.3	54.2
	College diploma	83	28.1	82.4

	First degree	30	10.2	92.5
	Above 1 <sup>st</sup> degree	22	7.5	100.0
	Total	295	100.0	

*Source: Survey Data (2017)*

#### 4.4 Reliability test

For the reliability test of the data Cronbach's alpha was calculated using SPSS and the result is presented in Table 4.2 below. The alpha values for all constructs in the study are greater than the guideline of 0.70, so it can be concluded that the measurements can be applied for analyses with acceptable reliability.

*Table 4.2: Measurement Reliability*

Constructs	Cronbach's Alpha	Number of Items
Coupons	.896	5
Premium	.934	3
Point of Sale Display	.851	4
Consumer Buying Behavior	.793	7
<b>Reliability of total scale</b>	<b>.808</b>	<b>19</b>

*Source: Computation from survey data (2017)*

#### 4.5 Descriptive statistics of the level of agreement of the respondent's Perception towards different variables of the research

The researcher uses itemized rating scale to construct a range. This range will be used to measure the perception level of the respondents towards each variable. The researcher uses the following formula to construct the range (Shrestha, 2015).

Itemized rating scale:  $\frac{Max - Min}{5}$

5

=  $\frac{5 - 1}{5}$

5

= 0.80

The mean of each individual item ranging from 1- 5 falls within the following interval:

<b>Interval of Means</b>	<b>Perception</b>
1.00 – 1.80	Strongly Disagree
1.81 – 2.60	Disagree
2.61 – 3.40	Neutral
3.41 – 4.20	Agree
4.21 – 5.00	Strongly Agree

#### **4.5.1 CBE customers' perception on Coupons**

This section of the questionnaire tested the attitude and views about coupons of CBE customers. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.13 indicates the mean and standard deviation for each item.

According to the data illustrated below, respondents agree that they encourages to deposit more and use new CBE products far more easily with mean score of 3.53. Respondents also agree that they tend to make a deposit more often when the value of the coupon is higher with mean score of 3.42. However, respondents have neutral attitude towards make instant deposit and use new product decision when coupons are available at the counter with mean score of 3.16. Respondents, on the other hand neutral that they tend to make deposit and use new products more often if they have the coupon offering a promotion with mean score of 2.88. Similarly respondents neutral that coupon allowed them to buy new bank product earlier than planned mean score of 2.72. The overall mean for the perception of coupon is 3.14, indicating that the majority of respondents are towards neutral level agreement with the statements specified in the study.

*Table 4.3: Descriptive statistics for perception of CBE customers about coupon*

<b>Coupon</b>	<b>Mean</b>	<b>Std. Deviation</b>
Coupon encourages me to deposit more and use new CBE products far more easily.	3.53	1.133

I tend to make a deposit more often when the value of the coupon is higher.	3.42	1.003
I tend to make instant deposit and use new product decision when coupons are available at the counter.	3.16	1.124
I tend to make deposit and use new products more often if I have the coupon offering a promotion.	2.88	1.099
A coupon allowed me to buy new bank product earlier than planned.	2.72	1.109
<b>Overall level of customers perception about coupon</b>	<b>3.14</b>	<b>1.094</b>

*Source: Computation from survey data (2017)*

#### 4.5.2 CBE customers' perception on premium

This section of the questionnaire tested the attitude and views about premium levels among CBE customers. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.4 indicates the mean and standard deviation for each item.

According to the illustrated data regarding the perception of respondents towards the premium, respondents agree that they more likely to make more deposit and use new bank products if they know that they will receive a free gift with mean score of 3.98. Respondents also agree that they willing to deposit more and use new bank product to get a premium with mean score of 3.45. Furthermore, respondents have a agree attitude when asked if a premium promotion required more deposit they still like to participate in the promotion with mean score of 3.62. The overall mean for the perception of premium is 3.75, indicating that the majority of respondents are towards agree level agreement with the statements specified in the study.

*Table 4.4: Descriptive statistics for perception of CBE customers about premium*

Premium	Mean	Std. Deviation
I am more likely to make more deposit and use new bank products if I know that I will receive a free gift.	3.98	.749

I am willing to deposit more and use new bank product to get a premium.	3.45	.850
If a premium promotion required more deposit I still like to participate in the promotion.	3.62	1.063
<b>Overall level of customers perception about premium</b>	<b>3.75</b>	<b>0.887</b>

*Source: Computation from survey data (2017)*

### 4.5.3 CBE customers' perception on point of sale display

This section of the questionnaire tested the attitude and views about point of sale display levels among CBE customers. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.5 indicates the mean and standard deviation for each item.

The data illustrated in table 4.5 shows that respondents have agree attitude about displays and promotional offers informed in CBE branches attract them with mean score of 3.79. They also have agree attitude about attractive and clear point of display influences the amount of deposit and use new bank products with mean score of 3.59. In addition, respondents agree that standee at the front of the counter displaying the promotion affects what they use new bank products with mean score of 3.92. Furthermore, respondents agree that, they often use bank products displayed in the counter with mean score of 3.84. The overall mean for the perception of point of sales display is 3.79, indicating that the majority of respondents are towards agree level agreement with the statements specified in the study.

