



St Mary's University
School of Graduate Studies

**The Effectiveness of Integrated Marketing Communication for High
Involvement Product Purchase Decision: In Case of St. Mary's
University Students**

By

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**A Thesis Submitted to the School of Graduate Studies of St. Mary's
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of Arts in Marketing Management**

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School of Graduate Studies

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Declaration

Elias Bizuayehu declares that this work entitled the Effectiveness of Integrated Marketing Communication for High Involvement Product Purchase Decision: In Case of St, Mary's University Students is outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor this study has not been submitted for any degree in this university or any other university. It is offered for the partial fulfillment of the degree of MA in marketing management.

By: Elias Bizuayehu

Signature

Date

Acknowledgment

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Abstract

This research is conducted to assess the effectiveness of integrated marketing communication for high involvement product purchase decision the case of St.Marry's university students with the intention adding some knowledge to the area of study since, this thematic area is still a new born concepts especially in Ethiopian context. To be this end, the researcher employs quantitative approach of descriptive research design is used because this method; helps to provide numerical results which enables to measure variables in the study and it enables to test the research hypothesis for better prediction of the result. At the same time stratified random sampling techniques is used to determine the sample population for the study accordingly, the primary data are gathered from the 362 sample population through structured survey type closed ended likert format questionnaire whereas, the secondary data for this study is collected through critical review of published and unpublished documents related with the research problem. Thus, the collected data using both sources are analyzed through descriptive and inferential statistics in addition, structural equation model is used to testing the research hypothesis and, the result showed that, among the proposed independent variables, advertisement, personal selling, direct marketing, sales promotion and word of mouth communication however, 3 integrated marketing communication tools specifically, word of mouth, personal selling and advertisement are significantly effective for high involvement product purchase decision of the consumer. Therefore it can be concluding that integration of most important promotional tools is effective for high involvement product purchase decision. As a result, the researcher recommends the consumer to focus on this significant communication tools as integrated while they decide to purchase high involvement product.

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Acronyms

IMC- Integrated Marketing Communication

SMU- St.Marry's University

WOM- Word of Mouse

PR- Public Relation

SEM – Structural Equation Model

SPSS – statistical package for social science

Operational Definitions

Integrated marketing communication: is the use of two or more promotional tools as a comprehensive for their product and service purchase decision.

Communication channel: Is a way to deliver messages to the customers such as, magazines, radio, television, telephone.

Consumer involvement: the level of participation in the process of evaluating information about a product and service.

High involvement product: the product which are considered as very expensive, durables, need more time to evaluate and major deal for one's lifestyle such as, personal computer, smart phone, television and fridge.

Low involvement product: a product which is characterized as in expensive purchased frequently and purchased immediately.

Word of mouth communication: is a form of informal communication between people relating to their experiences about products or services.

Public relation: a useful programs directed for internally or externally consumers, firms, the government, and Medias to promote or protect a company's image or its individual product

Statistical package for the Social sciences (SPSS): is a package of programs for manipulating, analyzing and presenting data.

Structural equation model (SEM): software that enable to test a set of complex relationship and regression equation simultaneously.

CHAPTER ONE**1. INTRODUCTION****1.1 Background of the Study**

The need and appearance of promotion have been increasing dramatically due to its effectiveness in creating a communication between a seller and a potential buyer or others in the channel to influence attitudes and behavior (Wong et al., 2005). Today, this promotion aspect of the marketing mix elements has become sophisticated and being a general name for all promotional tools which are called Integrated Marketing Communication (IMC). It is defined as, the process of integrating all marketing communication activities in a manner of synergy in order to derive the greatest enhancement and coherence of marketing communication effort at a time of transactions between the organization and its consumer(Pickton& Broderick, 2005).

The move towards IMC is one of the most significant marketing developments that occurred during the 1990s;now adays it is growing daily and continues in advance (Joseph, 2009). IMC tools are becoming more elaborate in to many forms,however,the focus of this study is on the most well-known communication elements includes: (Advertising, Sales Promotion, Publicity/Public Relations, Personal Selling, and Direct marketing) as a major promotional-mix element hat marketers use to communicate with their target markets,(Belch &Belch, 2003).

More importantly, word of mouth communications incorporated in this study since; this communication tool has been the most effective form of communication in influencing consumer's attitude and buying behaviors(Cakir & Cetin, 2013).Hence the researcher selects the above promotional elements based on the assumption that it will be used more frequently for high involvement product purchasing decision. Moreover, since, the idea of IMC is a new born concept as shown by different writers, therefore, the researcher believe that assess the effectiveness of traditional communication elements especially in our area would be fruitful. Additionally, those tools are elaborated as follows;

The most well-known promotional tool in the IMC is Advertising, it is a Paid form of non-personal communication which involves mass media (e.g., TV, radio, magazines, newspapers) which is particularly cost-effective method for communicating with large audiences (Belch & Belch, 2003). Personal selling on the other hand involves a two way communication between seller and buyer in which the seller persuades and helps the buyer at the time of purchase and represents thorough personal presentation of ideas and products to the client (Kemal, 2011).

Subsequently, direct marketing is defined by Keller & Kotler, (2006), as a promotional tool using consumer direct channels to reach and deliver goods and service to the consumer without using marketing middlemen. These include direct mail, telemarketing, Web sites and mobile devices which is completely against with personal selling. As McDaniel et al, (2010) definition on Sales Promotion, it is one of the communication mix that offers an incentive for the customer to buy and it has two distinct arrangements; (Consumer Sales Promotion and Trade Sales Promotion). Thus, the main focus of this study is on consumer sales promotion.

Beside the other communication mix, Public relation goes beyond the customers affairs rather, it realize the needs of the entire public activities and decision of the company (Omotayo, 2012).

Eventually, Word of Mouse communication, as a Traditional communications theory considers as having a powerful influence on behavior, especially on consumers' information search, evaluation, and subsequent decision making (Brown et al., 2007). Therefore, it is perceived to be more consistent, credible, and trustworthy by consumers compared to firm-initiated communications.

Lastly but not the least one high involvement products, the dependent variable is finally going to be defined as when a person's have high level of participation in the processes of searching information or anticipates the product purchase, that

have a personal relation and there is a high risk about it (Ghafelehbashhi et al., 2011).

Accordingly, integrating communication elements would benefits both the organization and the consumer, for the firm, IMC is effective in order to avoid duplication, take advantage of synergy among promotional tools, and develop more efficient and effective marketing communications

Programs and it is one of the easiest ways for a company to maximize the return on its investment in marketing and promotion (Belch & Belch, 2003).

In addition, the customer also evaluating more than a single promotional tool whenever they are involved in purchasing of their products, especially in case of high involvement products, which has been characterized by high prices, more durable and needs more effort to evaluate among the alternatives such as (smart phones, televisions and fridges) which are also the focus of this study too with the assumption of that this products are considered as it is mostly available in the hands of the target population as a basic product among high involvement.

So, communication synergy helps the customer in saving their time and effort devoting in searching of these product characteristics by giving a consistent message through “all in one” services.

The effectiveness of IMC is therefore depending on how well marketers achieve an organization's marketing goal and how satisfied the customers are with the products and services (Thong, 2010). Even though, a few studies have been showed the effectiveness of IMC, however, it is in the infant stage particularly in Ethiopia. Therefore, additional investigation related to this area is really needed which inspired the researcher to carry out this paper.

1.2 Statement of the Problem

Above all, customers need information about the features of the product or service, its price and how they can access it, to make informed purchase decision. Thus, if customers are able to get the necessary information about the product timely and adequately, they may feel that they are buying a product or service that can fulfill their needs. This means having good and effective communication channels adds value to the product or service of the company also adds value to the customers because they have confidence on their purchase (Potluri, 2008).

Even more, when the customers are decides to purchase some products and service; they are involving in searching information according to the nature of the products (Ghafelehbash et al., 2011). Their Involvement is also measured by level of consumer engagement and their active

Processing in evaluating promotional tools about the products and services (Keller & Kotler , 2006), which is further grouped in to two, high involvement and low involvement products.

The concept of low involvement product is that an individual frequently purchases the product with less contemplation and effort, not a major impact on their expenses, lifestyle and self-concept, normally low-priced whereas, high involvement products on the other hand may have different meanings for people with different cultural backgrounds or economic condition of a specific country (Emert, 2015). For instance, a product which may be considered as high involvement in Ethiopia may not be in the United States of America as a result of difference in economy and other factors.

Moreover, high involvement products, takes into account a lot of assessment by the consumers as they are highly priced and also reflect a major deal for one's lifestyle, self-concept and consumers want their products to be durable and reliable to compensate the price paid for it. And the marketers should also offer the similar strategy though attracting their customers to purchase high involvement products (Subhani et al., 2012).

Consequently, the focus of this research is mainly on high involvement products on which a person anticipates the purchase that have a personal relation to it, having high price, complex feature and there is a high risk about it for instance, such products include computers, refrigerators, washing machines, TVs, music system, cars, DVDs, are valuable items which purchase rarely and create many involvements as stated by(Ghafelehbash *et al.*, 2011), he also stated that high involvement cause persons to achieve motivation for information processing and comparing different items.

As a result, the researcher is believed that the effectiveness of IMC tools determine the consumer purchase decision on high involvement product than low involvement product. Among those products, Smart phones are the focus of this study as a common high involvement product.

Therefore, due to the above listed product features consumer may needs to evaluate more than a single promotional tools which leads them whether intentionally or unintentionally applying the concept of integrated marketing communication in there purchase decision. But it is true that all

integrated marketing communication tools will not be equally valuable for consumer purchase decision of high involvement products. Thus, the effectiveness of integrated marketing communication become highly important for the customer high involvement product purchase decision and it needs to be investigated more.

Even though, the individual contribution of each IMC tools for the consumers has been conducted by numerous researchers for instance, Brown et al., (2007), conducted a research on word of mouth communication in relation to online consumer interaction which influence on consumer evaluation and purchase decision. Rajasekhar and Makesh (2013), also conducted a research on impact of advertising on brand preference of high involvement. Theofilou *et al.*(2008), investigating sponsorship effects on consumer purchasing intentions.

