



**ST. MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MBA PROGRAM**

**THE IMPACT OF SALES PROMOTION TOOLS ON
CONSUMER BUYING BEHAVIOR: THE CASE OF
BEER CONSUMERS IN ADDIS ABEBA**

**BY
EDEN HAGOS**

MAY, 2019
ADDIS ABABA ETHIOPIA

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**A THESIS SUBMITTING TO ST. MARY'S UNIVERSITY SCHOOL OF
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FOR THE DEGREE OF MASTERS OF BUSINESS ADMINISTRATION**

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DECLARATION

I, the undersigned, declare that this thesis is my original work prepared under the guidance of Getachew Habtamu (PhD). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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ENDORESEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Advisor

Signature & Date

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ACRONYMS AND ABBREVIATIONS

ANOVA _ Analysis of variance

B1G1F_buy one get one free

FRSA_ free sample

PRDS_ price discount

SPSS - Statistical Package for the Social Sciences

UTC_ under the crown prize

ABSTRACT

The main purpose of this study was to assess the impact of sales promotion tools on consumer buying behavior, taking beer consumers in Addis Ababa as a case study. The study considered four sales promotion tools, namely, the crown prize, buy one get one free, price discount and free sample, to measure the buying behavior of beer consumers. The research was quantitative by design and the researcher pursued an explanatory study from among the various quantitative methods, as this approach helps explain the relationship between variables. The researcher selected 384 beer brand consumer respondents residing in Addis Ababa, using non-probability (convenience) sampling method, for the purpose of this study. Statistical techniques such as descriptive statistics, correlations and multiple regression were used to analyze the quantitative data gathered through questionnaire. And the data was analyzed using SPSS software. The Survey signified that, buy one get one free, free sample and price discount exhibited the most significant and positive impact on consumer buying behavior respectively, from among the four sales promotion tools this study took into consideration. The research also indicated that UTC had the least influence on consumer buying behavior. Given these results, it is concluded that sales promotion tools have a significant and positive impact on the buying behavior of beer consumers. It is also the recommendation of this research that beer manufactures pay due attention to the promotional tools they make use of, as they may play an important role in shaping consumers' buying behavior.

Key words: *sales promotion tools, under the crown prize, buy one get one free, price discount, free sample, and consumer buying behavior.*

CHAPTER ONE

1. INTRODUCTION

In this chapter consists of background of the study, Problem statement that necessitates this research to be undertaken, general and specific objectives, significance, scope and limitations of the study. Finally, the organization of the research report is discussed.

1.1. Background of the Study

Business organizations perform a number of activities in order to reach their customers with the goods and services they supply. The activities that are performed to sell the products or services to customers is called marketing and it as an important business function. Marketing is the performance of business activities that directs the flow of goods and services from producers to the customers. Modern marketing is more than just producing good products, suitable pricing and easy access to them (Kotler & Armstrong, 2000). Attracting new customers has become important in modern business, so firms have to consider the attitude and behavior of their consumers. Businesses need to communicate to the consumers what they have to offer (Jobber & Lancaster, 2006).

Large number of activities are performed in marketing. And promotion is one of the elements of marketing mix. It is one of the variables through which information regarding products or services is communicated to customers to change their attitude and behavior. Promotion is referred to as any communication used to inform, persuade, and remind people about an organizations or individual's goods, services, image, ideas, community involvement, or impact on society (Evans & Berman, 1997). Promotion mix is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers. Promotion mix includes tools such as advertising, public relations, sales promotion, direct marketing and personal selling (Chunnawala & Sethia, 1994). Therefore, sales promotion is a vital element of promotional mix. It consists of a variety of incentive tools, mostly short term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales (Kotler & Armstrong, 2010).

Many nations have been excessively applying sales promotion for their existing or emerging businesses. Manufacturers continue to spend a large amount from their communication budget on sales promotion. They allocate around 75 percent of their marketing communication budget to

sales promotion. In Kenya, sales promotion accounts for 65% to 75% of the total marketing budget in the fast moving consumer goods companies and this has been rising for the last two decades (Kotler, 1997).

The main purpose of this work is to examine the impact of different sales promotion tools on consumer buying behavior. Therefore, the research on promotional tools is indeed important to understand the most influencing tools of brewery companies to compete with its competitors. The purpose of this research is to study closely the liking of customers on various promotion tools. The output of this research can help marketers of brewery companies plan to make e use of their promotional resources in a manner that can attract consumers and ultimately result in maximization of profits. This study aims to investigate the preferences of consumers from among the different beer promotional tools, which gives an in site into the buying behavior of consumers' to marketing managers so that they can utilize the right and most effective promotional techniques to attract customers. The typical promotional tools include samples, price discounts, buy-one-get-one-free, Coupons, in-pack premiums, price offs and so on. But in this study, we will discuss the impact of free sample, buy one get one free, price discounts, coupons and physical surroundings on the consumer buying behavior. These promotional techniques affect the consumer buying behavior. Previous research has shown that these factors have significant relationship with consumer's buying behavior. The impacts of these tools vary from country to country. So our study can generate different results from the previous studies.

1.2. Statement of the problem

Brewery companies in particular apply different sales promotion strategies and tools to promote their products. Among the strategies; vouchers, premium products, gifts, extra products, reduced prices, free samples and sweepstakes are common with a view of positively influencing the behavior of their customers towards purchasing of their products (Onyango, 2014)Currently sales promotion becomes a vital in many business activities especially in industry like brewery. Studies also magnify the role of sales promotion in the future success of the business. Therefore, the management of brewery companies should formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favorable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales (Onyango, 2014)

In addition, for a company to penetrate into new markets it needs to arm itself with specific sales promotion strategies that will ensure growth in the target market. This becomes even more important if the target market is already filled up with competitors offering the same products or services. And also Different theories and conceptual frame works ascertain that sales promotion strategies have significant positive influence on the consumer behavior (Onyango, 2014). Among these sales promotion campaigns, the researcher selected four sales promotional tools which are under the crown prizes, price discount, free samples and buy and get one free, as these are the most common ones which are frequently used by brewery companies.

Many have conducted research on the linkage between sales promotion tools and consumer buying behavior and related subjects in organizations in other countries including ,Kenya, (Ndegwa, 2003) and (Onyango, 2014),Ghana, (Darko, 2012), India, (Soni & Verghese, 2013) and (Manish & Poojae, 2011) ,Thailand, (Yang, 2010),Pakistan, (Muhammad et al, 2012),Malaysia (Hawa, 2016),USA, (Mohamed, 2016) and etc. Although a few, some have conducted researches on the subject matter in Ethiopia as well. (Tsegaye, 2017) mainly focused on the Role of Selected Promotional Elements in Building Brand Equity: The Case of Commercial Bank of Ethiopia. (Abubeker, 2017) focused on effect of sales promotion of FCMG on consumer's trial purchase behavior in the case of Unilever Ethiopia. (Surafel, 2017) looked into the Effect of Sales Promotion Tools on Customer Buying Behavior: The case of Ethiopian Airlines Online customers. This study sought to answer the following question; does sales promotion tools influence consumer behavior of consumers?

Although there are a few researches conducted on the effect of promotional tools on customers buying behavior in Ethiopia, there is little evidence to suggest that a research has been conducted on the subject matter in the beer industry. The beer industry is from among the highly growing industries in Ethiopia and the competition from within is growing by the day. So, companies engaged in production and supply of beer in Ethiopia need to pay due attention to the promotional tools they make use of. And this necessitates researching the subject matter, the result of which companies engaged in brewery can use to find promotional tools they can effectively employ so as to attract and retain customers.

Brewery companies spend a lot of money for these campaigns, despite the cost associated with sales promotion, the impact of each tool in affecting buying behavior of consumer is not well examined, those companies don't know which sales promotion framework would be most effective and would influence buying behavior of consumers. Therefore, this thesis investigated the gap created by the limited scope of previous researches on addressing the impact of independent variables on dependent variable (consumer buying behavior) in the context of beer industries in Addis Ababa. So, this study attempted to find out the effect of sales promotion tools on consumer buying behavior in the case of beer consumers in Addis Ababa.

1.3. Research Questions

1. What is the impact of under the crown prizes on beer Consumers buying behavior?
2. To what extent price discount affect beer Consumers buying behavior?
3. What is the impact of free samples on the beer Consumers buying behavior?
4. To what extent buy one get one free affect the beer Consumers buying behavior?

1.4. Objective of the study

1.4.1. General Objectives

The general objective of this study is to examine the impact of sales promotion tools on consumer buying behavior the case of beer consumers in Addis Ababa.

1.4.2. Specific objectives

- ✓ To identify the impact of under the crown prizes on the beer Consumers buying behavior.
- ✓ To identify the impact of price discount on the beer Consumers buying behavior.
- ✓ To examine the impact of free samples on the beer Consumers buying behavior.
- ✓ To examine the impact of buy and get one free on beer Consumers buying behavior.

1.5. Significance of the study

This study would be significant in the promotion of products and services by the brewery companies in Ethiopia. This study would also be relevant to marketers of brewery companies to determine the most successful sales promotion tools that influences the consumer's buying behavior which enable them adjust their strategies.

The results of this study would help brewery companies figure out the gaps and possible solutions in its sales promotional tools and their impact on consumer buying behavior. As a result, they can select the right and the most successful sales promotion tools to catch the attention of customers in the fast growing competitive markets. Moreover, the study will help brewery companies in identifying which promotional tools are favored by its customers. The outcome of this study will also benefit Stakeholders like, management staffs, employees, investors, and etc., to have correct information and awareness about the impact of promotional tools on consumer buying behavior.

The study will also help fill a gap in the literature and can serve as a stepping stone for further researches.

1.6. Scope of the study

The population of the study was delimited to Addis Ababa, capital city of Ethiopia. This geographical limitation was not only chosen because of time, access and cost restriction, but also it believed that a considerable number beer consumers are available in Addis Ababa.

Conceptually, among the sales promotional tools; under the crown prize, buy one get one free, price discount and free sample which influence consumer buying behaviors this study was only focuses on sales promotional tools because there are studies undertaken by the title name on different industries but this study wants to identify specifically on beer industry.

The study was conducted only beer products, because it believed that this market could be representative for other similar consumer markets and it is much easier to get data on consumer usage and other variables.

1.7. Definition of Terms

Promotion: the means by which firms attempt to inform, persuade and remind customers directly or indirectly about the product and brand they provide (Kotler & Keller, 2012).

Promotional Mix: The promotional mix is the combination of the different channels that can

be used to communicate the promotional message to the consumers (Ansari & Shahriar, 2011).

Sales promotion: (Fill, 2002), a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. This includes exhibitions, coupons, fairs and trade shows, premiums and gifts, sampling, rebates low-interest financing etc.

Under the crown prizes: Is a one type of sales promotion that offers prizes on the bottle cap.

It's a scheme for the distribution of prizes by chance. (Oxford dictionary, 2019)

Coupon: is a certificate with a stated value, presented to the retail store for a price reduction on a specific item, which is granted immediately at the time of purchase (Lamb, Hair, & McDaniel, 2009)

Price discount: Manufacturers offer consumers products at reduced price from regular price of a product. Price-offs mean that the manufacturer marks the merchandise that the customer could accurately see that the price is lowered (Fill, 2002).

Free Sample: is a trial-size version of a product that is given to the consumer at no extra cost in order to encourage product trial; for example, a small container of body lotion included when purchasing a magazine (Pickton & Broderick, 2005)

Buy one get one free: is one of promotion method of sales promotion in which an extra product is offered to the customers at normal price but with greater improve in package. The customers could easily influence to purchase the produce because there is no condition of any additional price and it should be more valued by the customer to perceived (Sinha & Smith, 2000)

Buying behavior: 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. (Belch & Belch, 1998)

1.8. Organization of the paper

The paper has five chapters comprising Introduction, which contains background and theoretical introduction to the study, Review of Related Literature, Research Design and Methodology, Results and Discussion, and finally Summary, Conclusions and Recommendations

The first chapter deals with a general introduction of the study including background of the study, statement of the problem, basic research question, objective of the study, significance of the study and scope of the study.