*Table 4.5: Descriptive statistics for perception of CBE customers about point of sale display*

<b>Point of sale display</b>	<b>Mean</b>	<b>Std. Deviation</b>
Displays and promotional offers informed in CBE branches attract me.	3.79	1.010
Attractive and clear point of display influences my amount of deposit and use new bank products.	3.59	1.049

Standee at the front of the counter displaying the promotion affects what I use new bank products.	3.92	1.102
I often use bank products displayed in the counter.	3.84	1.128
<b>Overall level of customers perception about point of sale display</b>	<b>3.79</b>	<b>1.072</b>

*Source: Computation from survey data (2017)*

#### **4.5.4 Comparison of CBE customers perception on sales promotion constructs**

Table 4.6 below show the overall means of all items in the sales promotion constructs for CBE customers' level of perception. According to the findings of the means point of sales display represented the highest overall mean score (mean= 3.79), meaning that CBE customers have a tendency towards agree with statements relating the point of sales construct (1= strongly disagree and 5= strongly agree) compare to other constructs. Premium followed with overall mean score of 3.75. This was followed by coupon (mean= 3.14).

*Table 4.6: Overall mean and standard deviation scores for the sales promotion constructs*

<b>Construct</b>	<b>Mean score</b>	<b>Standard deviation</b>	<b>Rank</b>
Point of Sale Display	3.79	1.072	1 <sup>st</sup>
Premium	3.75	0.887	2 <sup>nd</sup>
Coupons	3.14	1.094	3 <sup>rd</sup>

*Source: Computation from survey data (2017)*

#### **4.5.5 The level of consumer buying behavior of CBE customers'**

This section of the questionnaire tested the attitude and views about consumer buying behavior levels among CBE frontline employees. A series of seven statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.7 indicates the mean and standard deviation for each item.

Table 4.7: Descriptive statistics for perception of CBE customers about consumer buying behavior

<b>Consumer buying behavior</b>	<b>Mean</b>	<b>Std. Deviation</b>
I testified to friends and relatives about the incentives.	3.52	.533
I am a repeat customer of the bank service.	3.37	.567
I have become more loyal to the bank ever since.	3.38	.610
I acted as a referee to other customers who needed service and convince them to acquire the bank products.	3.06	.756
CBE is the first convenience bank in my mind.	2.61	.907
I may use new CBE bank products in the future.	2.53	.906
If I had the opportunity, I would commit to deposit more in CBE.	2.52	.914
<b>Overall level of consumer buying behavior</b>	<b>2.99</b>	<b>0.741</b>

*Source: Computation from survey data (2017)*

The means for the level of consumer buying behavior of CBE customers items construct ranged between 2.52 and 3.52 ( 1= strongly disagree and 5= strongly agree) and the standard deviation for the consumer buying behavior perception construct ranged between 0.533 and 0.914 which show some level of variance but it is small variance compare to other constructs. The statement which respondents agree with most was “I testified to friends and relatives about the incentives” (mean=3.52 and standard deviation= 0.533). The statement indicating the least level of agreement was “If I had the opportunity, I would commit to deposit more in CBE” (mean= 2.52 and standard deviation= 0.914). The overall mean for the perception of consumer buying behavior is 2.99, indicating that the majority of respondents towards neutral level of agreement with the statements specified in the study.

#### **4.6 Correlation analysis: relationship between the study variables**

In this study Pearson’s correlation coefficient was used to determine whether there is significant relationship between coupon, premium and point of sales display with consumer buying behaviour. The following section presents the results of correlation on the relationship between independent variables and dependent variable. Table 4.8 below indicates that the correlation

coefficients for the relationships between independent variables (coupon, premium and point of sales display) and its dependent variable (consumer buying behaviour) are linear and positive ranging from weak to moderate correlation coefficients.

*Table 4.8: The relationship between independent variables and consumer buying behavior*

		<b>Consumer buying behavior</b>
<b>Coupons</b>	Pearson Correlation	.434 <sup>**</sup>
	Sig. (2-tailed)	.000
	N	295
<b>Premium</b>	Pearson Correlation	.245 <sup>**</sup>
	Sig. (2-tailed)	.000
	N	295
<b>Point of sale display</b>	Pearson Correlation	.216 <sup>**</sup>
	Sig. (2-tailed)	.000
	N	295
<b>Consumer buying behavior</b>	Pearson Correlation	1
	Sig. (2-tailed)	
	N	295

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

*Source: Computation from survey data (2017)*

As it is clearly indicated in Table 4.19, a weak to moderate positive relationship was found between coupons and consumer buying behaviour ( $r = .439$ ,  $p < .05$ ), premium and consumer buying behaviour ( $r = .245$ ,  $p < .05$ ), and point of sales display and consumer buying behaviour ( $r = .216$ ,  $p < 0.05$ ) which are statistically significant at 99% confidence level.