However comprehensive study on the IMC is not plentiful as compared with its usefulness. Even if most of them are focused from the organizational perspective for example, Muhanji and Ngari, (2015), see the Influence of Integrated Marketing Communication and Sales Performance of Commercial Banks in Kenya through descriptive survey. Sathish(2015),also conducted a study about Marketing Communications Effectiveness in the Business-To-Business Markets. Tsikirayi *et al.*(2013),study on Impact of Integrated Marketing Communications Mix (IMCM) in small to medium enterprises (SMEs) in Zimbabwe as a marketing tool, showed that the implimentation of IMC tools in the area is very little.

In addition,Kliatchko (2008) showed that different research topics on IMC has been examined during the year from 1960 up to2006 and most of the topics are related with its definition and practices at all.

Therefore, to add some value to the existing knowledge, this study investigates the performance or the effectiveness of IMC on high involvement products from consumers purchase decision perspectives in SMU Students.

1.3. Objective of the Study

The general objective of this paper is delimited on investigating the effectiveness of Integrated Marketing Communication on high involvement products purchase decision.

More specifically the researcher attempt to;

1. Assess the Effectiveness of Advertising on high involvement products purchase decision.
2. Explore the Effectiveness of personal selling on high involvement products purchase decision.
3. Examine the Effectiveness of direct marketing on high involvement products purchase decision.
4. Evaluate the effectiveness sales promotion on high involvement products purchase decision.
5. Investigate the effectiveness of word of mouth communication on high involvement products purchase decision.
6. Examine the effectiveness of public relation on high involvement product purchase decision

1.4. Research Hypothesis

1. Advertising has a positive effect on high involvement products purchase decision.
2. Personal Selling has a positive effect on high involvement products purchase decision.
3. Direct Marketing has a positive effect on high involvement products purchase decision.
4. Sales Promotion has a positive effect on high involvement products purchase decision.
5. Word of mouth communication has a positive effect on high involvement products purchase decision.
6. Public relation has a positive effect on high involvement products purchase decision.

1.5 Significance of the Study

The study is mainly focus on provide information about the effectiveness of a promotional mix for high involvement products purchase decision of consumer.As a result,it helps the consumers

to have a clear idea about which IMC tools are most important for them while they are involving in purchasing of their products in the future. Even though, the significance of the study is mainly focus on consumer's perspectives, however, the result is directly or indirectly gives an insight for the manufacturers to consider which tools are more solid to promote their products before selecting the promotional media. Further more, the study was benefit the fellow researcher has literature for their study who was be conducted on the same issue.

1.6 Scope of the Study

The scope of this study is Conceptually limited to investigating the effectiveness of integrated marketing communication to purchase decision of high involvement products , (Smart Phone), which only this paper deals with since, this items are valuable products for the people in many reasons it assumed to be commonly available in the target population. The study is also evaluating all integrated marketing communication strategy in the theoretical review part. Among the promotional mix however, special consideration is given for (Advertising on TV, Radio, magazine, newspaper and billboards; Personal Selling as a company sales person or in store retail person; Direct Marketing is particularly telemarketing, handbills and internet Sales Promotion, public relation and Word of Mouse Communication) which the researcher assumed that it has to be more applicable for purchasing high involvement product.

Geographically, this paper deals with the effectiveness of the IMC tools over SM university Students for their purchase decision of high involvement products i.e. Smart Phone, Fridge and Television without going in detail of various elements of the IMC. Thus, the study is being conducted based on 2020 reported data of information and communication directorate of SM University.

1.7 Limitations of the Study

- ✚ From the beginning the objective of this research is geographically limited to SM university Students in order to minimized the cost involved in conducting the research, to get a more manageable population for the sample size determination, due to the familiarity of the researcher with the respondents it helps to get more reliable information for the proposed questionnaire

- ✚ The study is limited only on the 6 type of communication tools without going in detail and with a limited number of product type due to time limitation since it needs more time to conduct in detail.
- ✚ Since the study is generally assesses the effectiveness of each IMC tools for consumers purchase decision of high involvement product, the result will be different if it were conducting the effectiveness of promotional tools along with the gender, age or income and educational difference.
- ✚ The result of selected independent variables are only predicted the dependent variable 51% which indicate that the remaining 49% are affected by the latent variables which the researcher can't able to considered in the study which in fact accounts for large percent.
- ✚ Moreover, this study is also limited to one way of data collection mechanism that is closed ended type of 5 likert questionnaires, which is limited the respondents to be agree or disagree with the information that presented for them and it doesn't allow them to freely explain their idea in the study.
- ✚ Even more, the collected data are only allowed to analysis with limited number of statistical tools due to the time and knowledge limitation of the researcher.

1.8 Organization of the Study

This section of the paper deals with the different parts of the study which included in each chapter. Totally the research has five chapters. The first chapter is deals about the introduction part; background of the study, statement of the problem, objectives of the study, research hypothesis and scope of the study. The second and the third chapters examine the literature review about integrated marketing communication and its effectiveness on high involvement product purchase decision, its benefit, factors on purchase decision and research methods and methodology; research design, description of the study area, sample size and sampling technique, data source, collection and analysis techniques, ethical consideration respectively. The fourth chapter is all about data result and discussions of research hypothesis which are collected from survey questioners and lastly conclusion and recommendation as well as limitation with regard to the research objectives is being included in chapter five.

CHAPTER TWO

2. Review of Related Literature

2.1. Introduction to Marketing Communication

In order to understand and to go with, let's begin from the concept of marketing communication which IMC is drawn from.

Recently we have all forms of Medias, we have radio, newspapers, national and regional; there is a wide range of outdoor media, not just fixed poster sites, but posters on the sides of buses and taxi cabs, on the Underground and at railway stations. Walking advertisements for the brands we wear, with our clothes the dramatic explosion in the range of media outlets, and the complications that this has introduced to the task of media planning (Yeshin, 1998). Due to different factors, the use of marketing communication has become popularly increasing. There are five principal marketing communications tools: advertising, sales promotion, public relations, direct marketing and personal selling.

However, there have been some major changes in the environment and in the way organizations communicate with their target audiences (Fill & Jamieson, 2006). Due to that Marketers clearly face a design problem in choosing the best mix of communication (Kotler, 2002) which open the way for the development of IMC. Therefore, the effectiveness of marketing management is the integrating function, which reflects the relationship between the developed strategies, the use of elements of marketing mix, and operational implementation of programs in the areas (Abishovna, 2014).

2.1.1 Integrated Marketing Communication

Recently, the concept of IMC is being treated as a child of circumstance (Omotayo, 2012). And it is an interesting concept and becomes well known in today's world and its significance is more appreciated. Due to the fast pace of technological innovations, IMC is going to be a very dynamic discipline (Porcu et al., 2012). As Pickton and Broderick (2005), indicated that by integrating a range of promotional mix elements so that they work in harmony or synergy with

each other, opportunities are created to improve the effectiveness of the total marketing communications effort.

Specifically, Schimp (2000), summarized facts of IMC as; it affects behavior with the use of any or all forms of contents as well as achieving synergy and builds relationship within the company and the customers.

Integrated Marketing Communication (IMC) defined as it is a term that was developed mainly to address the need for businesses to offer clients more than just standard advertising (Muhanji & Ngari, 2015). He also mentioned that IMC recommends that marketers focus at the customer first his or her preferences, buying patterns, media exposure, and other factors and then customer is exposed to the products that fits its need through mix of communication methods which the customer find more attractive and credible.

IMC is focuses on the coordination of all the elements of marketing communications to achieve synergy and consistency. The emphasis is on the effective delivery of outbound communication activities in order to achieve ‘one sight, one sound’ in the overall IMC program (Kliatchko, 2008). In addition, he also shows the different topics which were carried out during the year between 1990 up to the year his study was conducted.

Table 1, Different Research Topics on IMC from the Year 1990 up to 2006

Year/ topic	1990-1994	1995-1999	2000-2006
Definitional issue			
Practice of IMC			
IMC, PR and other controversies			
IMC in other countries			
IMC and managerial/organizational issues			
Measurement issues			
IMC and branding issues			
IMC and media synergy/habits/planning/interactive issues			
IMC and internal marketing			

Source: Kliatchko (2008)

2.1.2 IMC Tools

The integrated marketing communications mix consists of, but is not limited to, the five major modes of communication: advertising, sales promotion, public relations and publicity, personal selling and direct marketing (Kaijansinkko, 2003). In more detail about their functions, benefits and subtypes under each tool, it is discussed as follows.

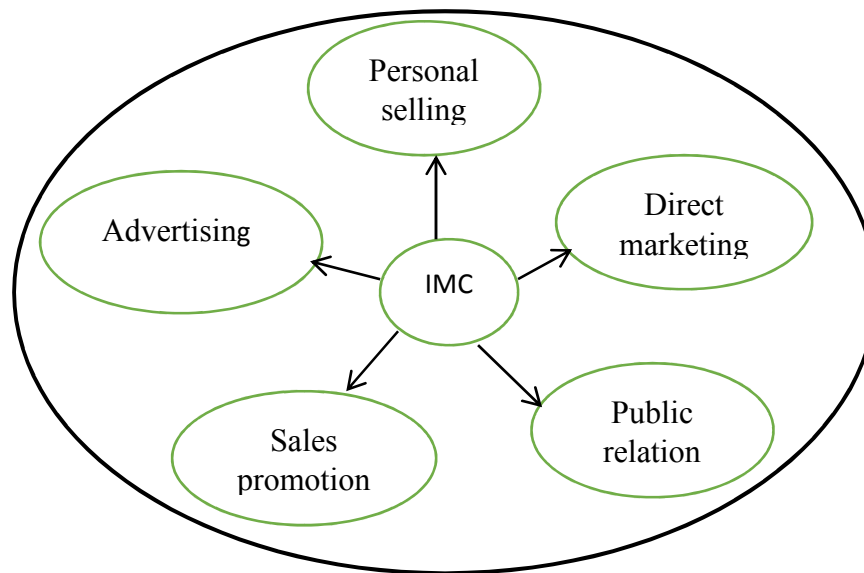


Figure 1, elements of integrated marketing communication

Source: adapted from (Todorova, 2015).

2.1.2.1 Advertising

Advertising is one of the most widely used communication tools and it is well known by its pervasiveness and non-personal nature. It is an important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets (Omotayo, 2012).