Chapter Two reviews some of the theoretical and empirical literature.

Chapter Three elaborates the type and design of the research. It also includes research method, sampling technique, data collection method and method of data analysis that was used in the study.

Chapter Four discusses in detail the findings of the study based on the data collected and analysis is made using the statistical tools stated in the research methodology part.

Finally, Chapter Five presents the summery, conclusions and recommendations that were derived from the findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This second chapter deals with review of related literature in the area of sales promotion and consumer buying behavior. First, a theoretical review is presented by discussing different sales promotion tools commonly used by brewery industries. Secondly an empirical review discussed the models and findings of previous researches in same and related area with different authors. Finally, based on the empirical review the proposed research model and research hypotheses are developed and presented.

2.1 Theoretical review

2.1.1 Marketing Definition

According to the American Marketing Association, quoted by marketing can be defined as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Another simpler definition is presented as marketing includes anticipating demand, managing demand, and satisfying demand. It is also the specific combination of marketing elements used to achieve objectives and satisfy the target market. It encompasses decisions regarding four major variables: product, distribution, promotion, and price (Evans & Berman, 1997) The whole marketing mix is defined as the set of controllable of controllable tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market. (Kotler & Keller, 2006).

2.1.2 Promotion

Promotion is defined by (Merriam-webster, 2019) as “the furtherance of the acceptance and sale of merchandise through advertising, publicity, or discounting” Today, promotion has evolved to encompass the “coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, personnel) to produce a unified, customer-focused message” (Ferrell & Hartline, 2008).Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea

and refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) or consumers to buy a brand and to encourage the sales force to aggressively sell it. (Shimp, 2006). Another simpler definition is presented as promotion is the means by which firms attempt to inform, persuade and remind customers directly or indirectly about the product and brand they provide, it is more difficult to differentiate ‘promotions’ from marketing communications, so much so that it is wise to consider it as a term that can be used interchangeably with it. Promotion involves communicating the message of a brand to consumers through various means of communication, including advertising, personal selling, sales promotion, public relations and several others. These promotional tools contribute in building and supporting brands by informing, updating, convincing, and reminding customers about products of that particular brand (Kotler & Keller, 2012). Another Definition is presented promotion as it is a technique which mainly used by marketer on a temporary basis to create an attractive goods or services to encourage the customers to purchase goods or services in a specific time period by providing more benefits. (Mercer & Marshall, 2002).

Different promotion instruments that retailers may use. A first distinction can be made between price and non-price promotions. The price promotion instrument used most often is a temporary price reduction (TPR). However, other forms of price promotion are possible. Retailers can use promotion packs, i.e., packages with extra content (e.g., —25 % extral), or multi-item promotions (e.g., —buy three for xl or —buy two get one free). Loyalty discounts also require the purchase of several units, but the consumer can do this over several purchase occasions. Retailers can also use coupons or rebates. With coupons, consumers have to bring the coupon to the store in order to get a discount. With rebates, consumers pay the full price, but they can then send in their receipt to get a discount. (Gedenk, Neslin,, & Ailawadi, 2010).

“Supportive” non-price promotions are communication instruments used to alert the consumer to the product or to other promotion instruments. Very often they are used to draw attention to price promotions. For example, products on TPR are featured or displayed. Thus, the focus is not so much on the brand as on price. Note that they can also be used without a price promotion. For example, a feature can advertise an everyday low price policy or a new product. Interestingly, there is evidence that consumers may interpret supportive non-price promotions as a signal for a price cut even if they are not coupled with actual price discounts, since the two are closely linked in many consumers ‘minds. Finally, retailers can use —truel non-price promotions, where the

focus of the promotion is clearly on a brand or store, and not on a price cut. However, instruments such as sampling and premiums are mostly used by manufacturers, and not by retailers. Therefore, our focus in the following will be on price and supportive non-price promotions. (Gedenk, Neslin,, & Ailawadi, 2010).

2.1.3 Purpose of Promotion

The business world today is a world of competition. A business cannot survive if its products do not sell in the market. Thus, all marketing activities are undertaken to increase sales. Producers may spend a lot on advertising and personal selling. Still the product may not sell. So incentives business Studies need to be offered to attract customers to buy the product. Thus, sales promotion is important to increase the sale of any product. Let us discuss the importance of sales promotion from the point of view of manufacturers and consumers. From the point of view of manufacturers Sales promotion is important for manufacturers because

- ✓ it helps to increase sales in a competitive market and thus, increases profits;
- ✓ it helps to introduce new products in the market by drawing the attention of potential customers;
- ✓ when a new product is introduced or there is a change of fashion or taste of consumers, existing stocks can be quickly disposed off;
- ✓ It stabilizes sales volume by keeping its customers with them. In the age of competition, it is quite much possible that a customer may change his/her mind and try other brands. Various incentives under sales promotion schemes help to retain the customers.

From the point of view of consumers Sales promotion is important for consumers because

- ✓ The consumer gets the product at a cheaper rate;
- ✓ It gives financial benefit to the customers by way of providing prizes and sending them to visit different places;
- ✓ The consumer gets all information about the quality, features and uses of different products;
- ✓ Certain schemes like money back offer creates confidence in the mind of customers about the quality of goods; and

- ✓ It helps to raise the standard of living of people. By exchanging their old items, they can use latest items available in the market. Use of such goods improves their image in society (Gedenk, Neslin., & Ailawadi, 2010).

2.1.4 Promotional mix

Sales Promotion is the widely used component of the promotion mix, other being personal selling, direct marketing, publicity and advertising. Promotion is the direct way an organization attempts at reaching its market and is usually performed through the five elements of promotion mix, i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota & Ronkainen, 2004). It involves the delivery of messages to target customers with the main aim of building brand awareness, creating favorable brand attitudes, gaining market share, inducing buying, building brand loyalty and increasing sales (kurtz, 2010).

The major elements promotional mixes are:

- **Advertising:** (is a paid form of non-formal communication that is transmitted through mass media such as television, radio, newspapers, magazines, direct mail, outdoor displays, the internet and many more)
- **Public relations:** (the Institute of Public Relations defines it as the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public. This includes speeches, seminars, press kits, sponsorships, publications, community relations, Events and so on.)
- **Sales promotion:** (a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. This include exhibitions, coupons, fairs and trade shows, premiums and gifts, sampling, rebates low-interest financing etc)
- **Personal selling:** (an interpersonal communication tool which involves face-to-face activities undertaken by individuals, often representing an organization, in order to inform, persuade, or remind an individual or group to take appropriate action, as required by the sponsor 's representative. e.g. incentive programs, shows, sales presentations, samples etc.)
- **Direct marketing :**(an interactive system of marketing which uses one or more advertising media to affect a measurable response at any location. For example, cat logs, mailings, telemarketing, email, electronic shopping, and so on.)

As one of the marketing mix elements, promotion 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 consumer's satisfaction of their wishes and needs comparing with the competitor's commodities (Mahmud;mohammad;Sultan;Sultan, 2014). Promotion is one of the key factors in the marketing mix and has a key role in market success. Promotion 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 & Shahriar, 2011). The channels to be used are; advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Rowley, 1998).

2.1.5 Sales promotion

One of the promotional mix elements is sales promotion, which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales. (Keller, 2008).

According to (William & Ferrell, 1987) sales promotional marketing activities considered as a direct inducement, proposing special added value for goods to target salesperson, customers or resellers. and more efficient than advertising publicity and personal selling. In addition to that other researchers considered sales promotion. (Belch & Belch, 2003) 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, 2002) and 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.

Sales promotion is one of the techniques mainly used by marketers in order to influence and encourage customers and end users to purchase certain product and it is the most important strategy that marketers are giving the highest focus nowadays. Due to the stiff competition of the global market, sales promotion activity is increasing day by day. Moreover, sales promotion is one of the most amazing tools that support other marketing effort as advertising to attract consumers (shimp, 2003).

Moreover, (Zallocco, perreult, & Kincaid, 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. According to (Cotton & Babb, 1978) another trend of sales promotion used to increase consumer purchases which known as in-store promotion, it is more effective during the period when a deal is going on. Some researchers have different views that promotion is an expensive tool and it may affect negatively on retailer's profits. Additionally, he indicated that there are some factors can induce customers to buy more or less, depends on his economic and hedonistic situation as well as his characteristics.

Promotion is a utensil that used by the retailers or manufacturer to attract consumers and purchase more or tries a service or product. The result of the sales promotion is the used of high quantity stock, appealing many new customers and more increase in sales. (Chandon, Wan sink, & Laurent, 2000)indicated that sales promotion may be gorgeous for well promotion prone consumers for reasons beyond price savings. Many consumers change brands so that they could receive greater deals that replicate and build up their smart buyer self-perception, and these consumers are favorably promotion prone, these consumers make an attempt to try a new product or service that have been promoted. For an example, decrease in price for a limited period to attract more a new consumer is referring to as price promotion. Sales promotion means any activity that is utilize by the producer to give confidence the trade (retailer, wholesaler, or network associates) as well as make customers to purchase a brand and boost up sales force to assertively sell it. The term sale promotion refers to several types of selling incentives and methods concave to yield immediate sales effects (Totten & Block, 1994).

Sales promotion is a short term strategy to derive demand and also special marketing offer which provides more profit than what consumers receive from the sale position of a product and also has sharper influence on sales this tool also help to achieve company's marketing communication objectives and an essential element in planning marketing (Banerjee, 2009).

A sales promotion consists of techniques that are aimed at increasing sales in the short run, meaning that they are mostly used for a short period of time. It offers control, and the costs can be much lower than of advertising. The main characteristics of sales promotions are that they offer better value for money and they try to cause responses immediately. It has a strong ability to add value and to bring forward future sales. For sales personnel promotional tools are used primarily for motivating staff or supporting them in their selling roles (Currim & Schneider, 1991).

sales promotion is “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.” (Brassington & Pettitt, 2000).

Sales promotion is traditionally divided into two categories (Kotler, 2003). These are those that have immediate reward and those that have delayed reward. Immediate reward promotions are offers that provide a benefit immediately such as bonus pack, price reduction on calls, and free airtime among others. Delayed reward promotions defer the benefit of the promotions and usually require the target consumers to do something before they receive the reward of the promotions. This mostly takes the form of raffle draws, refund offers that require proof of purchase etc.

Sales promotion according to (Kotler, 2003) has three distinctive characteristics; Communication, Incentives, and Invitation. Communication gains attention and usually provides information that may lead the consumer to the product or service, the Incentive incorporates some concession, inducement, or contribution that gives value to the consumer whereas Invitation includes a distinct invitation to engage in the transaction now (Sam & Buabeng, 2011).

Over the years' sales promotion has become an indispensable element of consumer marketing. In the past, advertising used to be one of the most effective marketing tools to reach the target customers to influence their purchasing decision. However, today marketers put more emphasis to sales promotion and are gradually shifting away from traditional method of advertising towards sales promotion. There are number of factors that have resulted in this shift, from traditional method of advertising to the extensive growth of sales promotion. Firstly, companies everywhere are facing declining real differences between the products and services that they have to offer. Secondly, companies today face a pressure to achieve short term result amid intense competition in the marketplace. Furthermore, with the advent of Internet technology, customers today are more informed about the product offerings, and as a result it has influenced companies to fight harder and faster for every sale (Cummins, 2008).

Marketers use different kinds of promotions such as coupons, sweepstakes, and frequent user clubs, and premiums, rebates, price discounts to increase sales, market share, encourage trial, and encourage brand switching (Aaker, 1991). In addition, consumers prefer promotions and are always looking to reap benefit from some form of promotion. They provide utilitarian benefits such as monetary savings, added value, increased quality, and convenience, as well as other benefits such as entertainment, exploration, and self-expression.