Although we cannot make direct conclusions about causality from a correlation, we can take the correlation coefficient a step further by squaring it. The correlation coefficient squared (known as the coefficient of determination,  $r^2$ ) is a measure of the amount of variability in one variable that is shared by the other (Field, 2009). Therefore, based on the correlation coefficients result obtained from the table coupons can account for 18.84%, premium for 6%, and point of sales display for 4.67% of the variation in consumer buying behaviour. This implies that, the most

important sales promotion practices on consumer buying behaviour is coupon in CBE, which goes to prove that coupon is perceived as a dominant sales promotion practice to impact the consumer buying behaviour.

## **4.7. Regression Analysis**

Multiple regression analysis was conducted to examine effect of internal marketing on organizational commitment

### **4.7.1 Assumptions of regressions analysis**

Multiple Regressions is a statistical technique that allows us to predict someone's score on one variable on the basis of their scores on several other variables. Then, the following assumptions test should be done (Pallant, 2005).

- i. Sample size:** - Different authors tend to give different guidelines concerning the number of cases required for multiple regressions. Tabachnick and Fidell (2001) give a formula for calculating sample size requirements, taking into account the number of independent variables to use:  $N > 50 + 8m$  (where  $m$  = number of independent variables). In this study four independent variables had existed and cases were 345. Therefore, the study satisfied sample size assumption.
  
- ii. Linear relationships:-** Job satisfaction is assumed to be linearly related with internal marketing elements; meaning the dependent variable job satisfaction is assumed to be impacted with changes in internal marketing elements (the independent variables). The relationship between the two variables should be linear. This means that at a scatter plot of scores should be a straight line (roughly), not a curve (Pallant, 2005).The scatter plots of this study show that there is almost linear relationship between the variables. The plots do not show any evidence of non-linearity; therefore, the assumption of linearity is satisfied. Please see appendix four the p- plot diagram.
  
- iii. No or little multicollinearity:-** Multicollinearity is used to describe correlation among independent variables. If there is high correlation between two or more predictor variables,

may cause problems when trying to draw inferences about the relative contribution of each predictor variable to the success of the model (Pallant, 2005). Multicollinearity in this study was tested using Variance Inflation Factor (VIF) value and tolerance value (see annex nine). If tolerance value closed to 1 and VIF value is around 1 and not more than 10, it can be concluded that there is not multicollinearity between independent variable in the regression model (Pallant, 2005).

**iv. No auto correlation:** - Regression analysis is based on uncorrelated error/residual terms for any two or more observation (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2 (see Annex six), and an acceptable range is 1.50 - 2.50 (Muluadam, 2015). In this study the Durbin-waston value was 2.002, which is very close to 2, therefore it can be confirmed that the assumption of independent error has almost certainly been met.

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.585 <sup>a</sup>	.342	.336	.31251	1.699
a. Predictors: (Constant), Point of display, Coupon, Premium					
b. Dependent Variable: Consumer buying behavior					

In this survey, five hypotheses were developed to study the indirect impact of internal marketing dimensions on organizational commitment through job satisfaction. For the purposes of determining the extent to which the explanatory variables (internal marketing elements such as, training, empowerment, motivation and internal communication) were examined on the dependent variable (mediating), i.e. job satisfaction using multiple

regressions. Regression analysis was employed after the study met the regression assumptions. The significance level of 0.05 with 95% confidence interval was used.

(Note:  $R^2 = 0.429$ ; Adj.  $R^2 = 0.421$ .; F-value = 55.72; Sig=0.000).

The regression model presents how much of the variance in the measure of Job satisfaction is explained by the underlying internal marketing elements. The predictor variables i.e. internal communication, training, Motivation and empowerment have accounted 42.1 % (see Annex seven) of adjusted R square which indicates 42.1% job satisfaction in CBE was explained by the variation of the four predictor variables whereas the remaining 57.9% are explained by other variable of this model.

The ANOVA table tells us whether the overall model results in a significantly good degree of the prediction of the outcome variable (Field, 2009). The proposed model was adequate as the p-value is less  $< 0.05$  i.e. 0.000 (see Annex seven). This indicates that the overall model was statistically significant relationship between internal marketing practices and job satisfaction.

Table 4.10: Coefficients of IM- Job Satisfaction

The objective of the regression in this study is to find out an equation that could be used to find the impact of predictors on dependent variable. The first regression equation takes the following form:

$$JS = \alpha_1 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Where:

JS = Job Satisfaction

X1= Training

X2= Empowerment

X3= Motivation

X4= Internal communication

$\alpha_1$  = the intercept term- constant which would be equal to the mean if all slope coefficients are 0.