The author also noted that advertising is a persuasive form of communication and it serves as most importantly, to influence consumers' disposition towards a product, service, or idea. The message is creatively crafted using the language of the target audience to provoke a desired response that fulfills the advertising objective and its non-personal nature is that there is not open

The way for immediate feedback from the message recipient or the target audience. Advertising also involves mass media such as TV, radio, magazines, and newspapers, outdoors, or categorized as published or broadcast which all has been characterized by a non-personal in nature.

Moreover, the effectiveness of each element of advertising may vary by the nature of the target market, by the nature of the product and service, language etc. for instance; TV advertising is the most popular and best effective medium especially in urban areas with a greater access of TV, and relating to its advantage TV has numerous advantages over other media, including creativity and impact, excellent medium for demonstrating a product or service. Coverage and cost effectiveness, it is able to reach large audiences with cost effective manner. Attention, it has a capacity of getting the attention of many audiences through its slogans and jingles. And it is flexible; can also be adjust their media strategies to take advantage of different geographic markets however, it is an expensive medium in which to advertise and lack of Geographic selectivity (Belch & Belch, 2003).

Radio advertising on the other hand still remains a key medium for brand building with a specific target audience in mind generally; it has many advantages over other media, including cost and efficiency, selectivity, flexibility, mental imagery. Whereas, Magazines, newspapers and outdoors are also become an effective tools of advertising (Pandey, 2014). The role of magazines and newspapers in the advertiser's media plan differs from that of the broadcast media because they allow the presentation of detailed information (Belch & Belch, 2003).

The role of advertising is mostly;

- To inform or create awareness for the existing or new customer about the product and service of the company
- To persuade the potential user towards the purchase of the product and service and
- To sell, like any other communication tools the goal of advertising is selling the product or service to the customer, but most importantly it is better in creating awareness and inform the customer about the product and service (Yeshin, 1998).

In most cases the effectiveness of advertising is based on its credibility and attractiveness especially the content of the message is very important in the case of high involvement product advertising (Rajasekhar & Makesh, 2013).

2.1.2.2 Direct marketing

Direct marketing is a system of marketing by which an organization communicates directly with target customers to generate a response or transaction. And its objectives can be achieved through techniques such as direct mail, telemarketing, hand bills, and Internet (Omotayo, 2012).

Direct mail remains important tools in direct marketing by its ability to use lustered letters to carry a different message to each recipient. Potentially millions of different messages could be sent, according to each prospect or customer's situation. Therefore direct mail is highly targetable, creative and provides detail information but it is expensive. Telemarketing is also an element of direct marketing with an advantage of ability to get messages through clutter and by allowing immediate response. However, it provides only limited information for the customer. Nowadays internet is become widely expanding in use, due to the increase in human interaction with internet and the availability of detail information about the product and service with low cost in use (Pickton & Broderick, 2005).

Generally, as Chansiri, (2009) summariz in his paper that the successful of direct marketing is to prompt consumer to take an action after persuaded Consumer and created product awareness. It is more effectiveness when keep the relationships on existing consumer and help the brand to connect with new one.

Therefore, the role of direct marketing in the IMC Program is that becoming an important component in many of organizations. In fact, direct-marketing activities supported and are supported by other elements of the promotional mix (Belch & Belch, 2003).

2.1.2.3 Sales promotion

Sales promotion is non-personal form of communication that comprises various marketing techniques that are often used tactically to provide added value to an offering such as, free offers, price deals, premium offers with the aim of accelerating sales and gathering marketing

information (Fill & Jamieson, 2006) and it is divided in to two broad categories **consumer promotion** and **trade promotion**.

Consumer promotions are given by the advertiser for coordinating towards the intended audience so as to accelerate the decision process and most of the time these promotions are experienced at the retail level, in-store coupons or bonus packs, exceptional presentations, price-off offers, all are promotions received at the point-of-purchase.

Coupons-Coupons are set up for the customer in the form of reduced price delivered through print media, or internet. Sampling-is additionally might be as free distribution of product to the customers, in-store samples, or free trial of product, however, free trial of product may not work for expensive and luxurious products. Refunds and rebates, automatic discount on the initial purchase price especially in the case of expensive goods. Loyalty and loading devices Continuity programs such as frequent flyer, multiple or bonus packs, price off marked on package. Premiums Product-associated items such as gifts, use of other products as premium with purchase, therefore sales promotion may available in the form of the above listed items to the customer (Percy, 2008).

Sales promotion remains a strong element of integrated marketing communication by its power to create immediate, measurable and quantifiable response of target consumers especially when sales are likely to fall (Omotayo, 2012).He generally defined sales promotion as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer in order to stimulate immediate sales.

With regard to consumer purchase involvement Sales promotion is in general, suited for the low involvement product category; promotion which has an immediacy of impact will work better than those which impact over time or high involvement product category (Yeshin, 1998).

2.1.2.4 Personal selling

Joseph, (2009), defines Personal selling as the Personal presentation by the firm's sales force for the motive of making sales and building customer relationships. In addition, personal selling as an interpersonal communication tools 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 this is basically form companies' sales representative.

Whereas, Belch and Belch,(2003) said that personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea. Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. This interaction gives the marketer communication flexibility; the seller can see or hear the potential buyer's reactions and modify the message accordingly. The personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation. Since, customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force engages and cooperates toward the customer, trying to find a solution to the customer's problem, rather than only persuading them to purchase the products or service(Muhanji & Ngari, 2015).

Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. If the feedback is unfavorable, the salesperson can modify the message. Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service (Belch &Belch , 2003).

Salespeople in the personal selling, who deal directly with the general public and are primarily order getters is the area of retailing products like cosmetics, vitamins or white goods such as washing machines and dishwashers(Pickton & Broderick, 2005).

Furthermore, as Chansiri, (2009) cited in his work that, personal selling will be used widely in product or service are higher priced, more instruction, need demonstration, follow up service and supported information due on persuasive the decision making.

Beside its importance, personal selling has also its limitation especially for the manufacturers as it is cost – consuming and requires more human resources effort, specific and intensive training

among sales person is necessary in order to ensure the quality and consistency of given information as well as avoid confusion for customers(Nguyen & Thuy, 2014).

2.1.2.5 Public relation/ publicity

Organization systematically plans and distributes information in an attempt to control and manage its image and the nature of the publicity it receives, it is really engaging in a function known as public relations. Public relation is defined as “the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance. Public relations generally have a broader objective than publicity, as its purpose is to establish and maintain a positive image of the company among its various publics. Public relations uses publicity and a variety of other tools including special publications, participation in community activities, fund-raising, sponsorship of special events, and various public affairs activities to enhance an organization's image(Belch & Belch, 2003).

public relations is also considers multiple audiences (consumers, employees, suppliers, vendors, etc.), and uses two-way communication to monitor feedback and adjust both its message and the organization's actions for maximum benefits (Omotayo, 2012).

It is considered to be a cost –effective means of transmitting message to large target audience with high level of credibility(Nguyen & Thuy, 2014).

Publicity is a part of public relation and like advertising, publicity involves non-personal communication to a mass audience, but unlike advertising, publicity is not directly paid for by the company. The company or organization attempts to get the media to cover or run a favorable story on a product, service, cause, or event to affect awareness, knowledge, opinions, and/or behavior. Common techniques that are used to gain publicity for a product or business include news releases, press conferences, feature articles, photographs, films, and videotapes (Omotayo, 2012).

PR is characterized by its relative low cost, the increased credibility that it can create compared with other promotional tools and the extensive visibility it can create. These benefits render PR as an important contributor to the marketing communications mix(Pickton & Broderick, 2005). And it addresses issues outside conventional marketing. In many instances, public relations can communicate directly with audiences with messages which would be less effective in advertising

and mostly it works in building the reputation of an organization and increase awareness for its product and service (Yeshin, 1998).

2.1.2.6 Word of mouse

Word of mouth (WOM) has been acknowledged for many years as a major influence on what people know, feel and do. It is more influential on, awareness, expectation, perception, attitudes, and has a more emphatic influence on the purchasing decision than other marketer - controlled sources (Buttle , 1998).

As Pickton and Broderick, (2005) defined word-of-mouth communications as it is verbal communication between individuals which is typically a part of the total process of marketing communications in which messages are transmitted from the sender to many receivers. Word-of mouth communications are the conversations held between the receivers or the customers, whether or not all members received the original marketing communication. Opinion leaders and other reference group members may have a strong influence on the effectiveness of the information.

Word-of mouth referrals may be the most effective form of marketing and have the most impact of any communication channel. Its effectiveness is due to the significant effect of such referrals on consumer purchasing processes, influencing both short and long-term purchasing judgments. Moreover, Consumer rely on word-of-mouth referrals in the case of high involvement product and services such as searching for a physician, an air conditioner, an automotive diagnostic center or automobiles. He also indicated that most of the consumers were influenced to purchase a new brand on the basis of referrals from a family member or friend (Dobele & Ward, 2003).

One of the tactics used in the word of mouth marketing context is a new approach to advertising is that companies actively invite consumers to become part of the advertising or marketing process, by allowing them to submit their own ads or shape the development of marketing campaigns(Oetting & Jacob, 2010).

These innovations may attract awareness and interest through mass media communications, but the important evaluation stage is most likely to be influenced by WOM communications and the degree of difficulty that buyers experience in the evaluation process determines the use of WOM recommendations. Buyers are more likely to seek WOM recommendations for those products with high experience qualities. When the product is predominantly intangible and high in

experience and credence qualities, buyers find it more difficult to evaluate and therefore seek input WOM to reduce their perceived risk(Stokes & Lomax, 2001).

Word of Mouth communication facilitates consumers not only to gather relevant information from the people they already know but also across the world through electronic word of mouth, called (EWOM). Ware as the traditional word of mouth communication corresponds to the interpersonal face-to-face conversation among consumers (Jamil & Hasnu, 2013).

Like advertising, some WOM is incentivized and rewarded; however, it is generally characterized by a non-paid and informal way of communication between customers. (Buttle , 1998).

Word-of-mouth recommendation, as a powerful marketing communication tools, it supplement the five elements of the promotional mix. As a result an organization must effectively develop a program to join and accelerate the use of personal recommendation and Companies should increasingly viewing word of mouth as a marketing issue which is the more likely it helps them to be successful in their marketing programmer(Fill & Jamieson, 2006)

In summary: the importance of word of mouth for purchasing decisions has long been known. Today, its importance seems to increase even more, as consumers are facing with an increasing media channels (Oetting&Jacob, 2010).

