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ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

**AN ASSESSMENT ON THE INFLUENCE OF SALES PROMOTION ON
CONSUMERS BUYING BEHAVIOR IN THE CASE OF WALIA BEER.**

BY

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JUNE 2019

SMU

ADDIS ABABA, ETHIOPIA

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REQUIREMENTS FOR THE DEGREE OF MASTER OF MARKETING
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APPROVED BY THE COMMITTEE OF EXAMINERS

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Internal Examiner

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External Examiner

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DECLARATION

I hereby declare that this study entitled “An assessment on the Influence of sales promotion on consumers buying behavior: the case of walia beer” is my original work prepared under the guidance of my advisor Yibeltal Nigussie (Assistant Professor). This paper is submitted in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

Hiwot Mekonnen

Signature: _____

Date _____

LETTER OF CERTIFICATION

This is to certify that Hiwot Mekonnen carried out her study on the topic entitled “*An Assessment on the Influence of sales promotion on consumers buying behavior: the case of walia beer*”. This work is original in nature and suitable for submission for the award of the Master’s Degree in Marketing Management.

Yibeltal Nigussie (Assistant Professor)

Signature and Date

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ABSTRACT

The objective of this study was to assess the Influence of sales promotion on consumers buying behavior in the case of Walia Beer. It focuses on the four sales promotional tools because these tools are the most frequent sales promotional tools used by the company. These are Buy and Get one free, Price discount, Point of sale material and under the crown prize. Quantitative approach was used in this study. A non-probability convenience sampling was adopted. A Total of 208 questionnaires were distributed and a sample of 170 from four sub cities of Addis Ababa was studied by applying descriptive and explanatory research design. Both primary and secondary sources of data collection methods were used and data's were collected by using structured questionnaire and analyzed by using both descriptive and inferential analysis (Correlation and Regression). The results of the study revealed that Point of sale materials, price discount and buy one and get one free are the most dominant sales promotions in consumer's decision making. On the other hand in consumers decision making the outcome indicates that their decision to purchase is based on the sales promotion that is offered by the company. Based on these results, the researcher suggests that it is essential for Heineken Company to pay more attention in increasing their sales promotional activities practice specifically on Point of sale materials, Price discount, and buy one get one free since the study results showed strength in this activities. And also the company must focus on what kind of sales promotions it will offer to consumers because most consumers give attention to the company's offers. Finally the results of this study would help the Company in selecting the types of sales promotions that greatly influence the consumer's decision. Therefore, this could help them become more profitable and competitive.

Keywords: Sales promotion, point of sale materials, price discounts and under the crown promotion, Consumer Buying Behavior

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Currently Brewery companies in particular apply different advertising strategies and sales promotion 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). 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 (Kay, 2003). Different theories and conceptual frame works determines that sales promotion strategies have significant positive influence on the consumer behavior (Onyango, 2014).

Sales promotion is 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 (Kolter & Armstrong, 2010).

In today's competitive global market, the role of marketing has been signified from time to time. Business ventures and product developments put larger portion of their annual budget for sales promotion and advertisement. Studies indicate clearly in global area especially after 1960s the emphasis has been given for sales promotion (Shahriar et al., 2011). 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. (Low and Mohr 2000). They allocate around 75 percent of their marketing communication budget to sales promotion (Hellman, 2005). Brewery industry in Ethiopia is growing fast in recent year with increased urbanization, population growth, rising incomes (Access capital, 2010). Ethiopia's beer companies are currently involved in some sort of Sales Promotion activities. The purpose of this study was to assess the influences of sales promotion on consumer's buying behavior in brewery industry (Waliya Beer).

Background of the Organization

Heineken is an international company and is one of the leading brewers worldwide with a large international presence. The company is prominent with over 200 varieties of beer along with its ownership of 140 breweries and distributors in over 70 countries. The headquarters of Heineken is located in Amsterdam. The company operates and distributes in five main geographical areas. These include Western Europe, Central and Eastern Europe, Africa and the Middle East. Heineken Breweries S.C Ethiopia is a manufacturer of seven brands which are; Walia, Bedele, Bedele Special, Harar, Sofi Malt and Heineken. The headquarter is located in Addis Ababa, Ethiopia. Ethiopia has become a key location for Heineken as a developing and growing market (www.africanbusinessreview.com). There are three breweries under Heineken Kilinto Brewery S.C, Harar Brewery S.C and Bedele Brewery S.C. Kilinto Brewery S.C is located in the Outskirts of Addis Ababa in Kilinto. It started operations in July 2014. It is a home to the Waliabrand but also produces other brands. Harar Brewery S.C is located in the city of Harar in Harari region. The brewery started operation in 1984. It's known for producing brand like Harar, Hakim Stout, and Sofi Malt. Bedele Brewery S.C is located in Bedele town, it started operations in 1993. The brewery produces Bedele and Bedele Special brands (www.theheinekencompny.com).

Heineken company has been practicing various Promotional activities like TV, Radio Advertising Billboards and sales promotion campaigns for promoting its Walia beer brand such as free sampling, special event sponsorship (sponsorship on music concert and bazaar/festival), under the crown prizes (prizes like free drinks, trip to Seychelles to support the national team, car, etc.), price discount, point of sale materials promotion (light box, branded refrigerator, Outside signs on bars and restaurants, etc.) and buy and get one free. The sales of alcoholic drinks have of late, witnessed an overwhelming explosion and alcoholic producing firms are enjoying field days. (www.theheinekencompny.com)

1.2 STATEMENT OF PROBLEM

Sales promotion is one of the key factors that marketers have used in the past, at present and in the future to meet the changing needs of the customer and the market. Markets also depend heavily on marketing campaigns that consist of various incentives, mostly short term designed to stimulate quicker or greater purchase of particular goods or services. Sales promotion is one of those incentives which has influenced customer to make instant buying decision than to wait later (Kotler, 2003). Brewery industry is an emerging and growing business in Ethiopia's economy. Jose', Ocampao (2013) indicated that the beer consumption rate has been increasing from time to time. In line to this, it becomes common to see and hear different sales promotion strategies and advertisement of Brewery companies in Ethiopia. The newly built industries have extensively involved in sales promotion activities such as prize car to customer; free gift; reduction in cost of beer during happy hours; buy and get one free and more strategies (Access capital, 2010).

For instance, on September 2016, Heineken Breweries Share Company launched an under the crown promotion (Lottery scheme) for promoting Walia beer, where by winners were awarded vehicle, Mobile apparatus, Television and free drinks (www.theheinekencompany.com). The company spent in millions of money for sales promotion campaigns, despite the cost associated with sales promotion; the influence of each sales promotion in influencing the buying behavior of the consumers is not well examined. As the researcher observed sales promotional campaigns may influence consumers buying behavior but which of these sales promotional tools influence the buying behavior of consumers the most is not well examined. This study was assessed in order to find out which of these sales promotional tools mostly influences the buying behavior of consumers. Therefore, the researcher selected four sales promotional tools to assess their influence in consumers buying behavior which are under the crown prizes, price discount, point of sale materials and buy and get one free, as these are the most common ones which the company uses frequently (www.theheinekencompany.com). Therefore, this paper is provided to assess which sales promotion practiced by Walia beer is effective and influences the buying behavior of the consumer's. Such a study is hopefully expected to help the company to achieve its overall marketing and sales promotional activities.