E= error term

So the equation becomes

$$\text{Job Satisfaction} = 0.679 + 0.245X_1 + 0.112X_2 + 0.481X_3 + 0.160X_4$$

The hypothesis test results based on standardized coefficient beta and P-value to test whether the hypothesis to reject or accept. As shown from above Table 4.15 training of CBE, P value is significant ( $P < 0.05$ ) and the beta value is positive ( $\beta = .245$ ). Therefore, the result supported the initial hypothesis and infers that training has a significant and positive effect on job satisfaction of CBE frontline employees. With regards to empowerment of CBE, P-value is significant ( $P < 0.05$ ) and the beta value is positive ( $\beta = .112$ ). Therefore, the result supported the initial hypothesis and infers that empowerment has a significant and positive effect on job satisfaction of CBE frontline employees. The same is true for motivation of CBE, P-value is significant ( $P < 0.05$ ) and the beta value is positive ( $\beta = .481$ ). Therefore, the result supported the initial hypothesis and infers that motivation has a significant and positive effect on job satisfaction of CBE frontline employees. Regarding to internal communication of CBE, P-value is significant ( $P < 0.05$ ) and the beta value is positive ( $\beta = .160$ ). Therefore, the result supported the initial hypothesis and infers that internal communication has a significant and positive effect on job satisfaction of CBE frontline employees.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.794	3	4.931	50.493	.000 <sup>b</sup>
	Residual	28.420	291	.098		
	Total	43.215	294			
a. Dependent Variable: Consumer buying behavior						
b. Predictors: (Constant), Point of display, Coupon, Premium						

Coefficients <sup>a</sup>
---------------------------

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.776	.121		14.738	.000		
	Coupon	.189	.019	.464	9.721	.000	.992	1.008
	Premium	.161	.026	.299	6.249	.000	.987	1.014
	Point of display	.132	.021	.296	6.175	.000	.983	1.017

a. Dependent Variable: Consumer buying behavior

## 4.7 Hypothesis testing

According to the research method, the Pearson Correlation Coefficient is used to test the hypotheses. There are three hypotheses that aim to see if there is relationship between the three independent variables of sales promotion (coupon, premium, and point of sales display) and consumer buying behavior. The Sig result of each hypothesis test is less than 0.05 thus each test can be confirmed. The tests are summarized as follows:

*Table 4.9: Hypothesis testing*

Hypothesis	Result
<b>H1:</b> Coupons has a significant and positive relationship with consumer buying behavior of CBE customers.	<b>Not rejected</b> (the outcome of the coefficient of correlation supports the hypothesis; $r = 0.439$ , $P < 0.05$ ).
<b>H2:</b> Premium has a significant and positive relationship with consumer buying behavior of CBE customers.	<b>Not rejected</b> (the outcome of the coefficient of correlation supports the hypothesis; $r = 0.245$ , $P < 0.05$ ).
<b>H3:</b> Point of sales display has a significant and positive relationship with consumer buying behavior of CBE customers.	<b>Not rejected</b> (the outcome of the coefficient of correlation supports the hypothesis; $r = 0.216$ , $P < 0.05$ ).

*Source: Computation from survey data (2017)*

**First Hypothesis:** According to the results of the Pearson correlation test, the research hypothesis is confirmed at person correlation coefficient of 0.439 and thus, there is relation between coupon and consumer buying behavior.

**Second hypothesis:** According to the results of the Pearson correlation test, the research hypothesis is confirmed at person Correlation coefficient of 0.245 and thus, there is relation between premium and consumer buying behavior.

**Third hypothesis:** According to the results of the Pearson correlation test, the research hypothesis is confirmed at person Correlation coefficient of 0.216 and thus, there is relation between point of sales display and consumer buying behavior.

## **4.8 Consumer buying behavior of CBE customers based on their demographic Profile**

The independent t- test and one-way ANOVA were applied to compare demographic characteristics and investigate how they are related with consumer buying behaviour of CBE customers.

### **4.8.1 Consumer buying behavior of CBE customers based on gender**

The independent sample t-test was applied to compare the mean score of the two gender groups (male and female). In this case, as the table depicts below shows that the mean difference between male and female subjects with consumer buying behaviour is not significant as Sig. value (.960) is greater than 0.05. It can state with 95% confidence that there is not significant relationship between consumer buying behaviour of CBE customers and their gender.

Table 4.10: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
								Lower	Upper	
Consumer buying behavior	Equal variances assumed	.002	.960	1.174	293	.241	.06185	.05268	-.04183	.16554
	Equal variances not assumed			1.191	242.590	.235	.06185	.05193	-.04044	.16415

Source: Computation from survey data (2017)

#### 4.8.2 Consumer buying behaviour of CBE customers based on academic qualification

In order to determine whether there are any significant differences between the consumer buying behaviour of CBE customers and their academic qualification group, the one way ANOVA has been run. To use ANOVA, ideally the data satisfy the population variances across levels are equal (test of homogeneity of variance). To test homogeneity of variance it is important to look Sig. value in Table 4.11 below. Sig. value (.138) is greater than 0.05. This shows that the population variances across levels are equal. Thus, test of homogeneity of variance satisfied.