Moreover, Fill and Jamieson, (2006) summarize the key characteristics of the promotion mix, based on its communication ability, costs ,credibility and its ability to controle annd reach large number of customer. As aresult, in terms of abilty to communicate a personnal message with the customer, personal selling and direct marketing are better than advertising ,sales promotion and public relation. Whereas, advertising on the other hand is high able to reach a large audice. Interms of creadibility, public relation takes the highest rank followed bydirect marketing, personnal selling, sales promotion and advertising respectively. Regarding the absolute costes, advertising and personnal selling are relatively costly than sales promotion, direct marketing and public relation. Finnaly, when we see its controle in targeting the particular audience, sales promotion and direct marketing are first ranked then followed by advertising personal selling and public relation plays least role interms of targeting particular audience.

Based on the above litreachter , the resercher summarize the characteristics of word of mouth communication as a promotionnal mix element.beside the other, this is the most important

communication element in terms of credibility, costs, communication ability etc. Therefore its ability to deliver a personal message and reaching large audience is very high since it is characterized as a person to person communication by itself. Regarding to its credibility and cost, WOM is very credible in the eye of most customer because it is not a paid form of communication like advertisement. Customer also can be able to get most credible information regarding their experience with the product and service from whom they really know and trust without incurring cost. However, for the marketer it is very difficult to manage and control especially in the case of negative WOM referral that is why it is very essential to focus and consider it as a major communication tool.

More importantly, integrated marketing communication is so-called due to its combination of various communication tools, which are individually powerful and overwhelming as a group at driving set marketing/communication objectives. These communication tools are often and interchangeably referred to as promotional mix, marketing communication mix or elements of integrated marketing communication (Omotayo, 2012).

In IMC, traditional communication instruments are combined in such a way that a synergetic effect can be reached and the resulting communication efforts become “homogeneous.” Based on the customer-centric and data-driven method of communicating with consumers, IMC focuses on consumers’ attitudes, needs and motivations (Wangm & et al., 2009),

Integration has become an essential concept in marketing because technological advances have changed how business stakeholders interact (Muhanji & Ngari, 2015). Therefore, in order to fill the gap in each promotional mix element, marketers tend to integrate all marketing communication tools to maximize the outcome (Nguyen & Thuy, 2014).

Therefore, successful marketing communication relies on the combination of these elements of the promotional mix to enable businesses to communicate effectively the benefits of their products or services with targeted customers (Todorova, 2015).

2.1.3 Benefits of IMC

IMC has many benefits for both the firm as well as for the customer but it requires a lot of efforts in order to make it beneficial unless it could be results many disadvantages. (Vijay, 2014), listed the benefits of IMC in his research paper the it includes, create competitive

advantage, boost sales and profits, while saving money, time and stress. More in detail it is discussed as follows;

IMC wraps communication around customers and helps them move through the various stages of the buying process. It also increases profits through increased effectiveness. As its most basic level, a unified message has more impact than a disjointed myriad of messages. In a busy world, a consistent, consolidated and crystal clear message has a better chance of cutting through the 'noise' of over five hundred commercial messages which bombard customers each and every day. IMC can also boost sales by stretching messages across several communication tools to create more avenues for customers to become aware, aroused, and ultimately, to make a purchase (Vijay, 2014). Carefully linked messages also help buyers by giving timely reminders, updated information and special offers, when presented in a planned sequence, help them move comfortably through the stages of their buying process and this reduces their 'misery of choice' in a complex and busy world.

As he also noted that IMC can make messages more consistent and therefore more credible. This reduces risk in the mind of the buyer which, in turn, shortens the search process and helps to dictate the outcome of brand comparisons. And it is very important in saving money as it eliminates duplication in areas such as graphics and photography since they can be shared and used in say, advertising, exhibitions and sales literature. Agency fees are reduced by using a single agency for all communication and even if there are several agencies, time is saved when meetings bring all the agencies together for briefings, creative sessions, tactical or strategic planning (Omotayo, 2012).

2.1.4 IMC Effectiveness

Since, integrated marketing communication allowed a two way of communication, the producers can easily communicate with their customers and satisfy their needs because by applying integrated marketing communication, they can easily measure their promotional activity and get feedback from their customers as well (Kemal, 2011).

Each element of the promotions mix has different capacities to communicate and to achieve different objectives. The effectiveness of each tool can be tracked against the purchase decision process. Here consumers can be assumed to move from a state of unawareness through product

comprehension to purchase (Fill & Jamieson, 2006). They also demonstrate IMC effectiveness through figure as follows,

Each line i.e., (straight horizontal lines), represent in direct marketing and sales promotion are relatively effective in creating both Awareness, interest and make consumer to Purchase a product. However, personal selling is most effective in purchasing behavior and less in creating awareness which is represented by (straight upward lines). On the contrary, advertising (straight downward lines) is less effective in purchase and highly effective in creating awareness. Finally public relation is better in creating awareness than personal selling and better than in purchasing behavior than advertising.

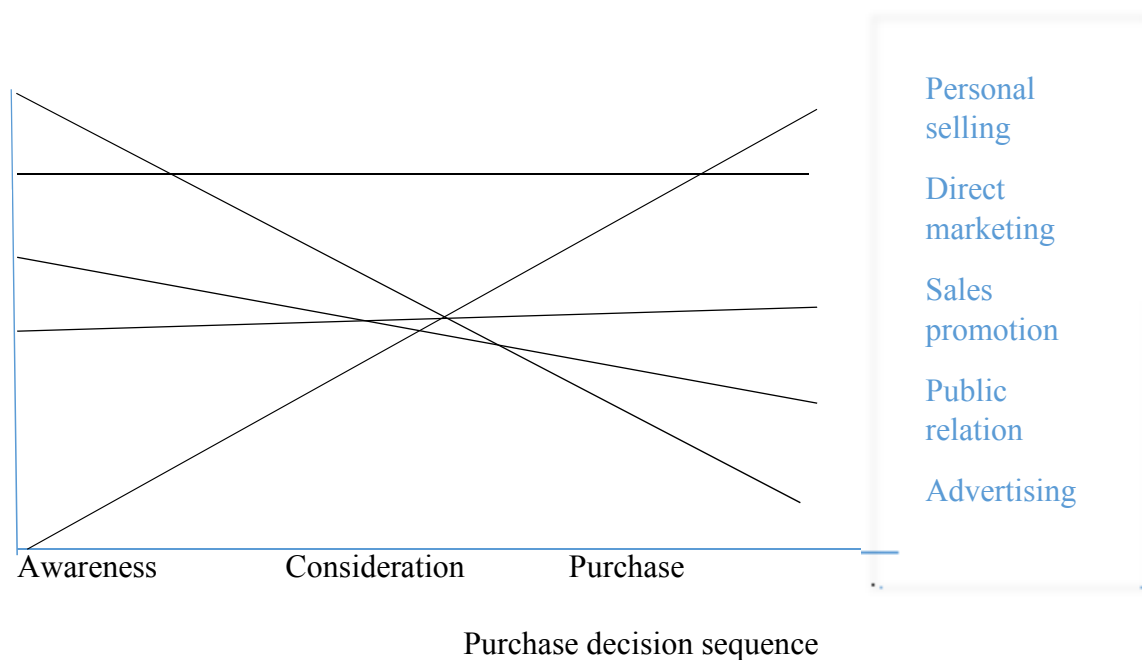


Figure 2: The Relative Effectiveness of Marketing Communication Mix Tools

Kotler, 2000, stated that the aim of communication mix is generally lead the customer perception in to cognitive(thinking), affective(feeling) and behavioral(doing). More over, hierarchy of effects model presents the customer stages in purchase decision of the product and service.

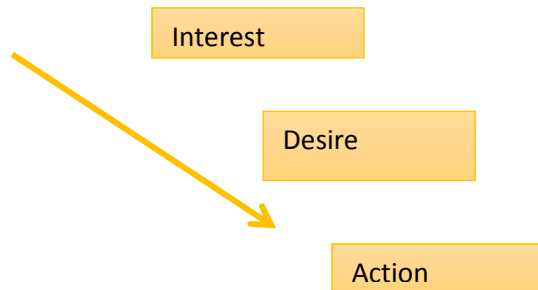


Figure 3: AIDA model

Source: adapted from (Kotler, 2000)

This process suggests that the principal task is to move people from levels of unawareness to awareness when they are exposed to marketing communication and through developing interest and desire, move them to take action – especially in the form of product purchase (Pickton & Broderick, 2005), in contrast, with the consumer level of involvement, products that usually have a high level of buyer involvement the hierarchy appear to follow a Think-Feel-Do (cognitive, affective and behavior) order. First buyers consider the various aspects of the problem to be solved then they work out a preferred alternative of solving the problem and finally they carry out any necessary action.

Thus according to the characteristics of various promotional tools for instance, advertising and public relation are worthy for getting the attention of the customer, personal selling and word of mouse communication are good in leads the customer desire in to action, whereas, sales promotion and direct marketing on the other hand relatively important tools throughout the entire stage.

2.1.5 Barriers to Effective IMC

Even if there is an understanding of the importance and efficiency of the IMC in achieving marketing aims, not always the IMC is correctly applied and implemented in practice. There are several barriers and problems existing in the application of the IMC. The barriers or groups of barriers differ by the characteristics of the reviewed market; factors development, culture,

Experience etc. (Dmitrijeva & Batraga, 2012). Even many scholars have been argued about the barriers of IMC, but the important barriers are listed further down as stated by Percy (2008).

The low standing of marketing communication in an organization; many marketers has a very low priority to their marketing communication within the organization, Specialization; to effectively manage IMC, those in charge ideally will be marketing communication generalists. Yet it is difficult to find such a person in today's marketing organizations. Organizational character; is one of the barriers too there are more intangible aspects of an organization's thinking and behavior that also pose problems for implementing IMC. for instance, in case of customer contact persons, store clerks, sales force, telephone operators, receptionists this are all must reflect the image projected by the company's marketing communications.

The other one is Management perceptions, how managers perceive IMC can often impede the effectiveness in implementation. When managers come from different backgrounds or different marketing communication specialties, they are likely to have different perceptions of what constitutes IMCs. Resistances to change, Different perceptions of IMC will certainly a barrier on its effectiveness. The most serious concern is probably a fear that the manager responsible for IMC planning will not fully appreciate someone else's area of expertise. At last the financial emphasis, the attitude of many managers is to let financial considerations drive their thinking when setting marketing objectives, rather than consumer wants or needs. But the consumer should be at the center of IMC planning and it needs to understand how they make decisions and behave.