Sales promotion plays an important role in the marketing programs of the retailer and it can have a significant impact when customer makes their purchasing decision (Gedenk, Neslin, & Ailawadi, 2006). Sales promotion adds value to the products or services and it provides an extra incentive to consumers who make purchasing decision based on the promotion. The value created by sales promotion may also vary depending upon the different types of sales promotion such as free sample, price discounts, coupons, point of sale display promotions etc. It provides direct impact on consumer behavior and accelerates the selling process by influencing consumer to make a swift purchase.

Customers look for more fun from the brands they buy. Sales promotion offers novelty, excitement and humor at the point of purchase (Cummins, 2008).

Sales promotion when implemented effectively often results in an increase in short term sales figure. This explains the inclination of corporations to put in a large percentage of their funds in carrying out various sales promotion activities. However, variations occur in effects of sales promotion based on the attractiveness of the concerned brand (Alvarez & Cavanagh, 2005). According to (Brassington & Pettitt, 2000) sale promotion consists of those marketing activities other than advertising publicity and personal selling that stimulate customer purchasing, but for others, sales promotion is an activity that act as a direct inducement, offering added value or incentive for a product to resellers, salesperson or customers.

The Advertising Standard Authority's (ASA) code of sales promotion defines sales promotion as: Those marketing techniques which are used, usually on a temporary basis to make goods and services more attractive to the consumers by providing some additional benefit whether in cash

or in kind, (Mercer & Marshall, 2002).

According to (Zallocco, perreult, & Kincaid, 2008), promotion is the deliberate attempt on the part of the individual business or other institution to communicate the appropriate information in a manner persuasive enough to include the kind of acceptable response desired.

The research conducted by (Pwael, Silva-Risso, & Hanssens, 2003) depicts that the effect of sales promotion on firms' revenue which they call as first line performance, firms' income which is bottom line performance and on market to book value ratio which is named as firms' values is encouraging for the short term.

According to the Promotional Products Association International (2004), sales promotion is a highly effective marketing communication technique in that it has a recall rate of 76 percent compared to television advertisements with a recall rate of 54 percent.

Sales promotion expenditure typically accounts for the majority of the marketing communication budget for FMCG organizations (Ferrell & Hartline, 2008) Whilst sales promotion may be trade- or consumer-oriented, this study will focus only on consumer-oriented sales promotion, which involves offering a variety of short-term incentives to end consumers in order to encourage the trial or purchase of a market offering (kotler, 2003).

(Belch & Belch, 2012) indicate that because of factors such as increased consumer deal proneness, declining brand loyalty and the growing power of major retail chains, many FMCGs organizations are shifting a significant amount of their promotional spending from advertising to sales promotion activities, As sales promotion starts making up a larger portion of the marketing communication budget, so marketers face the challenge of selecting the most appropriate sales promotion technique(s) to target particular market segments (kotler, 2003).

While different sales promotion techniques are focused on the same primary objective of increasing sales by inducing purchasing, each technique is unique and is set to achieve specific objectives such as to induce trial, encourage repeat purchase, increase consumption of existing brand, encourage switching from other brands, and the like (Belch & Belch, 2012). In addition, sales promotion techniques may be used to defend current customers, who may view the sales promotion as a reward for supporting the brand. Regardless of the specific objectives, sales promotion is ultimately a marketer's effort to exert an influence on the buyer's reaction in order

to achieve the desired response from the consumer (Gilbert & Jackaria, 2002).

2.1.6 Categories of Sales 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. (Blattberg & Neslin, 1990).

Trade promotion: is the promotion offered by the manufacturers to the retailers. It includes advertising allowances, display allowances, trade coupons, financing incentives and contests (Blattberg & Neslin, 1990). Trade market promotions: are those sales promotions directed at the distribution channel of a product i.e. distributors, wholesales or retailers. For instance, given extra product for a given quantity purchased to entice the retailer to stock the company's product or a reward to retailers who have sold the most products within a given period of time (Sam & Buabeng, 2011).

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. (Blattberg & Neslin, 1990).

(Shrestha, 2015) studied the effects of sales promotion on purchasing decision of customers. The results of data analysis indicate that price discount, free samples, and in store displays are associated with the product trial and are popular among consumers. He also observed that coupons and discounts are the most widely used sales promotional tools in the grocery products industry. Compared with price discounts, coupons are less favored by consumers because they require greater involvement. However, the more price-conscious the consumer, the more positive will be his/her attitude towards a coupon.

Buy and get one free promotions may be offered to shoppers at the regular price, thus adding value to the product. Since an additional amount is given for free, consumers may be persuaded to buy the product. This means consumers must compare and evaluate the additional quantity received with respect to any costs they may incur. For instance, storing the additional quantity may be inconvenient for the consumer due to a lack of storage space.

Obtaining a prize (like under the crown prize) has effect on consumer purchase behavior due to inherent willingness to gain advantage (additional) of the product purchase (Huff & Alden, 1998).

2.1.7 Tools of sales promotion

Coupon

The word of coupon advertisings is related to those customers who gained vouchers are eligible to get allowance on the products at its usual price. A coupon is a promotional devise that provides cent-offs savings to consumers upon redeeming the coupon (Shimp, Promotion Management & Marketing Communications, 1993). According to (Cook, 2003) Coupons are defined as vouchers or certificates, which help consumers to a price reduction on a specific product. The discount or price cut is set and the coupon must be presented when customer purchases product, they are easily understood by the customer and can be extremely useful for trial purchase. (Gardener & Trivedi, 1998) reported that for many years as a means of presenting the customer a one-time reduction in price and construct brand consciousness and loyalty, for this purpose coupons have been used as key promotion tools. Actually, coupons have increased brand switching and influence purchases, indicating that consumers are influenced by the discount declared in the coupon. In the previous study it was found that six months after getting one of these coupon proposals, customers were between two and five times more likely to buy and use the promoted brand in the past than were a control group of a like customers who had not acquired coupon. Customers who got the coupon deal were also double as possible to show that they would purchase the promoted brand in the future. (Wayne, 2002)in a new consumer research on three recent coupon programs showed that the promoted brands gained incremental sales through enlarged trial and succeeding non-coupon purchases. They also wrote that coupon advertising was between the least used and not accepted marketing tools by customers.

Buy and get one free

According to (Sinha & Smith, 2000) Buy one get one free defined as one of the common used promotion tools of sales promotion, in a sense that if you buy one product, you get another one for no cost, by using this technique the customer can be easily attracted to buy the product because there is no additional cost and it should be more valued from the customer perspective, therefore customer can't ignore such great deal. The bonus packages and extra products without

cost inspire the customer buying behaviour to purchase the product; because customers are getting good feeling towards such offer especially if it is in large sizes packages and properly advertised. Moreover, such promotions increasing product trial and customers switching (Gardener & Trivedi, 1998) Buy one get one free type promotions is a very helpful tool especially to marketers and manufactures who want to clear their stock more quickly (Li Sun & Wang, 2007)

Buy and get one free scheme is one type of popular product volume discount nonmonetary sales promotions schemes in which the consumer gets two or more products of the same type for the price of one, or receiving a free product by purchasing some other product. Promotions such as buy one get one free, buy two get one for free and so on are frequently used to generate unplanned purchase (Inman, Winer, & Ferraro, 2009).

Free Samples

According to (Shimp, Promotion Management & Marketing Communications, 1993) Sampling which by definition includes any method used to deliver an actual or trial size product to consumers. it is generally considered the most effective way of generating trial, though it is the most expensive.

Free samples refer to offering of products or service customers without charging any cost in the hope that customers will buy the product. A free sample offers the customer a chance to use the product by providing a free small portion of the product to test (Blattberg & Neslin, 1990).

(shimp, 2003) Defined sampling as any activity which includes any method used to deliver an actual-or trial sized products to consumers. The objective of free sample is to persuade customer to try the product and to make product positively perceived by the consumer. He also believes that sampling in spite of its high costs has been observed as an integral part of department stores more and more. Free sample is being widely popular among marketers and retailers as one of the effective promotional tool as it directly enhances product trial amongst customers. Therefore, many firms nowadays are focusing on mailing a small package of free samples to the customers to enhance direct product trail rather than just spending on communication media which just lets customers to hear about the product information (Kardes, 1999).

(Fill, 2002) presumes that sampling has the most impact on consumers. It could be provided as presentation in front of customers, small amounts designed to trial or usage of the product promoted free of charge as he notes as well. He continues that the cosmetic industry often applies perfumed space on pages of magazines for women, which seems to be pioneering method of how to make the trial less difficult.

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 & Corfman, 1999). Other studies found that price discounts (cut off prices) playing an important role in stimulating new customers’ behaviours to try the offered products (shimp, 2003).

Short-terms peaks (seasonal) in sales usually attracted the occasional users of the same brand more likely than getting new customers to purchase the discounted good, moreover, these occasional users after getting benefit of this promoted good would most likely getting back to their preferable brand or type rather than buying that promoted brand at full price after discounted season (Ehrenberg, Hammond, & Goodhardt, 1994).

According to (Percy, Rossister, & Elliott, 2001) consumers are more to be attracted to price discount promotions. Product trail has a relationship with price discount, in a sense that the first can be increased by price reduction for any product. Others stated that price reduction has a relationship with different promotion tools in a way that they are effecting each other and pushing the customers to buy the product, such as coupons and samples (Huff & Alden, 1998). It is also indicated that a huge discounted price for any product which happened to be in sales seasons would exercise by dealers because of consumer’s price awareness (Baker, Marketing., 2006).

Contests or Sweepstakes

The main difference between contests and sweepstakes is that contests require entrants to perform a task or demonstrate a skill that is judged in order to be deemed a winner, while sweepstakes involve a random drawing or chance contest that may or may not have an entry requirement. Participation in contests is very low compared to sweepstakes, since they require some sort of skill or ability, and because of legal changes and low cost of sweepstakes. Games such as sweepstakes and lucky draws are used by supermarkets to attract traffic. People participate in these games because of perceived extrinsic and intrinsic values, such as the perceived value of the prize and perceived fun and interest (Ward & Hill, 2001).

Refund or Rebate

This is a promotion offer by a marketer to return a certain amount of money when the product is purchased alone or in combination with other products. Refunds aim to increase the quantity or frequency of purchase to encourage customers to “load up” on the product. This strategy dampens competition by temporarily taking consumers out of the market, stimulates the purchase of postponable goods such as major appliance, and creates on shelf excitement by encouraging special displays. Refunds and rebates are generally viewed as a reward for purchase, and they appear to build brand loyalty rather than diminish it. (Quelch, 1989).

Point of sale display promotion/Point of sale materials promotion

Point of sale display is a way of showing product and offerings through in store and out store display such as menu boards, POPs and brochures. (Gedenk, Neslin, & Ailawadi, 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, thus increase of promotions at the point of sale drives customer to make decision there (Narasimhan, Neslin, & Sen, 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) 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.

Similarly, previous studies support that in-store display sharpness has the greatest effect on product trial when compared to other sales promotional tools. Eye-catching in-store displays are essential to achieve maximum sales from product trial.

Special Events

This marketing offers a number of advantages. First, events tend to attract a homogenous audience that is very appreciative of the sponsors. Therefore, if a product fits well with the event and its audience, the impact of the sales promotion will be high second; event sponsorship often builds support among employees, who may receive acknowledgement for their participation, and within the trade. Finally, compared to producing a service of ads, events sponsorship is pre-packaged and reusable, such as booths, displays, and ads. Special events' marketing is available to small businesses, as well, through sponsorship of events on the community level. (Ward & Hill, 1991).