1.3 BASIC RESEARCH QUESTIONS

The research questions were:

1. How do buy and get one free influence the buying behavior of walia beer consumers?
2. How do price discount affect the buying behavior of consumers of walia beer?
3. What is the usefulness of under the crown prizes on buying behavior of walia beer consumers?
4. What is the effectiveness of point of sale materials promotion on the buying behavior walia beer consumers?

1.4 OBJECTIVES OF THE STUDY

1.4.1 General Objective of the study

The main objective of the study was to assess the Influence of sales promotion on buying behavior of consumers in the case of Walia Beer.

1.4.2 Specific Objectives:

The Specific objective was:

- To assess how buy and get one free influence the buying behavior of consumers
- To investigate the effectiveness of price discount on the buying behavior of consumers.
- To identify the usefulness of under the crown prizes on the buying behavior of consumers.
- To study the effectiveness of point of sale materials promotion on the buying behavior of consumers.

1.5 SCOPE OF THE STUDY

This study was examined on the influence of sales promotion on consumer's buying behavior in the case of Walia beer. For this purpose, the researcher took four promotional tools practiced by the company which can influence the consumers buying behavior. These tools are under the crown prizes, price discount, Point of sale materials promotion and buy and get one free. This study used quantitative approach to address the main interest of the study. The data collection focused on individual beer consumers found in Addis Ababa City Administration.

1.6 SIGNIFICANCE OF THE STUDY

Theoretically, the study can serve as an input on which future studies can be built. On the Practical side, the results of this study would help marketers of Heineken Company to know the types of sales promotion that greatly influence the buying behavior of their customers; 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.

1.7 ORGANIZATION OF THE STUDY

The study was organized in five chapters: In the first chapter, an introduction which includes: back ground of the study, statement of the problem, basic research questions, objective of the study, significance of the study, scope of the study. Chapter two focused on existing literatures which have theoretical, Empirical and conceptual framework. The Third chapter has the methodology of the study which includes research design, research methods and collection instruments and data analysis of the study. Chapter four includes analysis of study and its interpretations. Chapter five has conclusion and recommendations

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter reviews the concepts and theories relevant to sales promotion. The context in which sales promotions are developed and the previous studies that focused on this field is briefly discussed in this section. The literature review consists of theoretical review, Empirical review and conceptual framework.

2. Introduction

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. Kotler & Keller (2006) Another simpler definition is presented as marketing includes anticipating demand, managing demand, and satisfying demand (Evans & Berman, 1997). Marketing could also be defined in a few words with mutually satisfying exchange relationships (Baker, 2006).

The marketing mix is defined as 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 & Armstrong, 2006).

2.1. Theoretical Review of the Study

2.1.1 Promotion

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

Promotion is one of the key factors in the marketing mix and has a key role in market success. It is used to ensure that consumers are aware of the products that the organization is offering. The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Ansari, 2011). The channels to be used are; advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Rowely, 1998). One of most important of channels is sales promotion.

2.1.2. Sales promotion

Belch and Belch (1996) defined sales promotions as direct encouragements provide an additional stimulant for the products to be sold or distributed in a short period of time. Kotler (2003) defined sales promotion as any activity which obtained by the producers usually short term designed to encourage quicker or greater amount trade retailer or wholesaler as well as influence individual to buy the product. According to John and William (1986) sales promotional marketing activities considered to be more efficient than advertising publicity and personal selling. In addition to that other researchers considered sales promotion as a direct inducement, proposing special added value for goods to target salesperson, customers or resellers (William and Ferrell, 1987; Gardener and Treved, 1998). According to Joncos (1990) sales promotion is an effective way of competitive retaliation rather than marketing activities. Mercer (2002) defined 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.. According to Perreault, Cannon & McCarthy

(2008) and Shimp(2003) sales promotion defined as a communicating information within two parties, seller and potential buyers, which is obtained to effect customer's decisions.

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 and 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 (Walters and Mackenzie, 1988). Additionally, Martinez and Montaner (2006) 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. The term sales promotion refers to several types of selling incentives and methods concave to yield immediate sales effects (Totten & Block, 1994).

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).

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 (PChandon et al., 2000).

A large body of literature has examined consumer response to sales promotions, most notably coupons (Sawyer & Dickson, 1984), despite this; important gaps remain to be studied. It is generally agreed that sales promotions are difficult to standardize because of legal, economic, and cultural differences (Ellen R. Foxman et al.1988); (Kashani & Quelch, 1990); (Huff & Alden, 1998) Multinational firms should therefore understand how consumer response to sales promotions differs between countries or states or province.

According to (Blattberg & Neslin, 1990) sales promotion is a key ingredient in marketing campaigns which consist of collection of incentive tools to stimulate quicker or greater purchase of particular products by the consumers. As suggested by the previous studies, price discounts directly reduces the price that consumers would have paid for the product. But in a free gift promotion, the value of the promotion (free gift) could be equivalent to a discount; yet, it does not reduce the price of the Product itself at the focal product purchase and therefore is perceived as a little gain by the customers (Diamond and Johnson, 1990).

Though the majority of promotion involves financial saving, some promotions could be non-financial. One kind of non-financial promotion frequently used by retailers nowadays is offering customers a free gift as an alternative of a price discount. Though researchers argue that non price promotions such as free gifts are perceived as a little achievement when compared to price discounts, retailers continue to use this promotion tool to attract the customers (Diamond and Johnson, 1990).

2.1.3 Sales promotion tools on beer industry

➤ Buy and get one free

Buy and 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 be influenced to purchase the product because there is no condition of any additional price and it should be more valued by the customer to perceived (Sinha & Smith, 2000).

Gardener and Trivedi (1998) have written that larger size of package and proper advertising of the product help to make the promotion more attractive. When the extra product is without any additional price, the customer could convinced to purchase the product if the consumers has sense that their money can be kept with this deal. The bonus packages inspire the consumers to purchase the product (Percy, Rossiter & Elliott, 2001). The bonus packs liked by producers or manufacturers because it should increase the product trial, switching a product and forcing stores to stock product. According to Li, Sun and Wang (2007) this technique of promotion would be very useful to manufacturer because it should help the retailers to clear the stock more hastily as contrast price promotion.

➤ Price Discount

Price is one of the key elements of marketing mix as it produces revenues and fixing the price is one of the most important yet most sensitive aspects of marketing. In almost every market around the globe price still means the point at which buyer and seller are finally in agreement.

Manufacturer, retailers in present day business often create non-price points of difference such as product quality, brand image, packaging and service against their competitors. However intense competition in the marketplace and with growing ability of competitors to resemble each aspect of non-price points as discussed has made it difficult for marketers to win the confidence of customers. As a result, many businesses, retailers and manufactures today uses price based discount to influence the purchasing behavior of the customers (Ndubisi & Chew, 2006). Price discount offers 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).According to Blackwell, Miniard and Engel (2001), price

Discounts played significant roles in influencing consumer product trial behavior by which indirectly attract new consumer. Ndubisi (2005) reported that price discount plays significant roles 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 (Farrag, 2010). Also, Shi and Prendergast (2004) reports that price discount induces purchase acceleration, spending more and stockpiling among customers. Osman, Chan YinFah, and Foon (2011) described that “price discounts play significant roles in influencing consumers purchase trial behavior and increase short term sale”. According to Manish Mittal and Poojae Sethi (2011) price discounts are found to be more effective in inducing stock piling, and purchase acceleration, moderate in brand switching, and new product trial in that order, but are not effective enough to induce people to spend more.