2.1.6 Consumers Product Purchase Decision Involvement

The type decision making that consumer use to purchase a product does not necessarily remain constant rather it varies accordance with the product characteristics (McDaniel et al, 2010).

Consumer are usually involved with routine, limited as well as extensive decision making process according to the level of involvement (high and low), time to take (short or long), cost incurs (low or high), information search from (internally, externally or both) and number of alternative available (one, few or many). If consumers make a routine purchase of good and service, then it is termed as low involvement products because this products are more familiar and needs little time to search and low cost to purchase and also there is one or few alternatives available. By contrast, high-involvement decisions carry a higher risk to buyers if they fail, are complex, and/or have high price tags. A car, a house, and an insurance policy are examples. These items are not purchased often but are relevant and important to the buyer. Buyers don't

engage in routine response behavior when purchasing high-involvement products. Instead, consumers engage in what's called extended problem solving, where they spend a lot of time (Tanner & Raymond, 2010). Also there is a time delay in high involvement and complex purchases decision in comparing different aspects such as the features of the products, prices, and warranties as an example automobile, personal computers and durables (Rajasekhar & Makesh, 2013).

2.1.7 The Relationship between IMC and High Involvement Products

Due to high perceived risk and expensive the product in nature, the need for high information search through assessing, promotional tools such as, TV and radio advertisement, internet, talking with sales person and best friends, evaluating self or others past experience about the product, and so on, is extremely important for the consumer purchase decision of high involvement product. Therefore we can assume that the relationship between IMC and high involvement products are very high. However there are many factors facing the consumer during their purchase decision of a product and service. Most importantly, McDaniel *et al.*, (2010) mentioned the factors that affect the level of involvement in the consumer purchase decision such as;

Previous experience: mostly consumer are decreased their purchase involvement when they have past experience and being familiar with the product. Interests: consumer interests in a product determine their level of involvement. For what purpose they purchase a product, for making a work done or only for entertainment matters the consumer involvement. There perceived risk of negative consequence also affects the level of involvement. Social visibility also as one of the factors as the product are more socially visible the level of involvement also increase, an example of product that social display include Jewelry, cars, furniture and especially designed clothing. These are some of the furthestmost key factors which highly affect the consumer purchase decision of high involvement product.

2.2. Empirical study

As Kothari, (2004) indicated that empirical research is appropriate when evidence is required that certain variables affect other variables in some way. It is considered to be the most powerful support possible for a given hypothesis. For the purpose of this study the effectiveness of

independent variables on the dependent one will be discussed to some extent though analyzing different researches and articles as follows.

A study conducted by Ali, (2016) with the objective of evaluating the Effectiveness of Creative Advertisements for High Involvement Products on the basis of Recall, attitude and Purchase intention on cars and car insurance as a high involvement product the of Pakistan though experimental design and quantitative research approach.

In relation to the data collection, a sample of 94 university students based on convenience sampling techniques was selected and collected the data through close-ended questions of a 7-point likert scale questionnaire and the collected data are analyzed by using Paired sample t-test to compare the three variables as well as regression analysis was run to find out the impact of predictors on advertising effectiveness. The result of the study has shown that Ads are more effective in causing positive attitude toward Ad and better Ad recall, however, the presence or absence of creativity didn't have any major impact on willingness to buy or purchase intention.

Cakir and Cetin, (2013) conducted a study on "The Effects of Word of Mouth Communication on the Consumers' Travel Agency Choices" under descriptive research design and public survey was employed with consumers of at least 18 years old in Aydin provincial centre. The sample of this study takes 400 respondents by using simple random sample method and a questionnaire was distributed with containing five point Likert Scale ("5" Strongly Agree, to "1" Strongly Disagree) in order to answer the projected hypothesis.

Therefore, the data were analyzed by using descriptive statistics, frequency statistics, and one-sample t-test to test the hypotheses. Statistical Package for Social Sciences (PASW Statistics

18.0) was also used to analyze and interpret the data in addition, reliability analysis was executed to all questions except for the demographic so, the scale can be said to be reliable with a Cronbach's alpha value of 0.825. Accordingly, the result of the study showed that that word-of-mouth communication is effective for consumers' travel agency choices.

Chakraborty et al., (2013), also studied on the Effects of Sales Promotion and Advertising on Consumer's Purchase Behaviour. Therefore, the main objective of the paper is to be clear, what impacts of sales promotion and advertising on consumers by analysing practical and theoretical evidences. Using a quantitative approach data was collected from both secondary and primary data. To collect the primary data, a questionnaire was prepared and distributed

to a total of 377 respondents who are the user of products named as mineral water, toilet cleaner and telecommunication service provider were targeted and the collected data was analyzed in statistical approach.

As a result of this processes, the finding of the study showed that sales promotion is most effective on the consumers who walking around and it can leads the consumer's mind to brand switching. And also it found as sales promotion and advertising is much more effective in low involvement category products where a simple promotional activity can lead the consumers to buy a product. In addition, the case of new or unknown product, sales promotion have strong negative effects on consumers' perceived quality and when a company likes to give importance and budget on sales promotion more than advertising to get the short-term result, it will miss the long term result in product image. On the other hand, advertising motivate the audience to purchase the advertised product or service. Therefore, as a recommendation the reserchers advise to use both methods to complement each other.

A review literature conducted by Ström, (2012), related with the value of mobile markeing for consumers and retailers as a direct marketing tools with the specific objective of what is the value of mobile marketing for retail consumers, what is the value of mobile marketing for retailers, and how can potentials in mobile marketing be realized by retailers. By doing so, the resercherdescribe existing knowledge to answer those objectives through analyzing of 64 selected peer-reviewed articles. As it indicated that mobile device is a constant confidant to the consumer, making it an ideal supplementary channel for distance selling and physical selling it also initially support consumers' and retailers' interactions during pre-purchase, service delivery in-store, and postpurchase, but to a lesser extent that the value of mobile transactions for products consumers perceived as more risky. Moreover, Mobile marketing delivers multiple perceived values to consumers such as, emotional, entertainment, social values and time and location convenience.

Banerjee Arijit (2013), carried out a reserch on the Role of Personal Selling in Home Insurance in Indian Market focuses on urban home owners. The aim of this research ware to find out whether personal selling is beneficial for home insurance market or not, what is the main reason for which customers are away from home insurance? From this research questions hypothesis was drawn as follows; H0a=Personal selling is not a useful means for home insurance. H0b=Premium amount is the main reason for why customer are not showing interest towards

home insurance and H_{0c}=Home insurance sales person do not contribute to the improvement of home insurance image in India.

In order to be completed such research questions and hypothesis, a descriptive cross-sectional survey research was adopted and 100 respondents were randomly selected. And the collected data based on structured questionnaire of a six point likert scale, ranging from No Extent at All (1) to Very High Extent (6) was adopted were analyzed using descriptive and inferential statistical instruments while independent Z-test and T test was used to test the hypotheses. Based on this research methodology, the result has been drawn as;

Personal selling benefited clients to get the exact quality of the service they require through establish the right impression about the necessity of home insurance in the mind of a prospect customer. In addition, personal selling enhances product innovation, development and improvement of the image of insurance services in India, because most Indian insurance firms generate sales through salespersons efforts. Therefore, personal selling strategy is the most beneficial marketing communication tool that should be incorporated by Indian home insurance firms to increase clients' patronage, generate higher income and profit.

Conclusion on Empirical Studies

Even if most of the empirical results give an idea on the effectiveness of each IMC tools, only few of them are seen in relation to high involvement products moreover, as per the researcher information, there seems few or no research on the effectiveness of IMC on high involvement products purchase decision has been done in the case of Ethiopia, specifically in the study area which inspire the researcher to conduct a research.

The other main concept in this paper is conceptual framework of the study which links for every single part of the research. The entire chapters deals about how to assured this variables. Thus it is the cornerstone for the research paper. Therefore the conceptual framework of this paper is drawn as follows.

2.3. Conceptual Framework

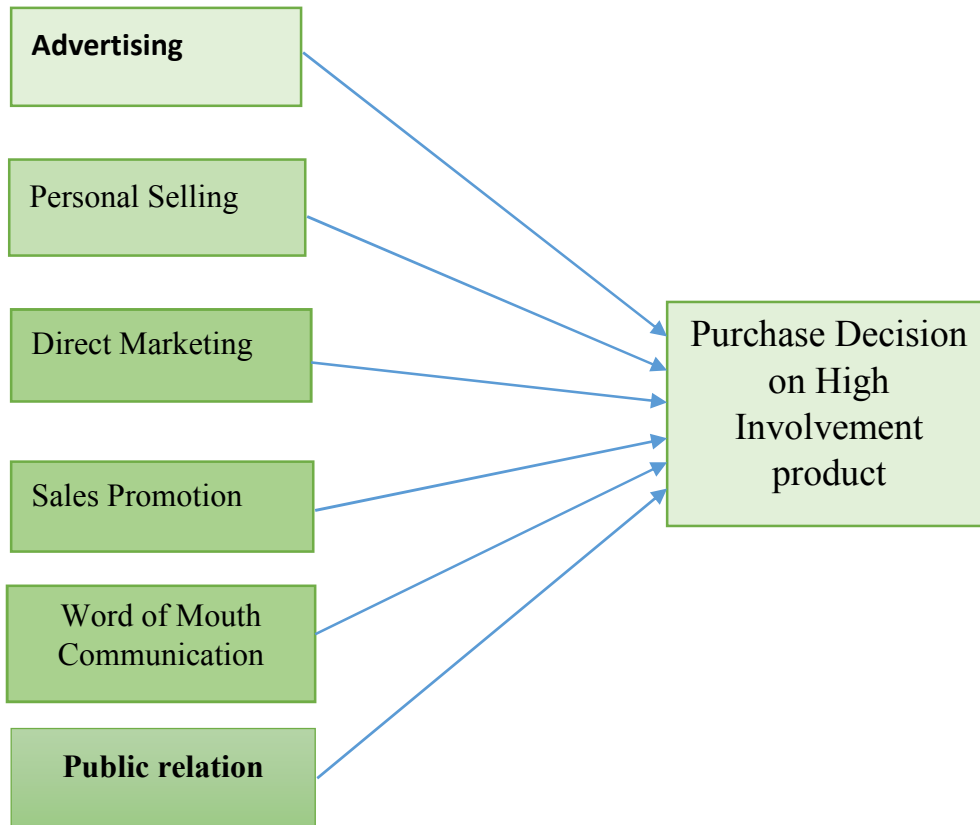


Figure 4: Conceptual Frame Work of the Study

Source: adapted from (Chansiri , 2009) and modified by the researcher

CHAPTER THREE

3. Research Methodology

This section presents a brief description of the study area. It discusses the research design that will be used in conducting the study. It also provides a detailed description of the study selection process, sampling techniques, methods of data collection and analysis, quality assurance techniques and ethical consideration.