*Test of Homogeneity of Variances about academic qualification and consumer buying behavior*

Levene Statistic	df1	df2	Sig.
1.757	4	290	.138

As the table depicts below shows that the mean difference among academic qualification subjects with consumer buying behaviour is not significant as their Sig. value (.911) is greater than 0.05. This shows that the consumer buying behaviour of CBE customers based on academic qualification did not differ significantly. It can state with 95% confidence that there is not significant relationship between consumer buying behaviour of CBE customers and their academic qualification.

*Table:4.11 One way ANOVA test of consumer buying behavior based on academic qualification*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.193	4	.048	.248	.911
Within Groups	56.373	290	.194		
Total	56.566	294			

*Source: Computation from survey data (2017)*

### **4.8.3 Consumer buying behavior of CBE customers based on Age**

In order to determine whether there are any significant differences between the consumer buying behaviour of CBE consumers and their age group, the one way ANOVA has been run. To use ANOVA, ideally the data satisfy the population variances across levels are equal (test of homogeneity of variance). To test homogeneity of variance it is important to look Sig. value in Table 4.12 below. Sig. value (.622) is greater than 0.05. This shows that the population variances across levels are equal. Thus, test of homogeneity of variance satisfied.

*Test of Homogeneity of Variances about age and consumer buying behavior*

Levene Statistic	df1	df2	Sig.
.657	4	290	.622

As the table depicts below shows that the mean difference among age groups subjects with consumer buying behaviour is not significant as their Sig. value (.110) is greater than 0.05. This shows that consumer buying behaviour of CBE customers based on age did not differ significantly. It can state with 95% confidence that there is not significant relationship between consumer buying behaviour of CBE customers and their age group.

*Table:4.12 One way ANOVA test of consumer buying behavior based on age*

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.448	4	.362	1.904	.110
Within Groups	55.118	290	.190		
Total	56.566	294			

*Source: Computation from survey data (2017)*

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Introduction**

*The result of the analysis of this study has been discussed in the earlier chapter. The focus of this chapter is going to be in the summaries of the findings, conclusion, recommendation and areas for further researches.*

#### **5.2 Summary of findings**

The objective of this research is to examine the effects of sales promotion on the consumer buying behavior. As such the researcher studied various promotional tools like coupons, premium and point of sales display that affect the consumer buying behavior. The result of this research provides important information about the impact of sales promotion on consumer buying behavior and also leads us towards the most effective sales promotion tool practices.

With respect to the first and second objectives, the result of the survey investigate the level of sales promotion (coupons, point of sales display, and premium) as perceived by CBE customers and the level of consumer buying behavior in CBE customers. This is given by the descriptive statistics of perception towards sales promotion and consumer buying behavior where respondents have shown their attitude towards sales promotion tools and consumer buying behavior with the following results of means score.

- The overall mean for the perception of coupon is 3.14, indicating that the majority of respondents are towards neutral level agreement with the statements specified in the study.
- The overall mean for the perception of premium construct is 3.75, indicating that the majority of respondents towards agree level of agreement with the statements specified in the study.
- The overall mean for the perception of point of sales display is 3.79, indicating that the majority of respondents towards agree level of agreement with the statements specified in the study.
- The overall mean for the perception of consumer buying behavior is 2.99, indicating that the majority of respondents towards neutral level of agreement with the statements specified in the study.

The third objective of the study was to determine the relationship between of sales promotion on the consumer buying behavior of CBE customers. Three hypotheses were formulated to test these relationships. Pearson Correlation Coefficient conducted reveals that the three variables measuring sales promotion have significant and positive effect on the consumers' buying behavior of CBE customers.

Furthermore, one of the research objectives was met by employing independent t-test and one way ANOVA. Both results showed no significant variation between CBE customers of different gender, age, and academic qualification with consumer buying behaviour. From this one can conclude that there is no significant relationship between consumer buying behaviour of CBE customers and their three demographic profiles.

### **5.3 Conclusions**

Sales promotion plays a vital role in marketing in any business nowadays. Marketers have started using assortment of sales promotional tools offering consumers an extra incentive to make purchase decision. It has been observed that the consumer's perception towards different sales promotional tools has remained positive.

As such, the result of this research proves that sales promotion tools such as coupons, premium and point of sales display play has a relationship with consumer buying behavior. This research

has proved that sales promotions stimulate interest in consumers and consumers are bound to make purchase decision provided that they are offered with coupons, premium and point of sale displays. In this regard, it can be concluded about how each tools of sales promotion influence customer orientation as below.

The first hypothesis of the study states that there is a relationship between coupon and consumer buying behavior. The results show that there is a positive correlation between sales promotion and consumer buying behavior with  $r = 0.439$  significant at 95% confidence interval. The result of this research is consistent with the previous studies that support the statement that consumer buying behavior is influenced by coupon (Aurangzeb and Mehmood, 2014).