Physical Surrounding

Now a day's Shopping centers had various kinds of store and most of countries grasp similar sales advertisings yearly. Throughout the sales advertising, retail shops frequently change in physical surrounding with various kinds of music, décor and sales discount ranging from 25 to 75 per cent. This friendly environment transform would motivate and influence consumers purchasing behavior. It is frequent to monitor that shopping malls lean to put up remarkable physical surrounding as extrinsic value to draw customers to the mall and stores. In addition, the picture of the shopping Centre encourages consumer store condescending (Sit, Merrilees, & Birch, 2003). This "front line" picture attraction is useful to retail stores. The elements that are include in physical surrounding such as arrangement, interior design and decoration, lighting, music, smell and cleanliness (Baker, 1987). It would be observed that during festive period like Christmas, individual footwear stores' sales persons decent in festive clothing adds glamour its environment. Other researches also shows optimistic relations by purchasers to the physical surroundings, which lean to encourage their useful requirements (Kim, 2002). In the next

purchase, consumers frequently try to form an assessment of their past mall and store experiences on the physical surroundings and services provide.

2.1.8 Consumer buying Behavior

To better, understand the sales promotion tools from the consumers' perspective, it is important to have an idea of the consumers' behavior and their preference. (Belch & Belch, 1998) Defined 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. Consumption related behaviors are mostly taken individually or collectively (Warner, 2000). For example, some activities performed by individuals but consumed by a family or group of people, similar as organization purchasing activities usually followed by group decisions. Beside this point, the consumer behavior is not just purchasing, but has usage and disposal the goods, this type of information always be useful for company to make marketing decisions (Malcolm, 2001). It blends elements from psychology, sociology, social anthropology and economics, and attempts to understand the decision-making processes of buyers, both individually and in groups.

It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants, and also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general. (Belch & Belch, 1998) Clearly shows that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research followed by a process of decision-making for purchase and using the goods and then the post purchase behavior which is also very important, because it gives a clue to the marketers whether his product has been a success or not (Malcolm, 2001).

Understanding Consumer behavior has been always of great interest to marketers. Since knowing about consumer behavior helps the marketer to understand how consumers think, feel and select

from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on (Kotler & Keller, 2012).

Consumer buying decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision making process study has taken the consumer buying decision making process model from (Jobber D. , 2007).

2.1.9 Brand Loyalty

Brand loyalty divided into three parts from a behavioral aspect, they are: primary behavior, secondary level behavior and re-buy intention. In regards to primary behavior the customer repurchases or otherwise continue using the brand, and it can be verified by repeating to buy a product or a service; while secondary level behavior indicated to other positive behaviors such as word of mouth advocacy and commitments; re-buy intention indicates to consumer future intention to repurchase product or service. Loyalty consist of two major dimensions: behavior and attitude, the first one indicates to consumer frequent actions as a result of brand loyalty, the second one indicates to influential behavior as commitment (Chen & Ching, 2007).

Many marketers believe that brand loyalty is a key factor for business successful. According to (Oliver, 1999)brand loyalty indicates to customer willingness and commitment to repurchase or patronize a likely product or preferred service regularly for a long term, therefore it leads to same brand set purchasing. (Rust & Zahorik., 1993) stated that it is more valuable, beneficial and cheaper to retain firm current customers rather than get new ones.

2.1.10 Brand Switching

According to (Evan, Moutinho, & Ranji, 1996)brand switching refers to consumer decision to purchase another type of product brands different from the usually purchased when the previous brand does not satisfy their needs. There are some major factors which affected consumers

buying behavior for one brand to switch to another brand such as: service quality, brand name, price, and product quality.

Moreover, (Evan, Moutinho, & Ranji, 1996) stated that brand switching is a branch of consumer loyalty, therefore consumer loyalty consists of hardcore loyal customers who repeat a particular product purchase and brand switchers who usually more price sensitive and they used to buy two or more brands.

According to (Lau, Chang, Moon, & Liu, 2006) they referred that sales promotion is occupying a major role on consumer buying behavior which is a factor to differentiate brand switchers from hardcore loyal consumers, and their study pointed that brand switchers are more affected by sales promotion.

2.2 Empirical Review

2.2.1 Impact of sales promotion tools on customer buying behavior

The impact of sales promotion on consumer buying behavior has been widely stated in many researches and studies, they have shown that there are a lot of factors can effect consumer buying behavior, either to buy or not. According to (Nijs, Dekimpe, Steenkamps, & Hanssens, 2001) sales promotions have a huge impact on consumers buying behavior such as purchase time, product brand, quantity and brand switching. According to their study confirmed that consumers buying behavior and sales promotion can be motivated through various kinds of elements, including promotion techniques such as free samples, price discounts, social surroundings and physical surrounding.

Moreover, consumer purchase decisions sometimes based on the price sensitivity, individuals are more attracted to promoted products. According to (Schiffman & Kanuk, 2004) there are four views for explaining consumer decision and behavior such as, economic view which it has the more impact followed by passive view, emotional view and cognitive view, they also stated that consumer buying behavior concerned on how customers decide what product they want and how that evaluation is going to be and its impact on future purchases. Some factors affect consumer to buy a specific product such as high purchasing power and other sales physical surroundings.

social and economic factors may also affect consumer decisions for example culture and fundamental factors of consumer behavior. (Kotler, 2003) admitted that sales promotion has an impact on consumer buying behavior by focusing on promoting occasion. Later on he indicated that sales promotion has a direct effect on customers' behaviors by pointing that there are other factors can influence consumer buying behavior rather than reasons beyond price saving. (Blattberg & Neslin, 1990) suggest that sales-promotion techniques offering instant rewards (such as free samples and buy-one-get-one-free deals) resulted in more reminder impulse buying than did sales-promotion techniques, offering delayed rewards (such as loyalty rewards, competitions and sweepstakes) (Onyango, 2014) according to. (Fill, 2002) promotion tools have a huge impact on consumer buying behavior during any competition; therefore, discounted price one of these tools which effect customer's decisions.

In regards to (Pickton & Broderick, 2005) sales promotion can result in increasing sales volume with less profit. Others also agreed that sales promotions' is aiming to influence consumer buying behavior by introducing new brand product which is going to be targeted the customers who have no previous experience with it However (Kotler & Armstrong, 2004) and that psychological variables have a significant relationship with sales promotion; therefore, they concluded that there is no significant relationship between impulsive behavior and sales promotion.

2.3 Conceptual framework and hypothesis

2.3.1 Conceptual framework

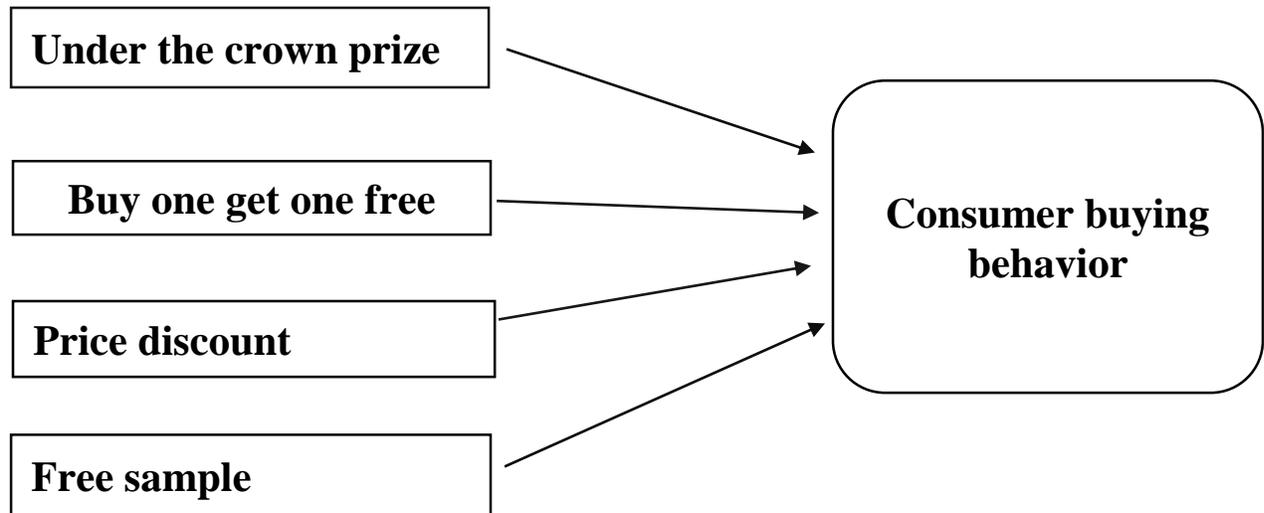


Figure 1 Conceptual Framework of the study

2.3.2 Hypothesis of the Study

The following hypothesis are formulated after a critical examination of various literatures had been performed, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study. In the hypothesis sales promotion tools (under the crown prize, Buy One Get One Free, Price discount and free sample) are the independent variables while consumer buying behavior is the dependent variable.

Obtaining a prize (like under the crown prize) has effect on consumer purchase behavior due to inherent willingness to gain advantage (additional) of the product purchase (Huff & Alden, 1998). Hence, following hypothesis can be proposed:

H1: Under the crown prize has a positive impact on consumer buying behavior during sale promotion.

The bonus packages and extra products without cost inspire the customer buying behavior to purchase the product; because customers are getting good feeling towards such offer especially if

it is in large sizes packages and properly advertised. Moreover, such promotions increasing product trial and customers switching (Gardener & Trivedi, 1998). Buy one get one free type promotions is a very helpful tool especially to marketers and manufactures who want to clear their stock more quickly. (Li Sun & Wang, 2007).

H2: “Buy-One-Get-One-Free” has a positive impact on consumer buying behavior during sale promotion.

According to (Shrestha, 2015), sales promotion through price discount is associated with the product trial with great popularity among consumers. Therefore, the following hypothesis can be proposed:

H3. Price discount has positive relationship towards consumer buying behavior during sale promotion.

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 (Kardes, 1999).

H4. There is a significant relationship between free sample and consumer buying behavior during sales promotion.

Free Sample is one of the tools of sales promotion. In free sample of marketing managers goes on the market to suit different traders or clients and give them the free sample. People get easily free sample and try to use it. Free sample had influence on consumer buying behavior (shimp, 2003). Free sample show a positive change in our sales and discount is a very simple technique to offer consumers a price reduction on a product that is clearly given in the product packaging. Sampling is a something that is given to consumers to try your product as the actual product

CHAPTER THREE

RESEARCH METHODOLOGY

3 Chapter Review

This chapter deals with the methodology of the study where research approach and design, sources of data, sampling design, methods of data collection and data analysis, ethical consideration are presented.

3.2 Research Approach and Design

The research approach followed in this study was the quantitative approach. The researcher focuses heavily on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issue. Therefore, the researcher preferred the quantitative research strategy because the study needs to address the factors that influence consumers' buying behavior.

Research designs are plans and the procedures for research that span the decision from broad assumption to detailed method of data collection and analysis (Cresswell 2003). In other words, the research design articulates what data is required, what methods are going to be used to collect and analyze these data, and how all of these is going to answer our research question. In this study, an explanatory design where emphasis is given on studying a situation or a problem in order to explain the relationship between variables was adopted. An explanatory research is conducted in order to identify the extent and nature of cause-and-effect relationships or in order to assess impacts of specific changes on existing norms; various processes etc. Explanatory research was used because it enables the researcher to critically examine the relationship between independent variable of sales promotion tools such as under the crown prize, buy one get one free, price discount, free samples and the dependent variable consumer buying behavior. By employing inferential statistics (correlation and regression analysis), the effect of the independent variable (sales promotion tools) on the dependent variable e (consumer buying behavior) was assessed.

3.3 Target Population

Population is defined as the entire collection of individuals from whom the researcher collects data. It is the entire group that the researcher is interested in (Jackson, 2008). All individuals of

interest to the researcher are called population (Alan & Kaufman, 2005). A population consists of all elements (individuals, items or objects) whose characteristics are being studied (Mann, 1995).

The target population in this research is beer consumers, who are either men or women, aged 21 and more years old and have at least a foundational education. Addis Ababa is the target location to obtain the respondents.