3.1 Description of the Study Area

The study has been conducted at the SM University , A.A town.SM University established in 1998 was the oldest and pioneer private training institution in the country, which, with time had evolved producing highly competent doctors and the global community at large (SMU, 2019).

which has become one of the largest and distinguished private higher institution in Ethiopia (SMU, 2019). SMU has passed through various levels of development regarding its scope, status and the influence it has (SMU, 2018/19). Currently, the University has, postgraduate MSc and MA programs in its regular programs, (SMU , 2019/20)

Currently,SM University has over 2000 students postgraduate programs,

3.2 Research Design

In order to meet the objective of the study, cross-section a survey types of descriptive research design is framed because the researcher is interested in describing the existing situation under study. As Kothari (2004) argued the main purpose of descriptive research is an explanation of the state of affairs as it exists at present. Similarly, Adegoke (2013) stated that the aims of descriptive research is giving the specific details of a situation, social environment of relationship, and involves collecting data in order to test hypotheses or answer questions concerning the current status of the subject of the study.

In line with these, descriptive design help to investigate the effectiveness of integrated marketing communication on high involvement products in the existing situation. As a result, quantitative data collection methods, such as survey is used to gather primary data from the study

respondents. These methods enabled to measured variables, and to test hypothesized relationships in more controlled situations (Ridenour & Newman, 2008). Through using explanatory research the researcher examine the effectiveness of IMC in relation to high involvement products among SM University students.

3.3 Sampling Procedure

It is very difficult to study the whole population, so the researcher tends to concentrate only in a smaller version of a population i.e. sample. Since this study is targeted on quantitative approach, probability sampling techniques was applied to select respondents because it gives every item of the universe has an equal chance of inclusion in the sample and moreover, the results obtained from probability sampling can be assured to measure the errors or the significance of results obtained from a sample (Kothari, 2004). Different researches may call different sampling techniques and procedures depending on parameters like interest of the researcher, the nature of the study and the number of population.

In this proposed study, respondents for survey questionnaire were selected using stratified random sampling since; the target population are finite in number. Based on this assumption, the researcher will use a stratified random sampling technique. Since, this sampling technique is useful for organizing the population before capturing the sample from each category. In most case, this sampling technique is functional in order to acquire representative sample while the researcher deals with population which does not constitute a homogeneous group. Hence, in this technique the total population is divided into several sub-populations that are individually more homogeneous than the total population called strata, which enables to get more precise estimates for each stratum (Ajay & Micah, 2014).

3.4 Sample Size Determination

According to Yamane, (1967) the sample size is determined by using the formula $n = \frac{N}{1+N(e)^2}$

The researcher this formula with confidence interval 95% and 5% margin of error. Researcher preferred this formula because it is most widely quoted in many social science researchers and it is the simplest way to determine the proper sample size and this formula also advisable when there is sample frame and already known population.

Where n = stands for sample size
 N = number of population
 $Z = 1.96$ (with 95 % confidence interval
 $p = 0.05$ (for 5% margin of error)

In this case the current study total of $N=6696$ students available in the SM university within 2 campuses. Therefore, the sample size for this study is calculated as follows,

$$n = \frac{N}{1+N(e)^2} = n = \frac{6696}{1+6696(0.05)^2}, n = \underline{377}$$

Thus the total sample size for this study is $n= 377$, therefore, in order to estimate how much of the sample should be taken from each stratum, this sample population are divided in to strata based the number of campus on each category. The sample taken from each stratum is determined by using the formula of (Pandey and Verma, 2008);

$$ni = n * \frac{Ni}{N}$$

3.5 Data Sources and Method of Data Collection

Depend on quantitative research approach; the study will be employed secondary and primary data collection methods to produce reliable data. Secondary data will be collected through critical review of published and unpublished documents related to the research problem. The secondary source of data will be revised and use as supplementary sources of data for its primary counterpart. Primary data gathering methods, survey questionnaires will be used to get reliable data. The detailed justification and use of this tool presented as follows.

3.5.1 Survey Method

This method is preferred when the intention of the researcher is to determine the extent to which respondents hold a particular attitude, view or belief (Ahmed & Olatoye, 2014). The researcher will use structured questionnaires to gather necessary information's from the target population. The questionnaires will be prepared in the form of close ended in likert scale format. The questionnaires will contain detailed information about, the purpose of the study and instructions

related to how deliver their responses, demographic characteristics of the respondents and questions related with IMC and High Involvement Product Purchase Decision.

In this study 377 questionnaires will be distributed to the target population to find out the effectiveness of IMC tools, such as advertising, personal selling, direct marketing, sales promotion, public relation and word of mouth communication on purchase decisions of high involvement products the case of SMU Students.

3.6 Methods of Data Analysis

Since the study is reseated entirely on quantitative approach, descriptive analysis and inferential analysis was used to analyze the collected data. Data was analyzed based on the objective of the research. Therefore, quantitative data that was generated from questionnaires was inputted to a database and subjected to statistical analysis using 20 version SPSS software. This data was also be analyzed via descriptive statistical methods such as means, percentages, and in order to measure the relationship among the variable the inferential statistics are used such as, correlation and regression analysis in order to gate the most reliable data. Finally, for the purpose of cross checking the reliability of the measurement tools used to execute the study objectives, Analysis of movement structure (AMOS) is partially applied in this study.

3.7 Reliability Analysis

In order to avoid errors and create reliable data in the study, different instruments was applied to measure the ability of data instruments in creating consistent. The most widely used method to realize this is through reliability and validity measurement instrument using Cronbach's alpha (Kimberlin & Winterstein, 2008). Even though, this method is mostly used by health care related researches however, it is also used by most social science study, thus the researcher will also use this instrument as a consistency measure for the study on the effectiveness of IMC for purchase decision of high involvement product the case of SMU Students.

3.8 Quality Assurance Techniques

The quality of this study was maintained through different activities undertaken across the process. In the current study, to confirm consistency, efficiency and effectiveness of the research various quality assurance and assessment mechanisms was designed at all stages of the research process. One way of quality assurance mechanism will be triangulation different data source during data analysis and presentation process. Thus, the process of quality assurance and control involves using different tools such as timely progressive report submission to the advisor, peer reviews by classmate students and colleagues, proper computer software usage and incorporation of comments or suggestion as it is throughout the research life cycle.

3.9 Ethical Considerations

In the course of carrying out a research study, a researcher is expected to follow some fundamental moral values and procedures to safe guide conduct of research, such that all studies would be conceived, designed, and implemented according to the highest specified standards (Oyedolapo, 2012). In line with these assumptions, the study is compliance with legal, social and professional ethics and norms in the research setting. In doing so, the researcher received ethical clearance from the department of marketing management of SMU before going to advance the research site. And participants have been informed about the objectives, benefits, risks of the study and their right to withhold information, at any time of the study.

Prior to starting data collection, verbal agreement also be made with the respondents since, only volunteer participants will be included in this study and they could refuse to participate or free to withdraw themselves from the study at any time without any loss. The respondents have full right to ask information that is not clear about the research before they decide to participate. The privacy and confidentiality of respondent's response will be kept both during the research process and in the compiled reports.

CHAPTER FOUR

4. Data results and discussion

As the researcher mentioned in chapter three, the primary collected data through survey questionnaire is analyzed in descriptive and inferential statistics by using SPSS 20 and SEM in AMOS and the result is discussed as follows.

4.1 Reliability Analysis

In order to analysis the internal consistency of the item in the scale the most widely used method of data reliability analysis is cronbach's alpha especially, in the case of likert type items. And its coefficient is normally ranges between 0 and 1 with an acceptable level of 0.7. The closer Cronbach's alpha coefficient is to 1.0 means the greater the internal consistency of the items in the scale (Gliem & Gliem, 2003). Accordingly, as it is shown in the table below the Cronbach's alpha coefficient of each variable is ranging from the list 0.786 up to the highest 0.882, which are advertising and word of mouth respectively. However, the Cronbach's alpha coefficient for public relation indicates 0.630, which is below the cutoff point 0.7 as cited in the above reference. Therefore, it is not reliable for this study and the researcher was not consider this variable for further analysis. Indeed, the overall reliability of 33 items in this study result 0.917. Therefore, the scales used in this study show high reliability and strong relationship.

Table 4: Result of Total Reliability Statistics

Cronbach's Alpha	N of Items
.917	33

Source, survey data

Table 5: Reliability Statistics of each variable

	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
High involvement product	.846	.850	7
Advertisement	.786	.775	6
Direct marketing	.863	.863	5
Sales promotion	.822	.820	5
Personal selling	.853	.854	6
Word of mouth communication	.882	.882	4
Public relation	.630	.620	3

Source, survey data

4.3 result of central tendency

4.3.1 Result of mean and std. deviation

Table 6: Result of mean and std. Deviation

	Mean	Std. Deviation	N
High involvement product	4.0485	.77663	362
Advertisement	3.0115	.82032	362
Direct marketing	3.2144	1.06769	362
Sales promotion	2.6586	.93091	362
Personal selling	3.4254	.85379	362
WOM	3.1961	.63693	362

Source, survey data

The above table shows the results of mean and std. deviation of each variable

Mean is defined as the simplest measurement of central tendency and is a widely used measure in summarizing the data to be compared. It is a relatively table measure of central tendency better than other especially in economic and social studies where direct quantitative measurements are possible. On the other hand standard deviation is a very popular measure of

Dispersion or scatteredness of a data and it is widely used method in the context of estimation and testing of hypotheses (Kothari, 2004).