➤ **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 et al., 2006) argue that retailer promotions address customers at point of sale; meaning that communication regarding the product or services is best conveyed to the customers at the place and time where most of the purchasing decision is made. Retailers ‘promotion address consumers most at the point of sale therefore, communication regarding promotion best reaches consumers at place and time where most purchasing decision is made, thus increase of promotions at the point of sale drives customer to make decision there (Narasimhan, Neslin & SK, 1996).

Point of sale display promotions are designed to build traffic, advertise a product, or induce impulse purchases and include display racks, counter pieces, in store promotions and self-cartons (Ferrell & Hartline, 2008). (Dawes, 2004) points out that volume gains arising from price promotion are larger if price promotion is advertised in point of sale or advertising. Similarly (Kendrick, 1998) also mentioned that sales promotion tends to work best when it is applied to impulse items whose features can be judged at the point of purchase, rather than more complex, expensive items that might require hands on learning. Gift giving is used to increase sales, enhance brand, create awareness, and increase customer loyalty (Kendrick, 1998).

2.1.4 Influence of Sales Promotion

Result of sales promotion can either be long term or short term effects and it could also influence the store choice, category choice, consumption rate, stockpiling and even new product trial of consumers. Short term effects occur during the time of promotion and long term an effect, which involves behavior after the promotion, has taken place (Gedenk et al., 2006). The indication of a short-term consequence appears to be well recognized in a literature. It is suggested that sales promotion can build brand awareness and persuade trial, influence sales, expand target market and provide opportunity to be a market leader (Pham et al., 2001). Sales promotions are usually unbeaten in encouraging customers to make a prompt purchase while it is offered. Nevertheless, the strength of promotion also lies in its suppleness to promptly respond to competitor attacks (Luxton, 2001). Sales may increase during promotion as it can attract customers from other stores and it may induce them to switch brands and influence them to buy from the promoted category rather than another category, it can also induce customer who do not use the product to buy the product because of the promotion. Despite these benefits, the question remains whether these effects are made at the expense of the long term impact that sales promotion may have on companies. Sawyer and Dickson (1984) proved that there is evidence pointing towards sales promotion having a negative effect on brands, especially in relation to advertising. It is argued that sales promotion does not have any brand-building impact and could lead to diminishing effects for the brand, particularly well-established ones.

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

2.1.5 Influence of sales promotion on consumer buying behavior

According to Davidson et al (1984), buying behavior may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customer's mind and not in the mind of the seller. A product is not purchased for its own sake but for its ability to satisfy a need. The use of some of these promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox & Britain, 2000). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Sales promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Ngolanya et al., 2006).

Adcock et al, (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples. The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behavior or decision (Ngolanya, et al, 2006). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase (Kotler et al, 2003). The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing consumers with samples of the products for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya., et al., 2006). According to them, the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton et al, 1994).

2.2 Empirical Review

Berkowitz et al (1994) suggested that, at the alternative evaluation and the buying behavior stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers. 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 (Gilbert & Jackaria, 2002).

Price discount is a temporary reduction of the list price of the product. The major strategic goal of a price discount is to discriminate between informed and uninformed consumers, or between loyal and switchers. Studies show that price discounts are particularly effective in inducing purchase acceleration and product trial (Gilbert & Jackaria, 2002). According to Blackwell et al (2001), price discounts play a consumer product if significant influence behavior indirectly attracts a new customer. Point of sale display is a way of showing product and offerings through in store display such as menu boards, POPs and brochures. (Gedenk et al., 2006) argue that retailer promotions address customers at point of sale; meaning that communication regarding the product or services is best conveyed to the customers at the place and time where most of the purchasing decision is made. Retailers, promotion address consumers most at the point of sale therefore, communication regarding promotion best reaches consumers at place and time where most purchasing decision is made. (Gedenk et al., 2006) thus, increase of promotions at the point of sale drives customer to make decision there (Narasimhan et al., 1996).

Similarly, previous studies support that in store display sharpness has the greatest effect on product trial when compared to other sales promotional tools (Kendrick, 1998). Eye catching in store displays are essential to achieve maximum sales from product trial. Numerous studies have been conducted to examine the responses of consumer to sales promotion. Berkowitz et al (1994) proposed that, in purchasing process, at the recognition and the information search stage, the sales promotional tool that is most effective tool because it helps to influence consumers buying behavior.

2.3. Conceptual Framework

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) According to Shrestha (2015), sales promotion through price discount is associated with the product trial with great popularity among consumers. Point of sale materials promotion is widely used to introduce new products or new brands, and can influence the buying behavior of consumers towards a new product by offering product information and experience (Ram & Sheth, 1989). According to Gilbert and Jackaria (2002), buy and get one free promotions may be offered to shoppers at the regular price, thus adding value to the product and induce their purchase. As consumers are getting additional amount of the product as free, they may be persuaded to buy it.

The figure below shows the relationship between dependent and independent variables of this research. It shows that consumers buying behavior making is a dependent variable as it depends upon the various sales promotion tools (under the crown price, price discount, Buy and Get one free and point of sale materials). On the other hand under the crown price, price discount, Buy and Get one free and point of sale materials are independent variables.

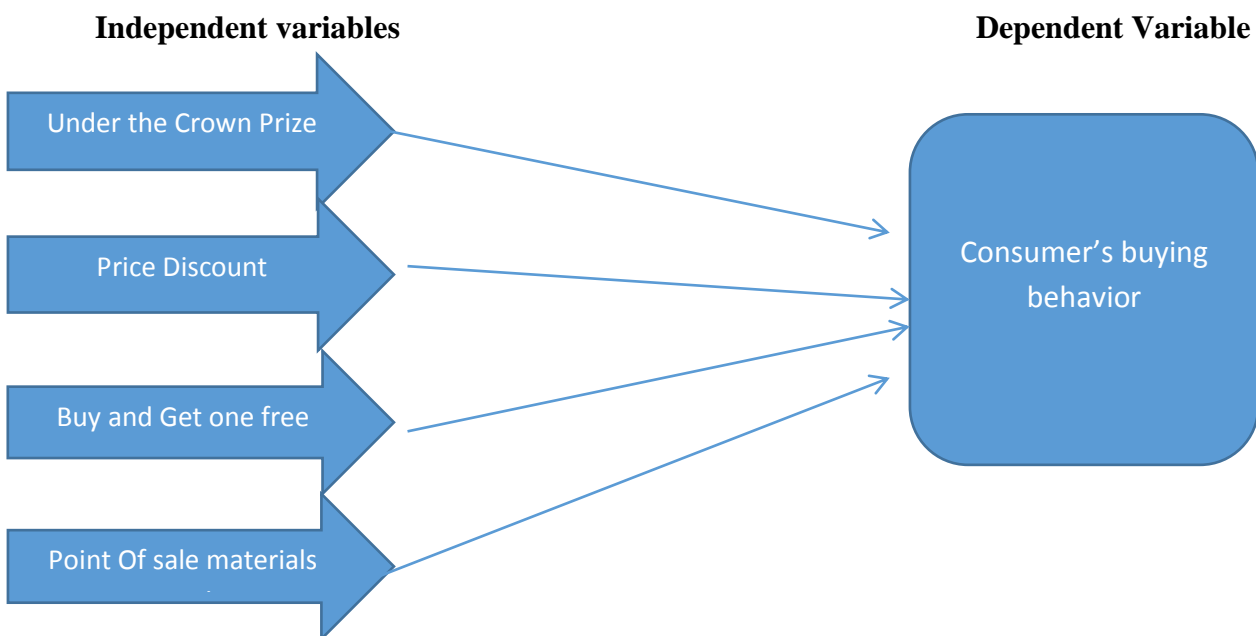


Figure 2 Conceptual framework; Source: by the researcher (2019)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Method