3.4 Sampling Design

The samples were selected using a non-probability (convenience) sampling technique to which the prepared questionnaires were distributed to be filled in a self-administered manner. There are some risks in adopting a convenience selection such as a questionable representativeness, hence questionable credibility of the findings, (Bryman & Bell, 2007). However, the study did avoid this by composing of a diversified sample consisting of beer consumers from different restaurants, bars and hotels in order to have a representative sample with different backgrounds in terms of age, gender, educational background and type of beer they consume and why they prefer it. The reason for employing a non-probability convenience sampling technique for this study is that the population of the survey was too large for a comprehensive survey due to resources limitations like time and financial constraints.

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results.

The following sampling formula was used for this study and the sample size was determined accordingly.

$$n = \frac{Z^2 (1 - p) C^2}{e^2}$$

Valid where, n = sample size

Z = the value on the Z table at 95% confidence level = 1.96 (we assume the data is normally distributed or has similar variance from the mean)

e = Sampling error at 5%, margin - error

p = maximum variability of the population at 50%. i.e. (0.5) (note that if p is given use p only if not to make conservative estimate use Q as equal to P which is 0.5)

$q = 1 - p = 0.5$ to make it a conservative estimate $P = Q = 1/2$ or ± 0.5

$$n = (1.96)^2 * 0.5 * (1 - 0.5) / (0.05)^2$$

$$n = 3.8416 * 0.25 / 0.0025$$

$$n = 384.16 \approx \mathbf{384}$$

As sample size determination was based on the unknown population, formula questionnaire was distributed to each sub city thus the total sample size is 384. The reason using for using this sample size formula is because the researcher was not able to obtain the total number of beer consumers in Addis Ababa.

3.5 Sources of Data

Both primary and secondary source of data was used in this study. Primary data was collected from beer consumers in Addis Ababa. Secondary data relevant to this study was be collected from publications including journals, books, researches and various materials.

3.6 Data Collection Techniques

The study employed self-administered questionnaires to collect primary data. A Structured questionnaire was used because it is easy for respondents to answer and it is simple for the researcher to compare and analyze different responses. Because each person (respondent) is asked to respond to the same set of questions, questionnaire provides an efficient way of collecting responses from a large sample prior to quantitative analysis (Saunders, Lewis, & Thornhill, 2009). The population of this research are scattered over a wide geographical area, and questionnaire is considered as the most feasible tool to reach them in the given time period. Therefore, the use of questionnaire is relatively convenient and inexpensive in comparison to other tools.

A five point structured Likert scale questionnaire was adopted from different previous study which provided customers with a greatest range of option starting from strongly disagree to strongly agree and they were used as a primary data collection instrument in this study.

3.7 Data Analysis techniques

The study explains the relationship between dependent and independent variables. According to the hypothesis developed by the study, the dependent variable i.e. consumer buying behavior and its dimensions are positively affected by the independent variable i.e. promotional tools.

The study used descriptive statistics along with inferential analysis. With regards to the descriptive analysis percentages, means, standard deviations and frequencies have been calculated to organize and summarize the demographic data of the respondents as well as their overall perception towards the sales promotion tools.

Multiple regression analysis was used to see how much the independent variable; sales promotion tools influences the dependence variable customer buying behavior. And correlation analysis was also conducted to measure the strength of the association between sales promotion tools and Customers' buying behavior.

3.8 Ethical considerations

In the context of research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). All information was treated with in a confidential manner without disclosure of the respondents' identities. Moreover, no information was modified or changed, hence the information was presented as collected and all the literatures used for the purpose of this study are acknowledged in the reference list. The purpose of the study is disclosed in the introductory part of the questionnaire. Furthermore, the researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants.

3.9 Reliability test

For this study, Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to (Zikmund, 2013) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

The result of the Cronbach's alpha for this study's instrument was found to be in the acceptable range i.e. >0.7. Thus showing as indication of acceptability of the scale for further analysis since all the four items of sales promotion tools (under the crown prize, buy one get one free, price

discount and free sample) and consumer buying behavior are above 0.7. The Cronbach's alpha coefficient of the four variables of sales promotion tools are shown in table 3.1 below.

Table 3-1 Reliability Analysis of Variables

Variables	Cronbach's alpha coefficient	Number of items
Under the crown prize	0.882	3
Buy one get one free	0.827	4
Price discount	0.883	4
Free sample	0.846	4
Consumer buying behavior	0.806	5
All Variables	0.877	20

Source: research's survey data, 2019

3.10 Validity test

Validity is defined as how much any measuring instrument measures what it is intended to measure (Bryman & Bell,2003). Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004). In other words, validity refers to the extent to which a given question predicts, with a measured degree of accuracy. To strengthen the content validity of the questionnaire majority of the survey items was adopted from previous studies with slight modification from an extensive review of academic and practitioner's literatures. Furthermore, the readability of the questionnaire was evaluated in a self-administered manner. Since the study used non-probability (convenience) sampling technique, it avoids risk such as questionable representativeness. It used diversified sample consisting of beer consumers from different background and from different sub cities of Addis Ababa.

In addition, discussions with fellow researchers, as well as the feedback from the pilot survey was another way of checking the appropriateness of the questions. In order to test the construct validity correlation coefficient for the independent and dependent variables were calculated. The independent variables consist of measurement of promotion tools while the dependent is the

consumer buying behavior. Based on the result of the correlation analysis, the four factors measuring promotion tools and consumer buying behavior were positively related. Since the independent variables are positively related with the dependent variable, the independent variable therefore can be considered as a good measure of promotional tools.

CHAPTER FOUR

DATAPRESENTATION, ANALYSIS AND INTERPRETATION

4 Chapter Review

This chapter presents the findings of the research in accordance to the research objectives. The analyses and interpretation of the data collected from the respondents is presented. It began with a description of the demographic and general characteristics of the participating respondents. Then, the results of Descriptive Statistics and Inferential Statistics (correlation analysis and Regression analysis was discussed. At last, summary of the findings are presented.

4.2 Questionnaires Response

As it is indicated in table, 4.1 below out of 384 questionnaires prepared and distributed, 369 (96%) questionnaires were collected back, during data editing process the questionnaires were checked for errors and 15 incomplete questionnaires were eliminated, finally leaving 361 (94%) questionnaires for analysis. So, the response rate is excellent.

Table 4-1 Questionnaire Response Rate

	Consumer's		
	Correctly filled and returned	Not Correctly filled	Not Returned
Number	354	18	12
Percentage	92%	5%	3%

Source: research's survey data, 2019

4.3 Demographic Profile of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables include; gender, age the monthly income of the respondents.

From the total respondents, the male beer consumers constituted the highest percentage (70.9%) while their female counterparts only constituted (29.1%) of the total respondents. This implies that the majority beer consumers in Addis Ababa are male.

As per table 4.1 above, 65.8% of the respondents were in the age group of 21-35 (66%). Those in the age group of 31-45years were21.8%. The other age groups 46-60 and above 60 years old accounted for 9.9% and 2.5%, respectively. This showed that the majority of beer consumers were adults. About the monthly income of the respondents, results showed that 37.9% of the respondents were in the income level of 3500-10000 and 31.6% of the respondents were income level of 10001-25000. Those respondents in the income level of 3500 and less were 21.8%. The rest 8.8% the respondents grouped under the income level of 25000. The above result showed that respondents who are earning 3500-10000 are the majority of beer consumers with respect to those in other income categories.

Table 4-2the profile of respondents

No.	Description	Frequency	Percentage (%)
Gender	Female	103	29.1
	Male	251	70.9
	Total	354	100.0
Age (in Years)	21-30	233	65.8
	31-45	77	21.8
	46-60	35	9.9
	60+	9	2.5
	Total	354	100.0
Monthly Income	<3500	77	21.8
	3501-1000	134	37.9
	10001-25000	112	31.6
	25000	31	8.8
	Total	354	100.0
Do you regularly consume beer?	Yes	354	100

Source: research's survey data, 2019

4.3.1 Consumption Rate

Table 4-3 the consumption rate of the respondents with age.

Consumption rate	General consumption		General consumption by Age				Total
	Frequency	Percent	21-30	31-45	46-60	Above 60	
Every day	73	20.6	42	20	11	0	73
3times a week	103	29.1	69	23	8	3	103
Once a week	53	15.0	32	17	4	0	53
2-3 a month	84	23.7	61	15	7	1	84
Once a month	41	11.6	29	2	5	5	41
Total	354	100	233	77	35	9	354

Source: research's survey data, 2019

Results of the study showed that out of the total respondents, 42% of them had consumed beer every day, while 69 % of them consumed beer 3 times a week. Once a week and 2-3 times a month constituted 15% and 23 of the total respondents. The study also revealed that with regards to age, for the age groups 21-35, they have a more tendency drink beer 3 times a week, age group 31-45, 46-60 and above 23 have the highest tendency to drink 3 times a week.

4.4 Descriptive statistics

In order to analyze the respondents overall sales promotion tools, 15 questions were grouped into the four variables of sales promotion tools, which are under the crown prize, buy one get one free, price discount and free samples.

In order to analyze the level of agreement of the respondents towards different variables, the researcher used, descriptive statistics of mean and standard deviation. The mean indicates to what extent the sample group agrees or disagrees with the different statements in average. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. The results are discussed below.

4.4.1 Under the crown prize

Table 4-4 Perception towards Under the crown prize

Variables	Mean	Std. Deviation
I am willing to switch brands if under the crown prize is offered by the competing brands.	3.34	1.37
I am more likely to make purchase if I know that there is under the crown prize	3.29	1.42
I am willing to spend more on purchase of a product to win under the crown prize.	3.05	1.50
Grand mean	3.23	

Source: research's survey data, 2019

4.4.2 Buy and get one free

Table 4-5 Perception towards Buy and get one free

Variables	Mean	Std. Deviation
I have favorite brands, but most of the time I buy a brand that offers buy and get one free.	2.71	1.38
I am more likely making purchase if I know that there is Buy and get one free.	2.82	1.38
I often spend more if I can receive a buy and get one free.	2.50	1.37
I usually buy the same brand even when I have a buy one get one free on the other brand	3.09	1.39
Grand mean	2.78	

Source: research's survey data, 2019

4.4.3 Price discount

Table 4-6. Perception towards Price discount

Variables	Mean	Std. Deviation
When I buy a brand that has a discounted price, I feel I am getting a good buy.	3.18	1.31
Price discount has allowed me to buy another brand which I do not regularly buy.	3.01	1.36
I tend to buy more than usual when offered price discounts.	3.06	1.39
Price discounts influences me to make unplanned purchase.	3.25	1.29
Grand mean	3.12	

Source: research's survey data, 2019

4.4.4 Free sample

Table 4.7 Perception towards free samples

Variables	Mean	Std. Deviation
Full-size and awesome samples influence my purchasing decision.	2.96	1.38
Free samples remind me the brand and compel me to purchase the product.	3.19	1.35
Free samples drive me to make impulse purchase.	2.99	1.40
I usually buy the same brand even when I have a free sample on the other brands.	3.08	1.39
Grand mean	3.05	

Source: research's survey data, 2019

Table 4.8 Descriptive Statistics of variables

Variables	Mean	Std. Deviation
Under the crown prize	2.68	1.32
Buy one get one free	2.81	1.22
Price discount	2.77	1.20
Free sample	2.94	1.31

As can be seen from Table 4.8, the respondents gave a low mean score of 2.68 to one of the sales promotional tools measurement of “Under the crown prize”. The respondents gave a higher mean score of 2.94 to “free sample “.