The second hypothesis states that the relationship between premium and consumer buying behavior of CBE customers. The hypothesis result revealed that there is a positive correlation between premium and consumer buying behavior with  $r = 0.245$  a significant at 95% confidence interval. The result of this study is consistent with the findings of the previous studies. According to (Cook, 2003) premium are easily understood by the consumers and can be highly useful for trial purchase. Similarly, (Roger *et al.* 2010) suggest that premium encourages customer to try new products far more easily. Although it has been proved that premium have a positive impact on the customer's purchase decision, and it encourages customers to try new products easily.

The third hypothesis of the study states that there is a relationship between point of purchase display and consumer buying behavior. The results show that there is a positive correlation between point of sales display and consumer buying behavior with  $r = 0.216$  significant at 95% confidence interval. The result of this research is consistent with the previous studies that support the statement that consumer buying behavior is influenced by point of sales display. According to (Gedenk et al., 2006) retailer's sales promotions best addresses the customers at the point of sale; meaning that communication regarding the product or services is best conveyed to the customers at the place where most of the purchasing decision are made.

The overall conclusion of this research found positive customers attitude towards various sales promotion tools (coupon, premium and point of sales display) on buying behavior. The study

confirmed that consumers buying behavior can be motivated through various kinds of elements, including sales promotion techniques such as coupons, premium and point of sales display. Furthermore, the structure offers new visions to understand that how different consumers respond to numerous sales promotion tools offered by marketers and their impacts on consumers buying behavior, which may be central for marketers in order to use perfect promoting strategies and promotional tools to promote products.

#### **5.4 Recommendations**

From the results of the research, it has been observed that customers responded positively to the various promotional tools offered by the bank. Accordingly, given the significantly positive relationships between sales promotion tools (coupon, premium, and point of sales display) and consumer buying behavior, therefore, in the light of this, the following recommendations have been given for better and more impact of sales promotion.

- It is essential for CBE to pay more attention in increasing their sales promotional activities practice specifically should pay more attention to the activities and means of coupon, since the study results showed a weakness in this activities, in influencing the consumers purchasing decision toward these CBE products.
- CBE should endeavor to spend more money on sales promotion and not see it as a waste of money or time because it is not promoting bank products.
- The strategic impact of sales promotion is best observed when they are designed or built in strategic plan of promotional activities, coordinated with other promotional tools and integrated with the business strategy.
- CBE should research and involve in sales promotion activities and get themselves more acquainted with the importance and benefits accrued to it.

#### **5.5 Limitations and directions for future researches**

This research investigates just one type of promotion. However, due to the high number of promotional mix (e.g., personal selling, advertising, direct marketing and public relation), it is possible that these results may not generalize to other promotion mix.

Given the promising results that were obtained, coupled with the inherent limitations to the study just discussed above, there are many potential avenues of further research that can be explored. Among these future researches should apply the study's model on a larger population of other private banks and comparison of the results and future research is needed to identify how different promotional mix work. Also it needs to extend this work to study the effect of sales promotion type on consumer buying behavior in long term.

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## **APPENDIX**

### **QUESTIONNAIRE**

**St' Marry University  
Graduate studies program**

**Questionnaire to be filled by Bank customers**

#### **SECTION ONE: INTRODUCTION**

Dear respondent, I want to inform you that this questionnaire is designed for the partial fulfillment of MA of marketing management. I am a graduate student in the department of marketing management, St' Marry University. Currently, I am undertaking a research entitled '*The effect of sales promotion on customer buying behavior in CBE*'. Thus, it is fully for academic purpose and all the information provided will be treated with maximum caution and confidentiality. I thank you in advance, for your concern and time.

**Instruction for filling the questionnaire**

- Please read each statement carefully and put the tick (√) mark under the choice.
- No need of writing your name

Sincerely,

*Beimnet Adela*

Tel: +251922459403

**SECTION TWO: RESPONDENT’S DEMOGRAPHIC DATA**

Please indicate your responses by tick (√) in the box

1. Sex:                             Male         Female

2. Age:                         18-24     25-35     36-45     46-55     56 and above

2. Education status:  Basic Education     Professional Certificate  
 College diploma     First degree     Above 1<sup>st</sup> degree

**SECTION THREE: SALES PROMOTION TOOLS AND CUSTOMER BUYING BEHAVIOR DIMENSIONS**

Please indicate the extent to which you agree with the following statement by ticking the appropriate answer using the scale below:

**Where, 1-Strongly disagree (SD) 2- Disagree (DA) 3-Neutral (NE) 4-Agree (AG) and 5-Strongly Agree (SA)**

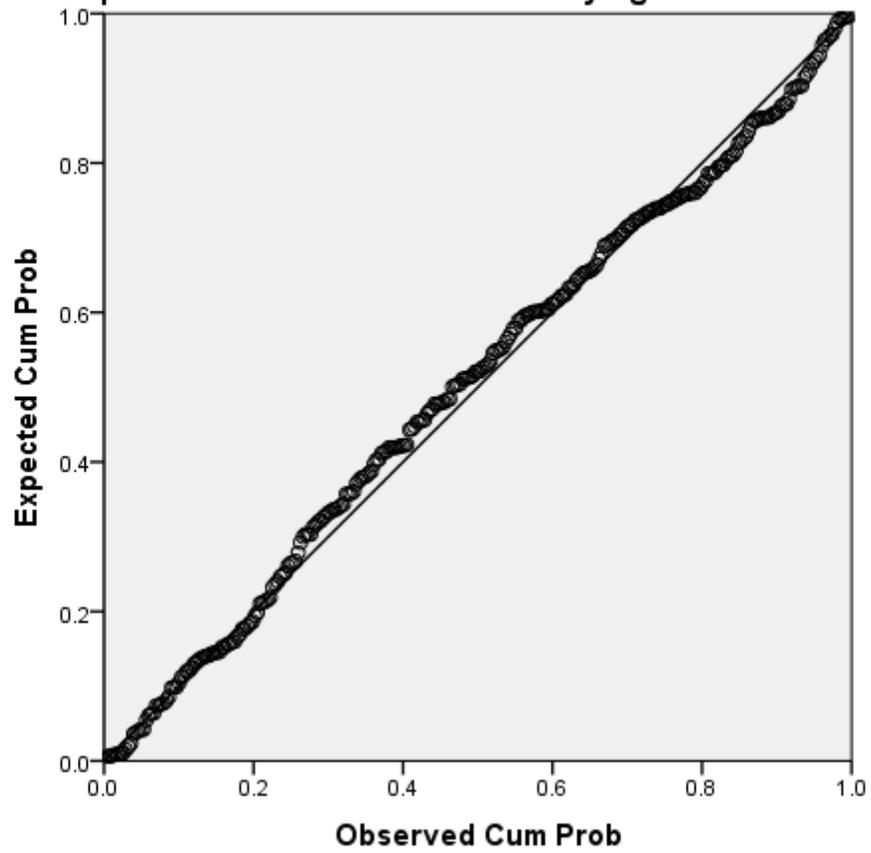
S. No.	Item	SD	DA	NE	AG	SA
<b>Coupons</b>						
1	Coupon encourages me to deposit more and					

	use new CBE products far more easily.					
2	I tend to make a deposit more often when the value of the coupon is higher.					
3	I tend to make instant deposit and use new product decision when coupons are available at the counter.					
4	I tend to make deposit and use new products more often if I have the coupon offering a promotion.					
5	A coupon allowed me to buy new bank product earlier than planned.					
<b>Premium</b>						
1	I am more likely to make more deposit and use new bank products if I know that I will receive a free gift.					
2	I am willing to deposit more and use new bank product to get a premium.					
3	A premium allowed me to buy new bank product earlier than planned.					
4	I tend to make deposit and use new products more often if I have the premium offering a promotion.					
5	If a premium promotion required more deposit I still like to participate in the promotion.					
<b>Point of Sale Display</b>						
1	Displays and Promotional offers informed in CBE branches attract me.					
2	Attractive and clear point of display influences					

	my amount of deposit and use new bank products.					
3	Standee at the front of the counter displaying the promotion affects what I use new bank products.					
4	I often use bank products displayed in the counter.					
<b>Consumer Buying Behavior</b>						
1	I testified to friends and relatives about the incentives.					
2	I am a repeat customer of the bank service.					
3	I have become more loyal to the bank ever since.					
4	I acted as a referee to other customers who needed service and convince them to acquire the bank products.					
5	CBE is the first convenience bank in my mind.					
6	I may use new CBE bank products in the future.					
7	If I had the opportunity, I would commit to deposit more in this bank.					

### Normal P-P Plot of Regression Standardized Residual

Dependent Variable: Consumer buying behavior



**ቅድስተ ማርያም ዩኒቨርሲቲ  
የምረቃ ጥራት መርህ ግብር  
በደንበኞች የሚሞላ መጠይቅ**

**ክፍል - 1 መግቢያ**

ክቡር መልስ ሰጪ፡ ይህ መጠይቅ ከፊል የማርኬቲንግ ማኔጅመንት የማስተርስ የማሟላት መግለጫ ነው። በማርኬቲንግ ማኔጅመንት ዲፓርትመንት (ክፍል) በቅድስተ ማርያም ዩኒቨርሲቲ ተመራቂ ነኝ። «በደንበኞች የግዢ ማስታወቂያ ያለው ውጤት» ጥናት እያደረኩ እገኛለሁ ስለዚህ ይህ ሙሉ በሙሉ ለትምህርት አላማ ጥቅም ላይ የሚውል ሲሆን ሁሉም የተሰጡ መረጃዎች ከፍተኛ በሆነ ሚስጥራዊነት ይያዛሉ። ለትብብርዎ እና ጊዜዎን ስለሰጡኝ አመሰግናለሁ።