Research method refers to techniques researcher use in performing research operations (Kothari, 1990). Quantitative research is a study that makes use of statistical analysis to obtain findings. Its key features include systematic and formal measurement of phenomena and the use of statistics (Geoffrey, 2005) in this research, deductive approaches was used because there are available literatures that describe relationship sales promotion and consumer's decisionthis helps the researcher to develop easier way based on the solid theoretical backgrounds.. The researcher determines that the most appropriate method for this research was a quantitative research. Quantitative approaches were used to collect and analyze the data collected from respondents through structured questionnaire and also to examine the relationship between the study variables

3.2 Research Design

The purpose of the research design, as stated by Burns and Grove (2001) is to achieve greater control of the study in examining the research problem. The researcher used descriptive and explanatory research design with which it helps to describe and explain the four sales promotions and the influence of these sales promotions on the consumer's decision making.

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

3.3 Population and sampling

3.3.1 Population

All individuals of interest to the researcher are called population (Alan & Kaufman, 2005). Population was also defined as the entire collection of individual from which the researcher collects data. It is the entire group that the researcher is interested in (Jackson, 2008). The target population in this research was all the consumers of Walia beer residing in Addis Ababa.

3.3.2. Sampling

Addis Ababa has ten sub cities which are Addis Ketema, Akaki, Arada, Bole, Chirkos, Gulele, Kolfe, Lideta, Nefasilk, and Yeka, out of this ten sub cities four are selected by using lottery method which means all the items of the population are numbered on separate slips of paper of same size and they are folded and mixed up in a container. The required numbers of slips are selected at random for the desire sample size. Since, it's impossible to cover all the sub cities this method was used .Kolfe, Bole, Lideta and Nefasilk were selected for the research. And due to time and money constraints the researcher selected randomly 3 bars and restaurants from each sub city, which means totally 12 bars and restaurants which were considered as having high customer flow and which were manageable for the researcher..

Since the population size cannot be precisely known the researcher used the following formula. So to find out the sample size when the population is unknown is determined with the use of Top man formula as presented below (Hair et al., 2005).

$$n = \frac{Z^2 pq}{E^2}$$

Where;

n= required sample size

Z = Degree of confidence

P= probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.06)

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.06)^2} = \frac{3.8416(0.25)}{0.0036} = \frac{266.777}{0.0036} \approx 267$$

Therefore, the sample size is n=267

Table 3.3.2 Sample size of respondents

no	Sub City	No of bars and restaurant from selected sub city	Number of distributed questionnaires to each sub city
1	Kolfe	3	66
2	Bole	3	67
3	Lideta	3	66
4	Nefassilk	3	68
Total			267

3.3.3 Sampling Technique

Sampling is the selection of fraction of total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasuruman, 2004). In this study a non-probability convenience sampling were adopted, where only customers who happen to come to the bar & restaurant with in the surveying period were selected.

3.4. Source of Data Collection

The study used both primary and secondary sources of data collection. In order to realize the target, the study used well designed questionnaire as best instrument. This would be completed by respondents (consumers of waliya beer) that were willingly filled and return the questionnaire. Secondary data will be collected from written articles, documents such as journals, books, magazine, websites, reports and newsletters will be reviewed to make the study.

3.5. Data collection instrument

Closed/ structured questions method of data collection is quite popular, particularly in case of big enquiries (Kothari, 2004). In this research survey, a close ended questionnaire was developed for self-completion by respondents. The population of this research were scattered over a wide geographical area, and questionnaire was considered as the most feasible tool to reach them in the given time period. Therefore, the use of questionnaire was comparatively convenient and inexpensive in contrast to other tools. The questionnaire comprises of 25 items. It is divided into 2 parts. The first part consists of 5 general questions and perception related questions such as personal background, demographics, Education status, perception to Walia beer and regularity of consumption of the respondents whereas the second part consists of the 20 which are about the four sales promotions (Under the crown prize, Price discount, Buy and Get one free, point of sale material promotion) and consumers decision making. All the scale items will be based on a five point Likert scale ranging from 1 (being strongly disagree) to 5 (being strongly agree) (Malhotra et al.,2007).

3.6. Data Analysis Methods

The Statistical Package for Social Science (SPSS) were used to analyze the data obtained from primary sources. Data analysis consists of examining; categorizing, tabulating, or otherwise recombining the evidence to address the initial propositions of a study (Malhotra et al., 2007).The study used descriptive statistics along with inferential analysis. In line with research objectives specifically percentages, mean scores and standard deviation were computed for describing the profile of respondents and scale item. Correlation and multiple regression analysis were used to examine the relationship and influence of independent variables (under the crown prizes, price discount, Point of sale materials promotion and buy and get one free) on the dependent variable (Consumer behavior)

3.7. Validity and Reliability of the study

3.7.1 Validity: is an assessment of the sufficiency and appropriateness of interpretations and usage of assessment results. It is considered as the similarity between the test performance and the criterion performance Seif (2006). Validity is concerned with whether the findings are really about what they appear to be about. So, a number of different steps were taken to ensure the validity of the study. The first pretest was given after the draft questionnaire was written in order to eliminate the possible mistakes; the second test was given after the questionnaire was finalized. It has been distributed to Walia beer consumers and the relate Marketing experts to mark out the flaws in the questionnaire. Then the questionnaire was finally revised based on the field feedback collected from experts in the field.

3.7.2 Reliability : is the central concern to social scientists because the measuring instruments contains variable errors, that is errors that appear inconsistently from observation during any one measurement attempt or that vary each time a given unit is measured by the same instrument. According to Zikmund (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha scores of .935 which is considered adequate to determine reliability.

3.8 Research ethics

According to (Bhattacharjee, 2012) research ethics includes voluntary participation and harmlessness, informed consent, anonymity and confidentiality and researchers obligation in disclosure. Based on this, all ethical considerations listed above applied throughout the research process. The questionnaire was not exposed to any other person other than the principal investigator and all the study subjects assured that their response are kept confidential.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter, the data collected through survey are analyzed using statistical tool of SPSS Version 20. First, the survey overall response used are discussed followed by discussion on the respondent's profile, and perception of the respondents on different variables using descriptive statistical tools.

4.2 Samples and response rate

The sample size for this research was 267. From the total 267 questionnaires distributed, 221 were returned, of which 28 questionnaires were found incomplete and rejected from the analysis and 23 questionnaires were not returned. Therefore, the researcher took 170 questionnaires for analysis.