4.4.5 Consumer buying behavior

Table 4-9 Consumer buying behavior analysis

Variables	Mean	Std. Deviation
I buy another brand which I do not regularly buy during sales promotion.	2.89	1.27
I instantly make purchase decision if there is any form of sales promotion.	2.70	1.28
I should spend more time deciding on the product and brands I buy.	3.05	1.27
Even if there is any form of sales promotion. I prefer to buy the best-selling beer brands.	2.91	1.29
Once I find a brand I like, I buy it regularly, no matter there is sales promotion.	3.16	1.31
Grand mean	2.94	

4.5 Correlation Analysis

To determine the existence and level of association, the researcher used bivariate correlation. Pearson's correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables. (Field, 2005). The Pearson's correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dimensions of sales promotion tools and consumer buying behavior. The classification of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong. (Field, 2005). The bivariate correlation of a two-tailed test confirm the presence of statistically significant difference at probability level $p < 0.01$ i.e. assuming 99%

confidence interval on statistical analysis. Hence all the dimensions have a strong positive relationship to customer loyalty which is significant even at the $p < 0.01$ level.

In order to determine the most influencing factor of consumer buying behavior towards sales promotion tools, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 4.10 depicts the r value for the relationship between independent variables (i.e. under the crown prize, buy one get one free, price discount and free samples) and dependent variable i.e. consumer buying behavior towards beer products.

Table 4.10 below shows the correlation between the four dimensions of sales promotional tools and the consumer buying behavior.

Table 4-10 Correlation analysis

		Under the crown prize	buy one get one free	Price discount	free sample	Consumer Buying behavior
buying behavior	Pearson Correlation	.217**	.383**	.374**	.360**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	354	354	354	354	354

Source: research's survey data, 2019

As per tale 4.10 above, the coefficients show that, out of the four factors measuring sales promotion tools, three of them are positively related with the consumer buying behavior within the range of 0.217 to 0.383, all were significant at $p < 0.01$ level. Three of the independent variables buy one get one free, price discount and free sample show a positive and moderate relation (0.383, 0.374 and 0.360 respectively). While under the crown prize have weak but positive relation with consumer buying behavior. From the independent variable, buy one get one free scored the highest correlation with the dependent variable.

4.6 Regression Analysis

Regression is a method of estimating or predicting a value on some dependent variable given the value of one or more independent variable. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction (Marczyk).

Depending on the number of variables, one can run either simple linear regression with one dependent or independent variable or otherwise, run multiple regressions to see the linearity relationship between one dependent and two or more independent variables. This particular study put in place, multiple linear regression to study the impact sales promotion tools measurements (under the crown prize, buy one get one free, price discount and free sample) on the dependent variable consumer buying behavior. Hence to be able to the regression line formula, the independent variables are denoted as, (X1=under the crown prize, X2= buy one get one free, X3= price discount X4=free sample) and the independent variable, Y= consumer buying behavior.

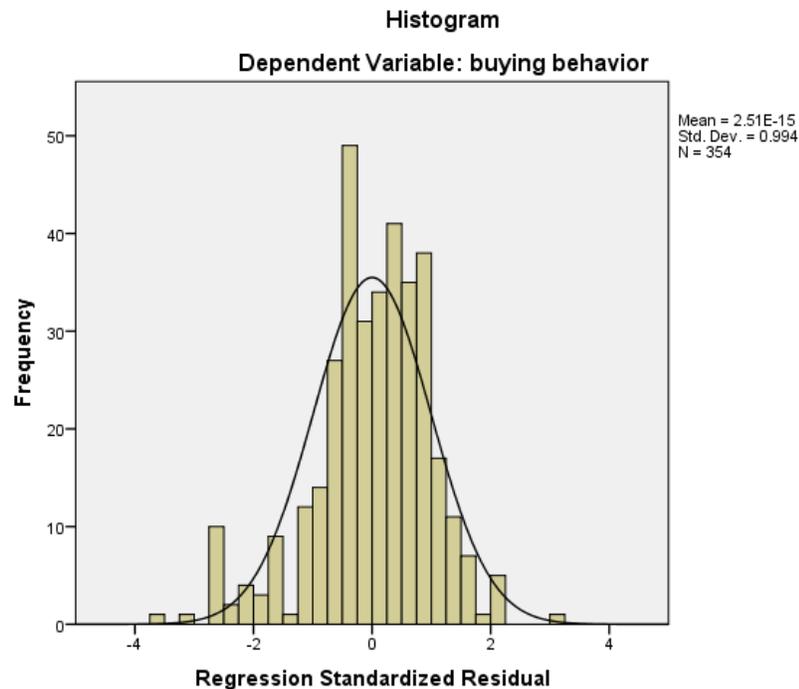
Before running a multiple regression on the SPSS, the researcher conducted a test of basic assumptions that are required to be fulfilled while conducting multiple regression, which otherwise be impossible to do. The test for the five assumption of multiple regressions are presented here under.

4.6.1 Assumption 1: Normality Test

Test for normality, its determining whether the data is well modeled by normal distribution or not. Test for normal distribution could be checked by graphical (Histogram or dot plot) method of tests. The normality assumption assumes a critical role when the study is dealing with a small sample size, data less than 100 observations. (Gujarati ,2004)

Even though the normality assumption not a treat since the observation or sample size of the study is larger enough, more than 100 observations, the researcher test is using normal probability plot (NPP). The decision rule is, if the fitted line in the NPP is approximately a straight line, one can conclude that the variables of interest are normally distributed (Gujarati, 2004)

Figure 0-1 Normality of the data



Source: research's survey data, 2019

As it is showed in the above dot plot the four-construct dimension of promotion tools against the predicted variable of consumer buying behavior was fitted the histogram, the researcher conclude that the data are normally distributed.

4.6.2 Assumption 2 and 3: Linearity and Homoscedasticity

4.6.2.1 Linearity

The model that relates the response Y to the predictors X1, X2,X3....Xn, is assumed to be liner in the regression parameters(Chatterjee&Hadi,2012). this means that the response variable is assume to be a linear function of parameters ($\beta_1, \beta_2, \beta_3.... \beta_n$) but not necessarily a linear function of the predictor variables X1, X2, X3.... Xn, as cited by,kasaye, E.

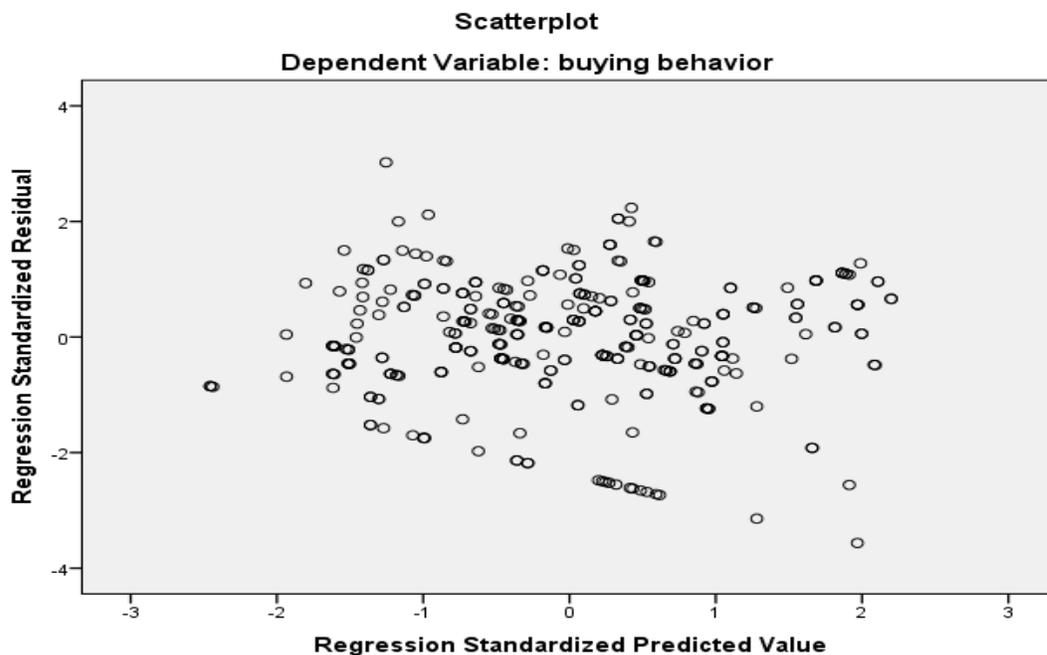
The result of this study also showed that, there is a linear relationship between the independent variables of relationship sales promotion tools and the response variable consumer buying behavior. This means that for every increase in the independent variable, under the crown

prize, buy one get one free, price discount, free sample the dependent variable consumer buying behavior will increase.

4.6.2.2 Homoscedasticity

The model errors are generally assumed to have an unknown but finite variance that is constant across all levels of the predictor variables. This assumption is also known as the homogeneity of variance assumption. (Weisberg, 2005) as cited by Kasaye, E. (2015). It means simply that, the variance of Y for each value of X is constant in the population. this can be checked by visual examination of a plot of the standardized residuals (the errors) by the regression standardized predicted value. The following scatter plot was obtained from the average results of the dependent variable consumer buying behavior and independent variable sales promotion tools constructs to see whether homoscedasticity is really a pressing problem of this particular study. Both assumptions can be checked by the scatter plot diagram shown below.

Figure 0-1 Normality of the data



Source: research's survey data, 2019

As we can see from the above diagram both assumptions are not series threat to the study since hence we conclude that the assumption of Homoscedasticity was proved in this particular study.

4.6.3 Assumption 4: independence of residual

The value of Durbin-Watson statistic ranges from 0 to 4. As a rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50- 2.50 (Babatunde, Oguntunde, O., & Balogun, 2014). In this case, Durbin-Watson is 1.785 close to 2 and within the acceptable range. We can assume independence of residual

4.6.4 Assumption 5: Multicollinearity

If there is a high degree of correlation between independent variables, we have a problem of what is commonly described as the problem of multicollinearity (Kothari, 2004) The study checks this with the Variance Inflation Factor (VIF) which calculates the influence of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 10, and should ideally be close to one. Below table shows there is no multicollinearity exist.

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and is calculated using the formula $1-R^2$ for each variable. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity. This also confirms the absence of multicollinearity according to Collinearity Statistics table below.

Table 4-12 Collinearity statistics

Model	Collinearity statistics	
	Tolerance	VIF
Under the crown prize	.867	1.153
Buy one get one free	.680	1.147

Price discount	.873	1.145
Free sample	.687	1.455

4.7 Regression Analysis Results

Once all the multiple regression assumption was met, the researcher decided on the data and further processed it. Under this part, the researcher was mainly focused on the three most important elements of regression output, i.e. the Model Summary, the ANOVA test and the Beta coefficient.

4.7.1 Model Summary Analysis

All the variables in the equation were entered into SPSS and analyzed. The results obtained are presented in the following tables.

Table 4-13 Model summary analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.525 ^a	.276	.267	.82439
a. Predictors: (Constant), free sample, buy one get one free, under the crown prize, price discount				
b. Dependent Variable: buying behavior				

Source: research's survey data, 2019

What the Model Summary table shows is the outcome for the four variables (under the crown prize, buy one get one free, price discount and free sample) entered into the SPSS. The multiple correlation coefficients between all of the predictor variables and the dependent variable

consumer buying behavior is 0.525 indicating a high relationship between consumer buying behavior and the four-predictor variables in the equation.

The multiple regressions also produced a coefficient of multiple determinations (R^2) = 0.276 showing the amount of variance explained by the predictor variables. This means that 27.6% of the variance in the dependent variable consumer buying behavior is accounted for through the combined linear effects of the four-predictor variables (UTC, BIG1F, PRDS and FRSA) in the model. However, which of the predictors have contributed significantly to the variance that occurs in the predicted outcome -consumers' Buying behavior is not yet evident. Table 4.14 gives a detailed explanation of this.