**የመጠይቁ አሞላል መመሪያዎች**

- እባክዎትን እያንዳንዱ መመሪያ በጥንቃቄ በማንበብ በምርጫዎ ላይ የ(✓) ያድርጉ።
- ስምዎን መጻፍ አያስፈልግም።

ከአክብሮት ጋር  
በእምነት አደላ  
ስልክ ቁ፡ 251922459403

**ክፍል ሁለት፡ የመልስ ሰጪዎች ----- ዳታ**

**እባክዎትን መልስዎትን (✓) በሳጥን ያመልክቱ**

1. ጾታ፡	ወንድ	ሴት			
እድሜ፡	18-24	25-35	36-45	46-55	56 ከዚያ በላይ
2. የትምህርት ደረጃ፡	መሰረታዊ ትምህርት			የሙያ የምስክር ወረቀት	
	የኮሌጅ ዲፕሎማ		የመጀመሪያ ዲግሪ	ከመጀመሪያ ዲግሪ በላይ	

**ክፍል ሶስት፡ የሽያጭ ማስተዋወቂያ መሳሪያዎች እና የደንበኞች ግዢ ባህሪ ጥልቀት**

እባክዎትን በተስማሙበት ሀሳብ እና ትክክለኛው መልስ በተቀመጠው ሰንጠረዥ መሰረት ያመልክቱ።

1. በጣም አልስማማም
2. አልስማማም
3. መካከለኛ
4. እስማማለሁ
- 5 በጣም እስማማለሁ

ቁጥር	እቃ	በፍጹም አልስማማም	አልስማማም	መካከለኛ	እስማማለሁ	በጣም እስማማለሁ
<b>የኩፖን አይነት</b>						
1	ኩፖን የበለጠ አዲስ የኢትዮጵያ ንግድ ባንክ ምርቶች የበለጠ በቀላሉ እንድጠቀም ያበረታታኛል					
2	የኩፖን ዋጋ ከፍተኛ ከሆነ የበለጠ እንዲያስቀምጥ እገፋፋለሁ					
3	የተወሰነ ተቀማጭ ገንዘብ በአዲስ ምርት አጠቃቀም ውሳኔዎች በሂሳብ ማሸን ኩፖን ካለ ለማስቀመጥ እገፋፋለሁ					
4	አዳዲስ ምርቶች በማስታወቂያው መሰረት ለማስቀመጥ እገፋፋለሁ					
5	ኩፖን አዲስ የባንክ ምርት ከእቅዱ በፊት እንድገዛ አድርጎኛል።					
<b>ስጦታ</b>						
1	ነጻ ስጦታ የማገኝ መሆኔን ካወኩኝ የአዲስ ባንክ ምርቶች ለመጠቀም የበለጠ አስቀምጣለሁ።					
2	አዲስ የባንክ ምርት ስጦታ ለማግኘት ስል የበለጠ ለማስቀመጥ					
3	ስጦታ አዲስ የባንክ ምርት ከእቅዱ በፊት እንድገዛ አድርጎኛል።					
4	በስጦታ ማስታወቂያው ምክንያት ለማስቀመጥ እና አዳዲስ ምርቶች ላይ ለማስቀመጥ እገፋፋለሁኝ					
5	የጾታ ማስታወቂያ ከተፈለገ በማስታወቂያው አሁንም መሳተፍ አፈልጋለሁ					
<b>የማሳያ ነጥብ</b>						
1	ማሳያዎች እና የማስታወቂያ ስጦታዎች በኢትዮጵያ ንግድ ባንክ ቅርንጫፎች ሲተዋወቅ ይማርከኛል።					
2	ማራኪ እና ግልጽ የማሳያ ነጥብ የተቀማጭ መጠን ላይ ተጽእኖዎች ይኖሩታል። እንዲሁም አዲስ የባንክ ምርቶች እንዳስቀምጥ ያደርገኛል።					
3	በሂሳብ ማሸን ማሳያ ማስታወቂያው የአዲስ ባንክ ምርት አጠቃቀሜ ላይ ተጽእኖ አለው።					
4	አልፎ አልፎ የባንክ ምርቶች ማሳያዎች በሂሳብ ማሸን እጠቀማለሁ					
<b>ደንበኛ የመግዛት ባህሪ</b>						
1.	ለጓደኞቼ እና ለዘመዶቼ ስለማበረታቻው መስክራላቸዋለሁ።					
2	የባንክ አገልግሎት በተደጋጋሚ ጊዜ የምጠቅም ደንበኛ ነኝ					
3	ለባንኩ የበለጠ ታማኝ ሆኛለሁ።					
4.	ይህንን አገልግሎት ለሚፈልጉ ሌሎች ደንበኞች የባንኩ ምርት እንዴት መያዝ እንዳለባቸው አሳምናቸዋለሁ።					
5	የኢትዮጵያ ንግድ ባንክ በኔ እምነት የመጀመሪያ ምቹ ባንክ ነው					
6	ለወደፊቱ የኢትዮጵያ ንግድ ባንክ አዳዲስ የባንክ ምርቶች ልጠቀም አችላለሁ					
7	እድሉን ካገኘሁ በዚህ ባንክ ገንዘቤን ለማስቀመጥ አፈልጋለሁ።					