Table 4.2.1: Overall Response

Sample	Number
Number of questionnaires Distributed	267
Returned questionnaires	221
Incomplete questionnaires	28
Not returned questionnaires	23
Total used questionnaires	170

4.3 Demographic profile of respondents

4.3.1 Gender of respondents

Table 4.3.1 Gender of respondents

Gender	Frequency	Percent
Male	120	70.6
Female	50	29.4
Total	170	100.0

Source: survey result (2019)

Table 4.3.1 illustrates the frequency and percentage distribution of gender of the Respondents; Out of 170 respondents surveyed in this research; 70.6% were Male respondents and 29.4% were Female respondents. In summary, the majority of the respondents were males within the age group..

4.3.2. Age of respondents

Table 4.3.2. Age of respondents

Age	Frequency	Percent
18-24	23	13.5
25-35	41	24.1
36-45	68	40.0
46-55	20	11.8
56 and above	18	10.6
Total	170	100.0

Source: survey result (2019)

Table 4.3.2 illustrates the frequency and percentage distribution of age of the respondents of this research. The age group was categorized into 5 groups. The largest group of respondents falls into the age group of 36-45 years; it represents 40% of the total sample. Secondly, the respondents aged 25-35 years represent 24.1% of the total sample. Next, respondents aged 18 – 24 years represent 13.5% of the total sample. Then 46-55 years follows with 11.8% finally, respondents aged 56 years and above represents 10.6% of the total sample. This implies that most of the consumers are adults that are 36-45 years.

4.3.3. Education Status

Table 4.3.3. Education Status

Education Status	Frequency	Percent	Cumulative Percent
Basic Education	20	11.8	11.8
Professional Certificate	44	25.9	37.6
College diploma	43	25.3	62.9
First degree	49	28.8	91.8
above 1st degree	14	8.2	100.0
Total	170	100.0	

Source: survey result (2019)

Table 4.3.3. Illustrates the frequency and percentage distribution of Education of the respondents of this research. The Education group was categorized into 5 groups. The largest group of respondent's falls into the education group was First Degree which was 28.8%. Secondly, the respondents have professional certificate which was 25.9%. And then it follows college diploma which was 25.3%. Fourthly, consumers who have basic education are 11.8%. Lastly, 8.2% of the consumers have above 1st degree. In summary, the majority of the respondents were having first degree.

4.4 Descriptive analysis of Consumption

Table 4. 4.1. Descriptive analysis of Consumption

Consumption	Frequency	Percent
yes	122	71.8
no	48	28.2
Total	170	100.0

Source: survey result (2019)

Table 4.4.1 illustrates the frequency and percentage of respondents who consumed Walia beer. Out of 170 respondents surveyed in this research, 71.8% consumed Walia beer and 28.2% respondents don't consume Walia beer. This implies that most of the respondents consume Walia beer.

4.5 Descriptive analysis of frequency of consumption of Walia beer

Table 4.5.1 Descriptive analysis of frequency of consumption

Consumption Frequency	Frequency	Percent	Cumulative Percent
Everyday	26	15.3	15.3
Once a week	48	28.2	43.5
3 times a week	65	38.2	81.8
2-3 times a month	20	11.8	93.5
Once a month	11	6.5	100.0
Total	170	100.0	

Source: survey result (2019)

Table 4.5.1 illustrates the frequency and percentage distribution of respondents who buy Walia beer. Out of 170 respondents surveyed in this research, 38.2% buys Walia beer 3 times a week; 28.2% buys Walia beer once a week, 15.3% of respondents buys Walia beer every day, 11.8% of the respondents buys Walia beer 2-3 times a month and finally 6.5% of the respondents buys Walia beer once a month. This implies that most of the respondents use walia beer 3 times a week.

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

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

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

5

$$\frac{5-1}{5} = 0.80$$

5

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

Interval of Means

1.00 – 1.80

1.81 – 2.60

2.61 – 3.40

3.41 – 4.20

4.21 – 5.00

Perception

Strongly Disagree

Disagree

Neutral

Agree

Strongly Agree

4.6.1. Perception towards Buy and get one free

Table 4.6.1. Perception towards Buy and get one free

Buy and Get one free	Mean	Std. Deviation
I tend to make a purchase if I know that there is Buy one and get one free.	3.55	.991
I frequently spend more if I can receive a buy and get one free	3.54	.973
Even if I have favorite brands, most of the time I buy a brand that Offers buy and get one free.	3.51	1.131
Overall mean perception towards Buy and Get one free	3.53	1.032

Source: survey result (2019)

Table 4.6.1 Shows the respondent's perception towards Buy and gets one free. Respondents agree that they tend to make a purchase if they know that there was buy and get one free with mean score of 3.55. In addition, respondents also agree that they frequently spend more if they can receive a buy and get one free with a mean score of 3.54. Finally Respondents agree that, even if they have favorite brands they most likely make a purchase if they know that there was buy and get one free with a mean score of 3.51. This implies that overall mean towards Buy and Get one free was 3.53 indicating that the majority of respondents are towards agree level agreement with the statements specified in the study.

4.6.2 Descriptive Statistics towards Price discount

Table 4.6.2 Descriptive Statistics towards Price discount

Price Discount	Mean	Std. Deviation
I will be likely to buy more than usual when offered price discounts	4.33	.79155
Price discount makes me to buy another brand which I do not regularly buy.	3.85	1.11292
Price discounts influences me to make unplanned purchase.	4.17	.82868
I feel like I am buying a good brand. When I buy a brand that has a discounted price.	4.25	.57627
Overall mean of customers perception about price discount	4.15	3.309

Source: survey result (2019)

Table 4.6.2 shows the respondent's perception towards price discount. It shows that all respondents strongly agree on that they tend to buy more than usual when offered price discounts, with mean score of 4.33. In addition, respondents agree that, when they buy a brand that has a discounted price, they feel that they are getting a good brand with mean score of 4.25. Furthermore, respondents agree that, Price discounts influences them to make unplanned purchase with mean score of 4.17. Lastly, respondents agree that Price discount has allowed them to buy another brand which they do not regularly buy with a mean score of 3.85. This implies that the overall mean of customer's perception about price discount was 4.15 indicating that the majority of respondents are towards agree level agreement with the statements specified in the study.

4.6.3 Descriptive Statistics on Perception towards under the crown prize

Table 4.6.3 Descriptive Statistics on Perception towards under the crown prize

Under the crown prizes	Mean	Std. Deviation
Under the crown prizes has influenced me to buy a brand which I have never tried before.	2.52	1.369
I tend to make a purchase if I know that there is under the crown prize	3.85	.970
If Under the crown prizes are offered by the competing brands, I am willing to switch brands	2.93	1.879
To win under the crown prize, I am willing to spend more on purchase of a product	2.74	1.341
It could be a reason for me to buy it, If a brand offers under the crown prizes.	3.61	1.146
Overall mean of customers perception about under the crown price	3.13	1.341

Source: survey result (2019)

Table 4.6.3. Shows the respondent's perception towards under the crown Prize. It shows that most respondents agree that, they tend to make purchase if they know that there is crown prize on the product with mean score of 3.85. Similarly, respondents agree that if a brand offers crown prize that could be a reason for them to buy it, with a mean score of 3.61. In addition, respondents are neutral that they are willing to switch brands if crown prize are offered by the competing brands with a mean score of 2.93. Furthermore, respondents are also neutral that they are willing to spend more on a purchase of a product to win crown prize with mean score of 2.74. Finally respondents disagree that crown prize has allowed them to buy a brand which they have never tried before with a mean score of 2.52. This implies that Overall mean of customers perception about under the crown price was 3.13 indicating that the majority of respondents are towards agree level agreement with the statements specified in the study.