4.7.2 ANOVA Analysis

Table 4-13 Model summary analysis

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	90.261	4	22.565	33.203	.000 ^b
	Residual	237.186	349	.680		
	Total	327.447	353			
a. Dependent Variable: buying behavior						
b. Predictors: (Constant), free sample, buy one get one free, under the crown prize, price discount						

Source: research's survey data, 2019

ANOVA (Analysis of Variance), used to compare whether the mean of one dependent variable differ significantly across the categories of another independent variable. ANOVA provides, the result of test of significance for R and R² using an F-statistic.

The F-test in the ANOVA table confirmed that the model developed is statistically significant ($F=33.203$, $p<.01$). This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger

value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable. i.e. consumer buying behavior.

4.7.3 Coefficient Analysis

Table 4-14 SPSS output of variables showing individual Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.073	.175		6.133	.000
	under the crown prize	.002	.037	.003	.058	.954
	buy one get one free	.227	.042	.264	5.361	.000
	price discount	.185	.042	.221	4.349	.000
	free sample	.214	.041	.254	5.263	.000

a. Dependent Variable: Consumer Buying Behavior

In order to identify which predictors are significant contributors to the 27.7 percent of explained variance in Consumer buying Behavior and which ones are not, the standardized coefficients shown in the table above are important to look at.

As seen in the table 4.14, from out of four independent variables (B1G1F, PRDS and FRSA) are positive and significant predictors of consumer buying behavior towards beer products ($b=.264$, $p<.01$), ($b=.221$, $p<.01$), and ($b=.254$, $p<.01$), respectively. The other variable ‘under the crown prize’ a positive coefficient but statistically insignificant, ($b=.954$, $p<.01$) these implies that under the crown prize does not have a significant impact on the consumer buying behavior on beer. These coefficients indicate how much the dependent variable varies with an independent variable, when all other independent variables are held constant.

4.8 Discussion of The major finding

The discussion part is important to give a clearer understanding on the subject under study. The study was conducted in order to see, the impact of sales promotion tools on consumer buying behavior of Addis Ababa beer consumers. The study included four promotion tools, namely, under the crown prize; buy one get one free, price discount and free sample to see their effect on consumer buying behavior.

The result of this study also indicated that buy-one-get-one-free is significantly linked with consumer buying behavior. Similarly, previous studies support that buy-one-get-one-free is significantly linked with consumer buying behavior. Therefore, the more the product is obtained at no extra cost, the more likely that consumers are influenced to buy the product for test. It revealed that advertising instrument such as buy-one-get-one-free can appeal and persuade customer's favorable attitude towards products. Therefore, it can be concluded that buy-one-get-one-free is one of the essential elements persuading buying behavior of customers, particularly in the repurchase of new products. (Aurangzeb, 2014).

Price discount plays a major part in influencing consumer-buying behavior to purchase a product. Previous studies also indicate that price discounts play significant role in influencing consumer product trial behavior which indirectly attracts new consumer. (Blackwell, Miniard, & Engel, 2001). (Ndubisi & Moi, 2005) reported that price discount plays a significant role in influencing consumer product trial behavior. Price Discount plays significant role in brand switching, purchase acceleration, stock piling, product trial and spending more in the store S (Farrag, 2010).

Free sample plays significant roles in influencing consumer product trial behavior. This finding is consistent with (Onyango, 2014) free sample and other sales promotion strategies with a view of positively influencing the behavior of their customers towards purchasing of their products. Thompson (1998) stated that sales promotion consists of marketing activities that stimulate consumer purchasing and dealer effectiveness and includes free sample and various non-recurrent selling efforts used combined with other forms of promotion to emphasize, assist, supplement, or otherwise support the objectives of the promotional program.

Most beer consumers are influenced by under the crown prize, which means they can be influenced by the other promotional tool like buy one get one free, free sample and price discount, in general, sales promotion tool level of influence is high.

All independent variables have a positive correlation with consumer buying behavior as revealed from the Pearson's Correlation Coefficient except for under the crown prize. Under the crown prize has no relation or correlation with the dependent variable according to the findings of this study. The coefficients of the variables indicated that the variables have different magnitudes of correlation with the dependent variable. Accordingly, buy one get one free, price discount and free sample have strong correlation, while under the crown prize have no correlation with the dependent variable i.e. consumer buying behavior.

The finding of this study indicated that except for under the crown prize the other three measurements of promotion tools (buy one get one free, price discount and free sample) have a positive and significant impact on the consumer buying behavior, while under the crown prize has a positive but insignificant effect on the consumer buying behavior.

This finding implies that buy one get one free is the most important elements of sales promotion tool, since it highly influences consumer buying behavior. This means that, when beer customers are exposed to different types of sales promotion tools in different beer brands, that will be the reason to make purchase.

The regression standardized coefficients for the 3 independent variables, i.e. buy one get one free, price discount and free sample are 0.264, 0.221 and 0.254 respectively. Their significance levels are 0.000, 0.000 and 0.000 respectively. Which is less than 0.05. This indicates that the independent variable positively and significantly affects the dependent variable (consumers buying behavior). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with buy one get one free, price discount and free sample were accepted and one independent variable (under the crown prize) a positive coefficient but statistically insignificant, ($b=.003$, $p<.01$) these implies that under the crown prize does not have a significant impact on the consumer buying behavior on beer. So, the alternate hypothesis was rejected

Table 4-15 Summary of the Overall Outcome of the Research Hypothesis

Hypothesis	Analysis used	Sig	Results
H1: Under the crown prize has a positive impact on consumer buying behavior	Multiple regression	0.954	Not supported
H2: buy one get one free has a positive impact on consumer buying behavior	Multiple regression	0.000	Supported
H3:price discount has a positive impact on consumer buying behavior	Multiple regression	0.000	supported
H4: free sample has a positive impact on consumer buying behavior	Multiple regression	0.000	supported

Source: research's survey data, 2018

Since, Coefficient of the predictor variables are statistically significant at less than five percent, alternative hypothesis related with buy and get one free, price discount and free sample are supported and remaining one alternative hypothesis (which is related to under the crown prize) is not supported.

Therefore, this particular finding confirms the Hypothesis H2,H4&H3 that buy and get one free, free sample and price discount has a positive & significant effect on purchase decision and is accepted since the p-value <0.05 i.e. sig=.000. The null hypothesis was rejected.

Hypothesis H1: crown prize is very effective in inducing purchase decision was rejected since the p value > 0.05 i.e. sig.=0.954. According to table 4.15 above the hypotheses testing are summarized. The result also indicated that buy and get one free played the greatest significant role in influencing consumer-buying behavior of different beer consumers in Addis Ababa followed by free sample and price discount.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5 Introduction

The purpose of the study was to examine the impact of sales promotion tools on consumer buying behavior in case of beer consumers in Addis Ababa. In this chapter of the study, summary of findings, conclusion drawn, and recommendations of the study are stated. Limitation and direction for future researches is also included at the end of this chapter.

5.2 Summary of Major Findings

This study was design and carried out in order to identify the impact of sales promotion tools on consumer buying behavior on beer products in Addis Ababa. By Looking at the demographic profile of the respondents, the consumption beer of beer is highly differentiated. When looking into the gender profile of the respondents, beer consumption is dominated by the male gender group. Consumption of beer is differentiated between the two gender groups: Out of the 354 respondents, 29.1% were female while the rest (70.9 %) is dominated by male gender group. The second parameter of the demographic profile of respondents in this survey reveals that beer consumption is also concentrated within the youngster population between the ages of 21 to 30 years, closely followed by the adult age category of 31-45 and 45-60 year. Finally, above60 years of age constituted a smaller percentage of the total population.

When having a look into what the respondents replied on the questionnaires, although they gave a more or less positive feedback for sales promotion tool measurement except under the crown prize questions, relating to free sample and buy one get one free received the highest mean scores, while the lowest went to under the crown prize. These results imply that out of the four dimensions, free sample and buy one get one free have a high level acceptance by Addis Ababa beer consumers.

This study also tried to assess the consumption rate of the respondents. The results showed that the majority of the respondents consume beer 3 times a day, followed by those who consume 2-3 times a month.

All independent variables have a positive correlation with consumer buying behavior as revealed from the Pearson's Correlation Coefficient except for under the crown prize. Under the crown prize has no relation or correlation with dependent variable as per the findings of this study.

The multiple regression results show that except for under the crown prize the other three variables of promotional tools (buy one get one free, free sample and price discount) have a positive and significant effect on the consumer buying behavior, while under the crown prize has a positive but insignificant effect on the consumer buying behavior.

5.3 Conclusion

The general objective of this study is to examine the impact of sales promotion tools on consumer buying behavior of beer consumers in Addis Ababa. Accordingly, the study tried to test the relationship that exists between sales promotion dimensions and consumer buying behavior.

Sale promotion plays a vital role for the retailers in the marketing programs. Various promotional techniques are used by the marketers in order to offer customers an additional incentive to purchase their products and then promotion in typical means. This research supported by the research from (Cuizon, 2009) who stated that sales promotions are not only effective in attaining short-term sales as they are also more cost-effective compared to other integrated marketing communications tools such as advertising. The overall conclusion of this research is the positive customer's attitude towards diverse promotion tools. The study confirmed that consumers buying behavior can be influenced by various kinds promotion techniques such as buy-one-get-one free, free samples, price discounts, Furthermore, the structure offers new visions to understand that how different consumers respond to numerous promotion tools offered by marketers and their impacts on consumers buying behavior, which may be vital for marketers in order to use perfect promoting strategies and promotional tools to promote their products.

Three of the independent variables, buy one get one free, free sample, and price discount are positively related to the dependent variable which is consumer buying behavior. Buy one get one free, free sample and price discount are strongly correlated with the consumer buying behavior, whereas under the crown prize has no correlation with the dependent variable i.e. consumer buying behavior.

Finally, the regression result shows that, except for under the crown prize the other three independent variables positively and significantly affect the consumer buying behavior while under the crown prize have insignificant effect on the dependent variable (Consumer buying behavior).

5.4 Recommendations

The research results showed that there the influential dimensions of sales promotion tools on consumer buying behavior in Addis Ababa beer consumers. Therefore, the following recommendations were developed regarding the applicable promotion tools to find ways to give more favorable impressions on consumer buying behavior.

- Based on this results, it is well acknowledged that buy one get one free offers are the most effective tools in predicting consumers 'buying behavior, improving these tools is essential for the success of brewery companies and to get sustainable competitive advantages by influencing buying behavior, since buy one get one free has a significant positive impact on the buying behavior, managers of brewery companies have to put more effort to improve its buy one get one free offer.
- The study further found out that majority of the respondents were in agreement that free sample offer are the most effective tools to buy the product.

The marketing manager should increase the offer of free sample in order to create brand awareness on consumer's mind so they can engage in various post purchase actions with; becoming loyal to the brand, and changing the brand will become inconvenient for customer. Thus, the firm's sales promotion strategy should give more emphasis to free sample offer to achieve better and long-term positive influence on consumer behavior,

- The third effective is price discount; It is because customers believed that the prices of all products are cheaper than normal when offered sales promotion, also they felt they are getting a good deal, and therefore, they make a trial purchase decision when a price discount is offered.

The study thus recommends that the management of those different brewery companies should give strength on price discount, in order to make the competition tough and unique from each other, so price discount is one of the unique sales promotional tools so as to achieve a long term effect on increasing the firm's market share, improve sales volume, retain customers and reduce switching of customers.

The least effective is under the crown prize promotion, but it doesn't mean there is no significant relation. Therefore, the management of the companies should revise their marketing strategy by adding some unique features in order stimulate interest in consumer's buying behavior.

In conclusion, buy and get one free, free sample, and price discount presented appeared to be antecedents of buying behavior. Therefore, those brewery companies should note the three dimensions of sales promotion that are found to predict buying behavior and emphasize them in their marketing strategy.

5.5 Limitations and Directions for Further Studies

Every research has certain limitations therefore it is necessary to acknowledge them. There is limitation with regard to sample area and sampling technique used. The sampling was done only in Addis Ababa but in order to make the research more representative, samples should be collected at least from the major cities of the country.