As a result of this study high involvement product which is considered as dependent variables in this study take the highest mean value among the other which is 4.0485 with a standard deviation value of 0.7766 followed by personal selling 3.4254, direct marketing 3.2144, WOM 3.1961, advertisement 3.0115 and sales promotion 2.6586 with a standard deviation of 0.85379, 1.06769, 0.63693, 0.82032 and 0.93091 respectively. This indicated that among the listed independent variables, advertising, direct marketing, sales promotion, personal selling and word of mouth communication, Personal selling takes the highest mean among the other followed by direct marketing and word of mouth communication. In like manner, standard deviation values of each variable are almost close to each other which indicated that the collected data from the sample population is almost similar.

4.4. Result of Normality Test

4.4.1 Result of skewness and kurtosis test

Table 7: Result of skewness and kurtosis

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
High involvement product	362	-1.552	.128	2.271	.256
Advertisement	362	.534	.128	.250	.256
Direct marketing	362	-.187	.128	-.666	.256
Sales promotion	362	.363	.128	-.458	.256
Personal selling	362	-.257	.128	.040	.256
WOM	362	-1.851	.128	3.347	.256

Source: survey data

As stated by Pallant (2016), skewness and kurtosis are the two statistical measure of the distribution or sometimes called measure of asymmetry. Regarding with skewness, it is a measure of symmetry in the frequency curve and if its statistical value indicates a negative sign then it is negatively skewed (mode < media < mean) and if it has a positive sign then it is

positively skewed (mode > media > mean) on the other hand if the value is equal to 0, then frequency distribution is said to be normal and symmetrical, the point where mean, mode and media are equals. As a general recommended value, it's better the skewness to be within the

range of ± 2 . Therefore, the skewness value of this study variables are ranges from -1.851 to .534 and most of them are approximately symmetry.

Kurtosis on the other hand, deals with the peakedness ' of the distribution curve and if the value of kurtosis is positive, the distribution is clustered in the center of the curve ware as if it is negative, the distribution is relatively flat. As a result, in the above table, only direct marketing sales promotion has a value of negative kurtosis value.

4.5 Result of measure of relationship

4.5.1 Result of Tolerance and VIF

Table 8:Collinearity statistics

Variables	Tolerance	VIF
Advertisement	.597	1.676
Direct marketing	.736	1.359
Sales promotion	.718	1.392
Personal selling	.618	1.468
WOM	.736	1.358

Source, survey data

Dependent Variable: high involvement product

Multicollinearity is occurs when two or more predictor variables or independent variables are correlated each other and mostly it is measured by Tolerance value and VIF, variance inflated factor, (Field, 2009).

In most cases it is recommended that the VIF values of each independent variable are below 10. So here the largest value recorded is 1.676 for advertisement and the values of the remaining independent variables are below this point. Regarding the tolerance value, it is recommended not to be less than the value of 0.1 if so, it indicating that there is multi collinearity among variables

Therefore, in this study there is no connection between the independent variables or collinearity among variables since, the tolerance and VIF value of the independent variables are greater than 0.1 and less than 10 respectively.

4.5.2 Result of Pearson correlations

Table 9: Result of correlations coefficients

	High involvement product	Advertisement	Direct marketing	Sales promotion	Personal selling	WOM
High involvement product	1					
advertisement	.372**	1				
direct marketing	.319**	.470**	1			
sales promotion	.196**	.493**	.261**	1		
personal selling	.512**	.397**	.316**	.334**	1	
WOM	.668**	.300**	.325**	.095	.456**	1

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

Source: survey data

Correlation coefficient r measures the strength and direction of a linear relationship between two variables and its value are recommended within the range of perfect negative correlation -1 and 1 perfect positive correlation (Asuero & et al, 2006). Positive values of (r) indicate positive correlation between the variables which means, the increase in one variable result in the increase of the other variable too. On the other hand, negative values for (r) indicate negative correlation between variables, which indicated that the fluctuations in the two variables taking place in the opposite directions. However, if the value of (r) is zero then it indicates that there is no association or relationship between the two variables. In the case of perfect correlation, it meant that variations in independent variable explain 100% of the variations in the dependent variable (Kothari, 2004).

Thus as we can see in the table above the Correlation coefficient of all variables has ranges from a weakly positive linear relationship, 0.196 that is sales promotion with high involvement

product to a strong positive linear relationship 0.668, which is word of mouth communication with dependent variables high involvement product. Therefore, all the independent variables are positively correlated with the dependent variable high involvement product.

4.5.3 Result of R square

Table 10: Result of R square value

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.717 ^a	.514	.507	.54508	.514	75.369	5	356	.000

a. Predictors: (Constant), WOM, sales promotion, direct marketing, personal selling, advertisement

b. Dependent Variable: high involvement product

Source: survey data

The R^2 measures the percent of variation in the dependent variable that can be accounted for or explained by the independent variables and an R^2 of one is great and an R^2 of zero is terrible, (Leamer, 1999). Linear regression also estimates the value of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Hadera, 2013). Similarly the study variables are allowed in the multiple regression in order to determine how much the predictors variables affected towards the dependent variable. As a result, here the effectiveness of each of the 5 Integrated Marketing Communication elements are able to explain 51% the dependent variable, high involvement product.

4.6 Structural equation model

Amos (Analysis of Moment Structures) is an easy general approach to data analysis through structural equation modeling (SEM), it enables to hypothesis testing problems. Simultaneous analysis of data from several different populations, performs the computation and display the result graphically within a minute and useful for assessing the model fit with the analysis (Arbuckle, 2007). SEM is highly flexible and comprehensive methods in allowing multiple tests to determine model fit such as, chi-square, Comparative Fit Index (CFI), Non normed Fit Index (NNFI), Root Mean Squared Error of Approximation (RMSEA) (Suhr, 2006).

In addition to the above characteristics, a SEM model is also identifying the relationship between exogenous and endogenous variables. The independent variable is called Exogenous latent variables in the case of using SEM, exogenous variable cause fluctuations in the values of endogenous or dependent variables in the model. (Byrne, 2010). Moreover, we can see the value of observed and latent variables in this model. Observed variables are variables which are

observed directly in SEMs and are also usually continuous. Latent variables on the other hand are not directly observed and continuous variables and have an infinite number of values. Therefore SEM enables to express latent variables in terms of observed variables (Bacon, 1997).

4.6.1 Model Fit Summary

The goodness-of-fit statistics is used to evaluate how much of the variance of each endogenous variable is being explained by the model (Baum , 2016). These measures provide the most fundamental indication of how well the proposed theory fits the data which includes Chi Squared test, degree of freedom (df), Goodness of fit (GFI), Root mean square error of approximation, Root mean square residual (RMR) Normed Fit Index (NFI), and Comparative Fit Index (CFI).

In most cases since the chi square is indicated a badness of –fit, the smaller its value implies that the better fit whereas df, and RMR said to be fit with the value of 0.00 which is less than ≤ 3.00 and the value of RMR on the other hand ≤ 0.08 which is also with the value of 0.00 respectively similarly the value of GFI,NFI and CFI are all 1.00 which is ≥ 0.90 , then the overall model used in this study is fit with the data.

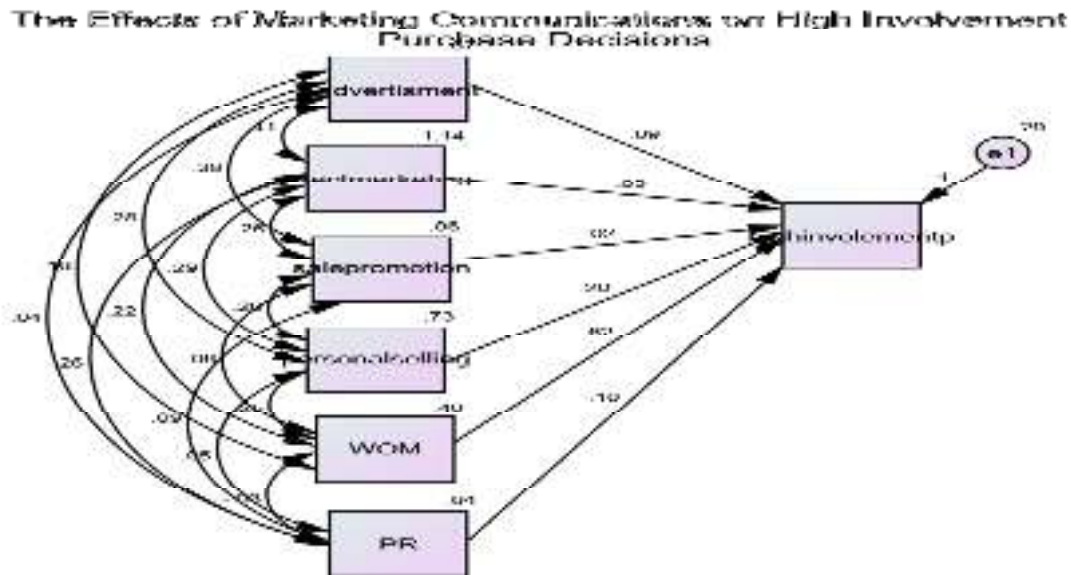
Above all the recommended value of the model fit is adapted from (Degoma A & Shetemam E, 2014).

Table 11: model fit summary

Fit Measures	Recommended Values	Values from the Model	Conclusion
Chi-square (X^2)	$P \geq 0.05$	0.00	Not Fit
Chi-square (X^2)/df	≤ 3.00	0.00	Fit
Goodness-of-Fit (GFI)	≥ 0.90	1.00	Fit
Norm Fit Index (NFI)	≥ 0.90	1.00	Fit
Comparative Fit Index (CFI)	≥ 0.90	1.00	Fit
Root Mean Square Residuals (RMR)	≤ 0.08	0.00	Fit

Source, survey data

Figure 5: Effectiveness of IMC for high involvement product



Source: survey data

In Summary, the study contains 1 Observed, endogenous or dependent variables that is High involvement product and 6 observed exogenous or independent variables includes advertisement, direct marketing, sales promotion, personal selling, word of mouse communication and public relation. There is 1 unobserved, exogenous variable which is named as e1 in the diagram sometimes called latent variable this variables are can be measured if the researcher use structural equation model unless it cannot be considered since it is unobserved variable by its nature. However, due to its unreliableness for the study Public Relation is not being considered in the analysis of the variables thus, the numbers of exogenous variables are reduced in to 5. In order to determine the relationship between the observed exogenous and endogenous variables with latent factor,

4.6.2 Exploratory factor analysis

The researcher conducts Exploratory Factor Analysis (EFA) which designed to focuses on how extent the observed variables are linked to their underlying latent factors (Byrne, 2010).