4.6.4 Descriptive Statistics Perception towards Point of sale material

Table 4.6.4 Descriptive Statistics Perception towards Point of sale material

Point of sale material	Mean	Std. Deviation
Point of sale materials influences me to make urge purchase	4.96	.185
Point of sale materials remind me the brand and make me to purchase the product.	4.74	.435
I often tend to buy the product, if i am exposed to point of sale materials	4.92	.256
Clear point of display influences me to make a purchase.	4.69	.462
Overall mean of customers perception about Point Of Sale Material	4.82	1.338

Source: survey result (2019)

Table 4.6.4 shows the respondent's perception towards point of sale materials. Most respondents strongly agree that Point of sale materials drives them to make urge purchase with mean score of 4.96. Respondents also strongly agree that if they are exposed to point of sale materials they often tend to buy the product with a mean score of 4.92. In addition, respondents agree that point of sale materials remind them brand and make them to purchase the product with a mean score of 4.74. Finally, Respondents agree that Clear point of display influences them to make a purchase with mean score of 4.69. This implies that the overall mean of point of sale material was 4.82 indicating that the majority of respondents are towards strongly agree level agreement with the statements specified in the study.

4.6.5. Consumers Behavior

Table 4.6.5 Descriptive Statistics on Perception towards Consumers Behavior

Consumers Behavior	Mean	Std. Deviation
I decide to purchase based on the sales promotion offered by the brand	4.81	.387
I be likely to buy Walia with the expectation of impulsive promotion	3.35	1.111
I only buy Walia during sales promotion.	3.44	1.037
I suddenly make purchase if there is any form of sales promotion.	2.21	.932
Over all mean towards consumer decision making	3.45	0.866

Source: survey result (2019)

Table 4.6.5. Shows the respondent's perception towards Consumers Behavior Respondents strongly agree that their purchase decision is based on sales promotion offered by the brand with a mean score of 4.81. Respondents also agree that they buy Walia only during sales promotion with a mean score of 3.44. In addition, respondents agree that they be likely to buy Walia with the expectation of impulsive promotion with the mean score of 3.35. Finally, respondents were neutral when they made purchase if there was any form of sales promotion with a mean score of 2.21. The highest mean implies that consumers decide to purchase based on the sales promotion offered by the brand with mean score of 4.81. The overall mean towards consumer decision making was 3.45 indicating that the majority of respondents are towards agree level agreement with the statements specified in the study.

4.6.6 Descriptive Statistics of variables

Table 4.6.6 Descriptive Statistics of variables

Variables	Mean	Standard deviation
Point of sales Materials	4.82	1.338
Price Discount	4.15	3.309
Buy and get one free	3.53	1.032
Under the crown prizes	3.13	1.341
Consumers Behavior	3.45	0.866

Source: survey result (2019)

Based on table 4.6.6 above Point of sale materials has the highest mean score of 4.82 with a standard deviation of 1.338 followed by Price Discount with a mean score of 4.15 with a standard deviation of 3.309. Buy and get one free stood at third level with a mean value of 3.53 with a standard deviation of 1.032 which was also followed by Consumers Behavior with mean score of 3.45 with a standard deviation of 0.866 the least variable mean score of 3.13 with a standard deviation of 1.341.

4.7 Correlation Analysis

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field 2005). A correlation analysis with Pearson's correlation coefficient was conducted on all the independent and dependent variables in this study to explore the relationship between variables. According to guidelines suggested by Field (2005) to interpret the strength of relationship between variables, the correlation coefficient(r) is as follows: if the correlation coefficient falls between “0.1 to 0.29”, it is weak; 0.3 to 0.49 is moderate; and > 0.5 is strong relationship between variables.

Table 4.7 Correlation between independent and dependent variable

		Consumer Decision
Buy and Get One Free	Pearson Correlation	.645**
	Sig. (2-tailed)	.000
	N	170
Point Of Sales Material	Pearson Correlation	.712**
	Sig. (2-tailed)	.000
	N	170
Price Discount	Pearson Correlation	.653**
	Sig. (2-tailed)	.000
	N	170
Under The Crown Prize	Pearson Correlation	.559**
	Sig. (2-tailed)	.000
	N	170

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

Source: survey result (2019)

From the results shown in table 4.7 above, each variable correlated perfectly. The correlation matrix shows that there was a strong, positive and significant relationship between point of sale materials and consumer's behavior with a value of an $r=0.712$.and there was a significant positive and strong positive relationship between buy and get one free and consumer's behavior with a value of $r=0.645$. The results of Pearson correlation matrix also show that there was a strong positive relationship between price discount and consumer's behavior with a value of $r=0.653$. There was also a significant positive and strong relationship between under the crown prize and consumer's behavior with a value of $r=0.559$. The correlation between all the independent variables and dependent variable was proved to be positive and significant, which means the improvement in any or all of the independent variables results in improvement in consumer's decision.

4.8. Multicollinearity

Table 4.10 coefficients

Model		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	.620	.127		2.856	.000		
	Buy Get One Free	.644	.034	.120	4.794	.002	.992	1.014
	Price Discount	.174	.065	.152	1.053	.000	.997	1.020
	Under The Crown Prize	.065	.030	.047	6.501	.004	.983	1.008
	Point Of Sales	.128	.088	.215	6.683	.000	.992	1.005

a. Dependent Variable: Consumer Decision

According to table 4.10 above, Multicollinearity occurs when there are high inter correlations among some set of the predictor variables. The rule is that when tolerance value is less than 0.2 and the VIF exceeds 10; it is a signal of multicollinearity, which could lead to misleading and/or inaccurate results (pallanet, 2005) Multicollinearity can be checked using VIF and tolerance.. The result from table 4.10 shows the VIF is below ten and the tolerance result didn't exceed 0.10. Therefore, we have not violated the multicollinearity assumption.

The regression standardized coefficient for the four independent variables i.e. point of sale materials, price discount, buy and get one free and under the crown prize are 0.215, 0.152, 0.120, , 0.47 and. The sig. levels of point of sale materials, price discount and buy and get one free and under the crown prize are 0.000, 0.000, 0.002and 0.04 respectively, which are less than 0.05. This indicates significant relationship between them and the dependent variable (consumer decision). Since coefficient of the variables are statistically significant at less than 5 percent.

4.9 Multiple Regression Analysis

Regression was conducted in order to see contribution of factors that consumers perceive to be important in influencing the consumer's behavior was used as the dependent variable while sales promotion tools were used as the independent variables.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.714 ^a	.510	.499	.63261

Table 4.8 Multiple Regression Analysis

Source: analysis of survey data 2019

Based on table 4.8 above, the model or the predictor variables shows that the value of $R=0.714$ which is greater than 0.50 indicates that there is a strong correlation between the dependent variable (consumer decision) and the independent variable (buy and get one free, crown prize, purchase discount and point of sale materials) with influence on the dependent variable 51% ($R\text{-Square}=0.510$).