As the convenience sampling was used, bias may exit. If the random sampling was used, it would contribute a higher credibility of the results. Moreover, since the majority of the respondents have medium income level and youngsters (21-30), generalization to other groups might not be applicable.

While the study relates to the factors that consumers perceive to be important considered in consumer buying behavior of beer products, it has only focused on sales promotion tools. As per

different researches in different times, so many other factors can enhance consumers buying behavior towards beer products. Of these, the most influential factors include Income, product quality, overall attitude of consumers, awareness of the product, reputation, convenience, trust on the product etc.

Moreover, the research is limited to brewery companies and only on beer products, Therefore the findings cannot be generalized to other industry and other products. Thus, the researcher suggests future researchers to undertake further studies on different company products or industries.

Gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion is recommended to uncover other variables that might have an impact.

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Annex-1

St. Mary University

Business administration Department

Survey on Evaluation of the impact of sales promotion tools on consumer Buying behavior.

Dear Respondent,

This questionnaire is designed to gather data for a research entitled: **Impact of sales promotional tools on consumer buying behavior in the case beer consumers in Addis Ababa**. The study is done for the partial fulfillment of the requirement for a Master's degree in Business Administration, St. Mary University. Your response is highly valuable and will be used for the academic purpose only. I assure you that your response will be kept confidential.

I kindly request you to fill the questionnaire, providing accurate and honest responses to ensure the quality of the outcome of the study.

Thank you for your valuable time and kind cooperation.

Part I: Personal Information

Please complete the following questions by ticking the appropriate box

1.Age	18-30 <input type="checkbox"/>	31-45 <input type="checkbox"/>	46-60 <input type="checkbox"/>	60+ <input type="checkbox"/>
2.Gender	Female <input type="checkbox"/>	Male <input type="checkbox"/>		
3.Monthly Income	3500birr Or less <input type="checkbox"/>	3501- 10,000birr <input type="checkbox"/>	10,001-25,000birr <input type="checkbox"/>	More than25,000 birr <input type="checkbox"/>

4. Do you regularly consume Beer?

A. Yes

B. No

2. If your answer for question No. 4 is 'Yes', How often do you consume beer?

A. Everyday

C. Once a week

B. 3 times a week

D. 2-3 times a month

E. Once a month

Part II: Sales Promotion and buying behavior.

Kindly select the option that best describes your level of agreement or disagreement by placing a (√) mark in the agreement-disagree boxes.

No.	Questions 2	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I Under the crown prize						
1	I am willing to switch brands if under the crown prize is offered by the competing brands.	(1)	(2)	(3)	(4)	(5)
2	I am more likely to make purchase if I know that there is under the crown prize	(1)	(2)	(3)	(4)	(5)
3	I am willing to spend more on purchase of a product to win under the crown prize.	(1)	(2)	(3)	(4)	(5)
II Buy one get one free						
1	I have favorite brands, but most of the time I buy a brand that offers buy and get one free.	(1)	(2)	(3)	(4)	(5)
2	I am more likely making purchase if I know that there is Buy and get one free.	(1)	(2)	(3)	(4)	(5)
3	I often spend more if I can receive a buy and get one free.	(1)	(2)	(3)	(4)	(5)
4	I usually buy the same brand even when I have a buy one get one free on the other brand	(1)	(2)	(3)	(4)	(5)
III Price discount						
1	When I buy a brand that has a discounted price, I feel I am getting a good buy.	(1)	(2)	(3)	(4)	(5)
2	Price discount has allowed me to buy another brand which I do not regularly buy.	(1)	(2)	(3)	(4)	(5)
3	I tend to buy more than usual when	(1)	(2)	(3)	(4)	(5)

	offered price discounts.					
4	Price discounts influences me to make unplanned purchase.	(1)	(2)	(3)	(4)	(5)
IV	Free samples					
1	Full-size and awesome samples influence my purchasing decision.	(1)	(2)	(3)	(4)	(5)
2	Free samples remind me the brand and compel me to purchase the product.	(1)	(2)	(3)	(4)	(5)
3	Free samples drive me to make impulse purchase.	(1)	(2)	(3)	(4)	(5)
4	I usually buy the same brand even when I have a free sample on the other brands.	(1)	(2)	(3)	(4)	(5)
5	Full-size and awesome samples influence my purchasing decision.	(1)	(2)	(3)	(4)	(5)
V	Buying Behavior					
1	I buy another brand which I do not regularly buy during sales promotion.	(1)	(2)	(3)	(4)	(5)
2	I instantly make purchase decision if there is any form of sales promotion.	(1)	(2)	(3)	(4)	(5)
3	I should spend more time deciding on the product and brands I buy.	(1)	(2)	(3)	(4)	(5)
4	Even if there is any form of sales promotion. I prefer to buy the best-selling beer brands.	(1)	(2)	(3)	(4)	(5)
5	Once I find a brand I like, I buy it regularly, no matter there is sales promotion.	(1)	(2)	(3)	(4)	(5)

Annex-2

**ቅድስትሜሪያም ዩኒቨርሲቲ የድህረምረቃ ጥናት በቢዝነስ አድሚኒስትሬሽን ፕሮግራም
በደንበኞች የሚሞላ መጠይቅ**

ውድ ምላሽ ሰጪ

በቢዝነስ አድሚኒስትሬሽን

እኔ ለማስተር ዲግሪ የሚያስፈልገውንምርምራ-በማድረግ ላይ እገኛለሁ። ከዚህ በመቀጠል የተዘጋጁት ጥያቄዎች በአጭር ጊዜ ማስታወቂያ ውጤታማነት በተለያዩ ቢራ ሽማግሌ ላይ የሚያመጣውን የግዢ ባህርይ ይመለከታል።

ስለዚህ የእርሶም አስተያየት በጣም ጠቃሚና የምንጠቀምበትም ለትምህርት ብቻ ነው። ስለትብብታችሁ ከልብ አመሰግናለሁ።

የግል መረጃ :ክፍል አንድ

1. እድሜ	18-30 <input type="checkbox"/>	31-45 <input type="checkbox"/>	46-60 <input type="checkbox"/>	60+ <input type="checkbox"/>
2. ልጅ	ሴት <input type="checkbox"/>	ወንድ <input type="checkbox"/>		
3. የወር ገቢ	<3500 <input type="checkbox"/>	3501-10000 <input type="checkbox"/>	10001-25000 <input type="checkbox"/>	25000+ <input type="checkbox"/>

4. ቢራ ትወዳለህ/ሽ?

- A. አዎ እወዳለሁ
- B. አይ አልወድም

5. በምን ያህል የጊዜ ልዩነት ቢራ ይገዛሉ?

- A. በየቀኑ
- B. በሳምንት 3 ቀን
- C. በሳምንት አንዴ
- D. በወር 2-3 ጊዜ
- E. በወር አንዴ

ክፍል 2

የአጭር ጊዜ የምርት ቅናሽ እና የመግዛት ውሳኔዎች

እባክዎን የእርስዎን ምርጫ የሆነውን የሚስማሙበትን ወይም የማይስማሙበትን ምልክት በማድረግ ሃሳብዎትን ይግለጹ

No	ጥያቄ	በፍጽም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
	የቆርኪ ስር ሽልማቶች					
1	የቆርኪ ስር ሽልማት-ከዚህ በፊት ገዝቼው የማላውቀውን የተወዳዳሪዎችን ምርቶች እንድትገዛ ያደርገኛል	(1)	(2)	(3)	(4)	(5)
2	የሌሎች ተፎካካሪ ምርት ቆርኪ ስር ሽልማት-መኖሩ የወደድኩትን ምርት እንድትቀይር ያደርገኛል	(1)	(2)	(3)	(4)	(5)
3	የቆርኪ ሽልማቶች ያላቸውን ምርቶች ለመጠቀም ተጨማሪ ወጪ ለማውጣት ፍቃደኛ ነኝ	(1)	(2)	(3)	(4)	(5)
	አንድ ምርት ሲገዛ አንድ ነፃ ለሚሰጡ					
1	የራሴ የምርት ምርጫ አለኝ ግን አንድ ለገዛ አንድ በነፃ ከሚያቀርቡልኝ ምርቶቻቸውን እገዛለሁ	(1)	(2)	(3)	(4)	(5)
2	አንድ ለገዛ አንድ በነፃ መኖሩን ካወቅኩ ግዢውን የመፈጸም እድሌ የበለጠ ይሆናል።	(1)	(2)	(3)	(4)	(5)
3	አንድ ምርት ለገዛ አንድ በነፃ የሚገኝ ከሆነ ምርቶቻቸውን በእጥፍ እገዛለሁ።	(1)	(2)	(3)	(4)	(5)
4	በሌሎች ተፎካካሪዎች አንድ ምርት ለገዛ አንድ በነፃ የሚገኝ ቢሆን እንኳን አንድ አንድ የምርት ስም እጠቀማለሁ	(1)	(2)	(3)	(4)	(5)
	የዋጋ ቅናሽ					
1	ቅናሽ የተደረገበት ምርትን በምገዛበት ጊዜ ጥሩ ግዥ እንዳደረግኩ ይሰማኛል	(1)	(2)	(3)	(4)	(5)
2	በተደጋጋሚ ተጠቅሜ	(1)	(2)	(3)	(4)	(5)

	የማላውቀውን ምርት የዋጋ ቅናሽ ካለው እንድገዛ ያደርገኛል					
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3	የዋጋ ቅናሽ ካገኘሁ ከወትሮ በተለየ መልኩ ተጨማሪ እገዛለው	(1)	(2)	(3)	(4)	(5)
4	የዋጋ ቅናሽ ያልታሰበ ግዥ እንድፈጽም ተጽዕኖ ያደርግብኛል	(1)	(2)	(3)	(4)	(5)
	ነፃ ናሙናዎች					
1	ሙሉ መጠን ያላቸው እና የሚያምሩ ናሙናዎች በኔ የመግዛት ውሳኔ ላይ ተጽዕኖ ያሳድራል	(1)	(2)	(3)	(4)	(5)
2	ነፃ ናሙናዎች የምርት ስሙ እንዳስታውሰው እንዲሁም ምርቱን እንድገዛው ያሳምነኛል	(1)	(2)	(3)	(4)	(5)
3	ነፃ ናሙናዎች በሚኖሩ ጊዜ ግዥ የመፈጸም ግፊት ያሳድርብኛል	(1)	(2)	(3)	(4)	(5)
4	በሌሎች ምርቶች ነፃ ናሙና እድል ቢኖርም እንኳን የለመድኩትን አንድ አይነት የምርት ስም እጠቀማለሁ	(1)	(2)	(3)	(4)	(5)
	የግዥ ባህሪ					
1	በአጭር ጊዜ የሽያጭ ማስታወቂያ ምክንያት ከዚህ በፊት ገዢዎች የማላውቃቸውን የተወዳዳሪዎችን ምርቶችን እገዛለሁ	(1)	(2)	(3)	(4)	(5)
2	ማንኛውም አይነት የአጭር ጊዜ የሽያጭ ማስታወቂያ ካለ ወዲያውኑ የግዥ ውሳኔ አደርጋለሁ	(1)	(2)	(3)	(4)	(5)
3	የምገዛቸውን ምርት እና የምርት ስም መወሰንን በተመለከተ ተጨማሪ ጊዜ ልሰጥ እችላለሁ	(1)	(2)	(3)	(4)	(5)
4	ምንም አይነት የሽያጭ ማስታወቂያ ቢኖርም በጣም ጥሩ ሽያጭ ያላቸውን የቢራ ምርቶች መግዛት እመርጣለሁ	(1)	(2)	(3)	(4)	(5)
5	ምንም እንኳን ለአጭር ጊዜ የሽያጭ ማስታወቂያ ቢኖርም አንዴ የምወደውን የምርት ስም ካገኘሁ በመደበኛነት እገዛለሁ	(1)	(2)	(3)	(4)	(5)