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.844	4	17.211	43.007	.000 ^b
	Residual	66.032	165	.400		
	Total	134.876	169			

Table 4.9 ANOVA

Source: analysis of survey data 2019

a. Dependent Variable: Consumer Decision

b. Predictors: (Constant), Point Of Sales Material, Under The Crown Prize, Buy Get One Free, Price Discount

From the above ANOVA table the P value is 0.00 which is less than the level of significance or 0.05. Thus, the combination of the variables significantly predicts the dependent variable (F=43.007; $p < 0.05$). Therefore, the overall regression model is significant.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1. Introduction

The purpose of the study was to assess the influence of sales promotion on consumer's behavior making on Walia beer. In this chapter of the study, summary of findings, conclusion drawn, and recommendations of the study are stated. Limitation and direction for future researches was also included at the end of this chapter.

5.2 Summary of major findings

The objective of this research is to assess the influence of sales promotion on consumer's behavior in the case of Walia beer. As such the researcher studied the four sales promotions: Point of sale materials, under the crown prize, price discount and buy and get one free. The result of this research provides important information about the influence of sales promotion on consumer's behavior and also leads us towards the most influential sales promotion practices.

The descriptive statistics shows that the mean score values of the sales promotions (i.e. Under the crown prize, Point of sale materials, price discount, and buy and get one free) ranges From 3.13 to 4.82. Where respondents have shown their perception towards sales promotion and consumer's decision making with the following results of means score.

- The overall mean for the perception of point of sale materials is 4.82, indicating that the majority of respondents are towards strong level of agreement with the statements specified in the study. And also Point of sale materials appeared to be the most correlated construct with consumer decision with correlation coefficient of 0.712. It is also the most dominant factor in predicting consumer decision with a beta coefficient of 0.215.

- The overall mean for the perception of price discount is 4.15, indicating that the majority of respondents towards agree level of agreement with the statements specified in the study. The second most correlated Sales Promotional tool is Price discount with a correlation coefficient of 0.653. It is also the second most dominant factor in predicting purchase decision with a beta coefficient of 0.152.
- The overall mean for the perception of buy and get one free is 3.53, indicating that the majority of respondents towards agree level of agreement with the statements specified in the study. It is also the third most correlated construct with consumer decision with a correlation coefficient of 0.645 is buy one get one free. It is also the third most dominant factor with beta coefficient of 0.120.
- The overall mean for the perception of under the crown prize is 3.13, indicating that the majority of respondents towards agree level of agreement with the statements specified in the study. There is a significant positive but weak relationship between under the crown prize and consumer decision with a correlation coefficient of 0.559 and a beta coefficient of 0.047.

Finally, the multiple regression result for the four independent variables i.e. point of sale materials $\beta=0.215$, price discount $\beta=0.152$, buy and get one free $\beta=0.120$ and under the crown $\beta=0.47$.

5.3 Conclusion

The general objective of this study was to assess the influence of sales promotion consumer's behavior in the case of Walia beer. According to the findings the following conclusions were made.

Point of sale materials were the most effective tools in inducing consumer's behavior. This implies that when Heineken Company prepared point of sales materials for its Walia beer brand such as light box, branded refrigerator, outside signage on bars and restaurants, consumers tend to purchase the product.

Price discount was the second most effective technique in inducing purchase decision. The implication was that as price of Walia beer is discounted, consumers incline to make purchase decision. So increasing price discount offer will influence consumer's decision.

Buy and get one free was placed third in its effectiveness in influencing consumer decision. This implies that as buy and get one free offer presented consumers tend to purchase the beer. Thus, increased buy one get one free offer leads increased consumer's purchase decision.

According to the findings, under the crown promotion were found to be less considered in the purchase decision of consumers, this shows that consumers give less attention for crown prize (e.g. prizes like free drinks, trip to Seychelles to support the national team, car) in their purchasing decision of Walia beer. Therefore, crown prizes were the least effective technique in influencing consumer decision

5.4 Recommendations

This study assesses the influence of sales promotion on consumer's behavior in the case of Walia beer. Depending on the findings of the study and conclusions made, the following recommendation was developed. Based on this result, it was well acknowledged that point of sale promotion materials were the most effective in influencing consumer's behavior, improving these tools is essential for the success of Heineken Company and to get sustainable competitive advantages. Since point of sale materials has a significant positive impact on consumer's behavior, Managers of the company have to put more effort to improve its point of sale materials.

The Marketing managers should work on many aspects of point of sale promotion materials.

Marketing managers should;

- Arrange branded refrigerator in more quantities and give to shops, Bars, Lounges and etc.
- Prepare floor graphics in bars, lounges, and restaurant, which are another unique way to draw attention to your product.
- Prepare Shelf Talkers also known as “hang-tags” are a cheap and easy way to guide customers to your product in the way.
- Put free standing displays, which are easy to implement& flexible.
- Prepare outside signage board on bars and restaurants,
- Give out Walia's imprinted brand color (blue with white) bottle openers,
- Put in good quality light boxes in Bus/train stations
- Create and give out Walia's imprinted brand color (blue with white) T-shirts, Mugs, and Capes.

The second most effective sales promotion technique was price discount so marketing managers should increase the offer of price discount. They can attract more consumers by decreasing the price. The third effective sales promotion was buy and get one free, the marketing managers should increase the offer of buy and get one free. The least effective was under the crown prize promotion; therefore, they should give less emphasis to this tool because the research has proved that crown prize offer was the least technique to influence consumer's behavior.

In conclusion, Point of sale materials, price discount, and buy and get one free presented appeared to be qualifications of consumer decision making. Therefore, Heineken Company should note the three sales promotions that were found to influence consumer's decision and emphasize them in their marketing strategy.

5.5 Limitations and directions for future researches

This research assesses just one type of promotion. However, due to the high number of promotional mix (e.g., personal selling, advertising, direct marketing and public relation), it is possible that these results may not generalize to other promotion mix and this research has only been conducted in Addis Ababa.

Future researches should undertake further studies on different companies or industries and should attempt to include customers located outside Addis Ababa to have a complete picture about the subject matter in Ethiopian context. Comprises

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Online Sources

www.africanbusinessreview.com

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www.accesscapital.com/research

APPENDIX A

QUESTIONNAIRE

St' Marry University

Marketing Management Department

Questionnaire to be filled by Walia Beer customers

SECTION ONE: INTRODUCTION

Dear Respondent,

I am conducting a research in partial fulfillment of the requirements for Master's Degree in Marketing Management. Currently, I am undertaking a research entitled 'An assessment on the influence of sales promotion on consumer's decision making in the case of waliya beer'. Thus, it is fully for academic purpose and all the information provided will be treated with maximum caution and confidentiality. I thank you in advance, for your concern and time.

Instruction for filling the questionnaire

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

SECTION TWO: RESPONDENT'S DEMOGRAPHIC DATA

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

1. Sex: Male Female

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

3. Education status: Basic Education Professional Certificate

College diploma First degree above 1st degree

4. Have you ever consumed Waliya beer?

A. Yes

B. No

5. How often do you buy Waliya beer?

Everyday Once a week

3 times a week 2-3 times a month Once a month

SECTION THREE: Sales Promotion and customer's Decision Making

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

Where, strongly disagree (SD), Disagree (DA), Neutral (NE), Agree (AG) and Strongly Agree (SA)

S. No.	Item	SD	DA	NE	AG	SA
Buy and get one free						
1	I tend to make a purchase walia beer if I know that there is Buy one and get one free.					
2	I frequently spend more on walia beer if I can receive a buy and get one free					
3	Even if I have favorite brands, most of the time I buy a brand that Offers buy and get one free.					
Price Discount						
4	I will be likely to buy more than usual when offered price discounts					
5	Price discount makes me to buy another brand which I do not regularly buy.					
6	Price discounts influences me to make unplanned purchase.					
7	I feel like I am buying a good brand. When I buy a brand that has a discounted price.					

Under the crown prizes						
8	Under the crown prizes has influenced me to buy a brand which I have never tried before.					
9	I tend to make a purchase if I know that there is under the crown prize					
10	If Under the crown prizes are offered by the competing brands, I am willing to switch brands					
11	To win under the crown prize, I am willing to spend more on purchase of a product					
12	It could be a reason for me to buy it,If a brand offers under the crown prizes.					
Point of sales Materials						
13	Point of sale materials influences me to make urge purchase.					
14	Point of sale materials remind me the brand and make me to purchase the product.					
15	I often tend to buy the product, if i am exposed to point of sale materials					
16	Clear point of display influences me to make a purchase					
Consumers Buying Behavior						
17	I decide to purchase brand based on the sales promotion offered by the brand.					
18	I be likely to buy Walia with the expectation of impulsive promotion					
19	I only buy Walia during sales promotion.					
20	I suddenly make purchase decision if there is any form of sales promotion.					

APPENDIX B

ክፍል አንድ

ክቡር መልስ ሰጪ በቅድስተ ማርያም ዩኒቨርሲቲ በማርኬቲንግ ማኔጅመንት ዲፓርትመንት (ክፍል) ተመራቂ ነኝ ። የአጭር ጊዜ የሽያጭ ማስታወቂያው ጤታማነት በዋሊያ ቢራ ሸማቾች ላይ የሚያመጣውን የመግዛት ውሳኔን ጥናት እያደረሁ እገኛለሁ። ይህ ሙሉ በሙሉ ለትምህርት አላማ ጥቅም ላይ የሚውል ሲሆን ሁሉም የተሰጡ መረጃዎች ክፍተኛ በሆነ ሚስጥራዊነት ይያዛሉ። ስለትብብራችሁ ከልብ አመሰግናለሁ።

የመጠይቁ አሞላል መመሪያዎች

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

ክፍል ሁለት፡

የግልመረጃ

1. እድሜ

- 18-30 .31-45 46-60 60+

2. ፆታ

- ወንድ ሴት

3. የትምህርት ደረጃ፡

- መሰረታዊ ትምህርት የሙያ የምስክር ወረቀት የኮሌጅ ዲፕሎማ
- የመጀመሪያ ዲግሪ ከመጀመሪያ ዲግሪ በላይ

4. ዋሊያ ቢራ ትጠቀማለህ/ትጠቀሚያለሽ?

- አዎ አይከፈልብምም

5. በምን ያህል የጊዜ ልዩነት የዋሊያ ቢራን ይገዛሉ?

- . በየቀኑ . በሳምንት በቀን በቀን . በሳምንት አንዴ
- በወር 2-3 ጊዜ . በወርአንዴ

ክፍል ሶስት፡ የአጭር ጊዜ የምርት ቅናሽ እና የመግዛት ውሳኔዎች

እባክዎን በተስማሙበት ሀሳብ እና ትክክለኛው መልስ በተቀመጠው ሰንጠረዥ መሰረት ያመልክቱ።

1. በጣም አልሰማምም 2. አልሰማምም 3. ገለልተኛ 4. እስማማለሁ 5 በጣም እስማማለሁ

NO	ጥያቄዎች	በፍፁም አልሰማምም	አልሰማምም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
ምርቱን ሲገዛ አንድ ነጻ ለሚሰጡ						
1	ምርታቸውን ለገዛ አንድ ነጻ ለሚሰጡ ምርታቸውን ምርቶች የመግዛት ፍላጎቴ ይጨምራል።					
2	አንድ ለገዛ አንድ ነፃ የሚገኝ ከሆነ ብዙ ለመግዛት ያነሳሳኛል።					
3	የግሌ የምርት ምርጫ ቢኖረኝም በአብዛኛው አንድ ለገዛ አንድ ነፃ የሚያቀርቡልኝ ምርቶችን እገዛለሁ።					

የዋጋ ቅናሽ

4	የዋጋ ቅናሽ የማገኝ ከሆነ ከወትሮ በተለየ መልኩ ተጨማሪ እገዛለሁ።					
5	ተጠቅሜ የማላውቀውን ምርት የዋጋ ቅናሽ ካለው እንደገዛው ያደርገኛል					
6	የዋጋ ቅናሽ ያልታሰበ ግዢ እንደፈፀም ተፅኖ ያደርግብኛል።					
7	ቅናሽ ዋጋ ያለውን ምርት ስገዛ ጥሩ ስሜት ይሰማኛል					

የቆርኪ ስር ሽልማቶች

8	ከዚህ በፊት ገዝቼው ማላውቀውን የተወዳሪዎችን ምርቶች እንደገዛ የቆርኪ ሽልማት መኖራቸው ያደርገኛል።					
9	የቆርኪ ስር ሽልማት እንዳለ ካወኩኝ ግዢ አደርጋለሁ።					

10	የሌሎች ተፎካካሪ ምርት ቆርኪ ስር ሽልማት መኖር ከለመድኩት ምርት እንድቀይር ያደርገኛል።					
11	የቆርኪ ሽልማቶች ያለቸውን ምርቶች ለመጠቀም ተጨማሪ ወጪ ለማውጣት ፍቃደኛ ነኝ።					
12	የዋሊያ ቢራ የቆርኪ ሽልማቶች ምርቱን እንድገዛ ምክንያት ይሆነኛል።					
የሚሰብ እና ንፁህ የመሸጫ ስፍራዎች						
13	የሚሰብና ንፁህ የመሸጫ ስፍራዎች የመግዛት ውሳኔዬ ላይ ተፅኖ ያሳድራሉ።					
14	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች ቁሶች ምርቱን እንዳስታውሰውና እንድገዛው ያሳምኑኛል።					
15	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች ቁሶች በተደጋጋሚ ሳይ ምርቱን እንድገዛ እገፋፋለሁ።					
16	የሚሰብና ንፁህ የመሸጫ ስፍራዎች የመግዛት ውሳኔዬ ላይ ተፅኖ ያሳድራሉ።					

የመግዛት ውሳኔ

17	የመግዛት ውሳኔዬ የሚወሰነው በአጭር ጊዜ የሽያጭ ማስታወቂያ ይሆናል።					
18	የዋሊያን ቢራ የመግዛት አዝማሚያዬ የሚወሰነው በአጭር ጊዜ የሽያጭ ማስታወቂያ ነው።					
19	ዋሊያ ቢራ የምገዛው የአጭር ጊዜ የሽያጭ ማስታወቂያ በሚኖር ጊዜ ብቻ ነው።					
20	በተደጋጋሚ የመግዛት ውሳኔ የሚወሰነው የአጭር ጊዜ የሽያጭ ማስታወቂያ ሲኖር ብቻ ነው					