Yong and Pearce, (2013) also defined factor analysis as it identifies latent constructs or factors. And it is usually useful for placing variables into meaningful categories or reduces variables into

smaller set called factors, rather than having to consider many variables, which can save time and facilitate easier interpretations as well as it enables to testing a hypothesis stated

As a precondition for conducting exploratory factor analysis, there are two main concepts that have to be tested whether the data is enough for EFA or not. To be this end, the researcher applies the most well-known widely used methods called Kaiser Meyer Olkin (KMO) and Bartlett's test of sphericity analysis.

KMO measures the sampling adequacy for the data analysis or sample size and Bartlett's test of sphericity are mostly used to measure the strength of the relationship among variables. And mostly the KMO value is varies between 0 and1 according to (Field, 2009) and when its value is closer to 0, it indicates that the use of factor analysis is inappropriate on the other hand if its value is near to 1 which means that correlation are relatively compact and it is best for EFA. Moreover, the Bartlett's value should be significant.

4.6.2.1 Result of KMO and Bartlett's test

Table 12: KMO and Bartlett's

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.897
Bartlett's Test of Sphericity	Approx. Chi-Square	8024.643
	Df	528
	Sig.	.000

Source, survey data

Therefore, according to the above assumption, the KMO value of sampling adequacy for this data is 0.897 with a significant value of Bartlett's 0.000 and which enable to conduct the next factor analysis.

In factor analysis, the eigenvalues which is greater than 1 is taken as a factor and if its value is less than one means, it results little contribution to the total explanation of the variances.

4.6.2.2 Result of total variance explained

Table 13: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.865	47.754	47.754	2.865	47.754	47.754
2	1.141	19.017	66.771	1.141	19.017	66.771
3	.735	12.254	79.025			
4	.513	8.542	87.567			
5	.425	7.089	94.656			
6	.321	5.344	100.000			

Extraction Method: Principal Component Analysis.
 Source, survey data

Here as shown in the above table there are two factors with an eigenvalues greater than 1 which is individually accounts for 47.75% and 19% of the total variance 66.7% this meets the idea of (Tijanic, 2014) that one should extract all the factors that account for at least 60% of the variance of the original variables. And after the extraction the two factors are grouped under component 1 and 2.

Table 14: Rotated Component Matrix

	Component	
	1	2
WOM	.892	
High involvement product	.862	
Personal selling	.627	.410
Sales promotion		.847
Advertisement		.795
Direct marketing		.568

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Source: survey data

The first factor loaded under component 1 including word of mouse, high involvement product, and personal selling are able to explained the total variance by 47.7% and the remaining 19% of the variance is explained by variables which is loaded under component 2 includes sales promotion, advertisement and direct marketing. As a result, the first two important factors in general explain 66.7% of the total variance.

4.7 Discussion of the hypothesis's testing

As the researcher discussed earlier one quality of structural equation model is enable the researcher to test a research hypotheses and it is the most suitable analyses for the study because it is able to reduce measurement error, test latent (unobserved) and observed variables independence relationships and assess simultaneous overall tests of model fit (Haron , 2015). Therefore here the researcher discussed the proposed hypothesis by using this model.

As shown in the table below C.R. column, sometimes called the t-value is the critical ratio used to test the acceptances of the research hypothesis it obtained by dividing the covariance estimate by its standard error and thus, by using a significance level of 0.05, any critical ratio that exceeds 1.96 in degree would be called significant (Arbuckle, 2007).

Table 15: Hypothesis result from structural equation model

Hypothesis	From	To	Estimate	Standardized Coefficient(β Value)/ S.E	T-Value/ C.R.	Supported/ Not Supported
H1	Advertisement	High involvement product	.092	.092	2.045	Supported
H2	direct marketing	High involvement product	.046	.046	1.395	Not Supported
H3	Sales promotion	High involvement	.018	.018	.513	Not

		product				Supported
H4	Personal selling	High involvement product	.202	.202	5.037	Supported
H5	WOM	High involvement product	.620	.620	11.832	Supported

Source: survey data

Therefore as the finding showed that the t- value for advertisement is more than the recommended value 1.96 that is 2.045 which means that advertisement is moderately effective for the consumer purchase decision of high involvement product (the dependent variable) significantly with a P value of 0.041 which is $p < 0.05$ and with a Beta value of 0.092, this indicated that if the independent variable, advertisement is increased by one, then the dependent variable high involvement product is increased by 0.092 which causes lesser effect on the dependent variable. This result is more or less supported the idea of (Fill & Jamieson, 2006) which advertising is somewhat effective in causing positive attitude and awereness but less in purchase decistion of the product as the result is almost near to the cut-off point. Therefore, the first research hypothesis (advertising is effective for purchase decision of high involvement products) is supported but not significant.

The result also showed that the t- value for direct marketing is 1.395 which against the recommended value 1.96. As a result direct marketing is not effective for the consumer purchase decision of high involvement product (the dependent variable) with a Beta value of 0.046; this indicated that if the independent variable, direct marketing is increased by one, then the dependent variable high involvement product is increased by only 0.046, as a result the second hypothesis (direct marketing is effective for purchase decision of high involvement products) is not supported because consumers perceived that the transaction made with direct marketing is risky, however it deliver emotional and entertainment values especially in telemarketing (Strom 2012).

The t- value of sales promotion for high involvement product is less than the suggested level of 1.96 which is 0.513 with a Beta value of 0.018, this indicated that if the independent variable, sales promotion is increased by one, then the dependent variable high involvement product is

increased by 0.018, which does not make any change accordingly, sales promotion is not effective for the consumer purchase decision of high involvement product hence the third hypothesis is also not supported. As the same as the finding of (Chansiri , 2009) using sales promotion on high involvement product is not affected customer brand engagement than low involvement product. Together with the finding of (Hadera , 2013) that sales promotion is not significant for the customer saving habit.

personal selling is on the other hand achieved a t- value 5.037 with much great than the recommended value 1.96 which means that personal selling is significantly effective for the consumer purchase decision of high involvement product with a Beta value of 0.202, at $P = .000$ indicated that if the independent variable, personal selling is increased by one, then the dependent variable high involvement product is increased by 0.202 or 20%. The result of this study is also in line with the work of (Arijit, 2013), which emphasize on, the benefit of personal selling as the most important marketing communication tools which helps the customer to get exact quality of the service they require about home insurance, which is regarded as high involvement. Therefore, the fourth hypothesis is supported and significant.

Finally, the t- value for word of mouth communication is surprisingly more than six times of the recommended value 1.96 that is 11.832 which means that word of mouth communication is the most significantly effective communication means for the consumer purchase decision of high involvement product with a Beta value of 0.620, this indicated that the independent variable, word of mouth communication in this study is highly affected 62% or 0.620 of the purchase decision of high involvement product apart from the other communication tools discussed in the study accordingly the finding of (Cakir & Cetin , 2013) that is word of mouth communication is effective for the consumer choice of travel agency. Consequently, the hypothesis on (word of mouth communication is effective for purchase decision of high involvement product) is also supported thus.

CHAPTER FIVE

5. Conclusions, Recommendation and Limitation

5.1 Conclusions

The main purpose of this study was to investigate the effectiveness of integrated marketing communication for high involvement product purchase decision: in the case of SM university students more specifically, this bored objectives are go along with 6 specific objectives and research hypothesis. To be this end, the researcher construct 6 variables which contain a total of 39 closed ended questionnaires which expected to answer the proposed objectives of the study and it is distributed for 377 SM University Students. Therefore, depend on the above data result and discussion the conclusion of the study is drawn as follows.

With this in mind, the overall data are subjected to the normality test through skewness and kurtosis hence, according to this rule the value of the all the variables must be within the range of ± 2 thus the data is said to be normally distributed. In the main time, the multicollenarity and the correlation between each variables is also verified by using SPSS software consequently, as the result above showed that there is no multicolenearity problem among the predictor variables which are incorporated in this study since the VIF and tolerance value of each variables achieved the requirement at a maximum level. Likewise, the strength and direction of Pearson correlation among the proposed variables are ranges from a weakly positive to a strong positive relationship.

Here, the researcher also measures the R square value of the study which shows how much the selected independent variables are able to explain the dependent high involvement product accordingly; the result showed that the overall selected exogenous integrated marketing communication tools are able to explain 51% the dependent variable, high involvement product.

In order to be more reliable with the study, SEM is used to crosscheck the result from the SPSS and to test the research hypothesis as well; in the same manner this model helps the researcher to know the effects of latent variable on the endogenous one beside the listed observed independent variables. In the first place the researcher tested the model goodness fit with the data through Goodness fit index, comparative fit index, root mean squared residual as well as normed fit index all this statistical measures has been resulted the expected value and in fact it is fitted with the data used.

Moreover, the researcher identify how much of each the predictors variables affects the endogenous variable, based on the output of the path diagram ultimately, word of mouth, personal selling, advertisement, direct marketing and sales promotion are identified from the most important to the list one respectively. In the meantime, exploratory factor analysis were done to keep the most important variables along with the study however, in order to do this first the sampling adequacy and the strength of relationship among the variable are tested by using KMO and Bartlett's test of shpercity eventually, it is find as significant and then in factor analysis two factor were created in the rotated component matrix, in the first factor word of mouth, high involvement product and personal selling are retained as the first most important factor and advertisement, direct marketing and sales promotion are placed as a second least important factors for the overall study generally it accounts over 66% of the variance.

Finally, the research hypothesis of the study has been discussed by comparing the statistical values of the each variable it is concluded as;

Word of mouse communication and high involvement product are positively and significantly related, hence, word of mouse is the highest predictor for purchase decision of high involvement product than the other integrated marketing communication tools. Which indicated that consumer in their product purchase first refers the information from whom they purchase before, from the most they trust more like their best friends, families and relatives regarding the product they purchase.

Consequently, personal selling with high involvement product are significantly and positively associated takes the second most important integrated marketing communication tool for the consumer purchase decision of high involvement product. Thus next to word of mouth, consumers considered the information they get from sales person before they decide to the particular product.

Advertisement also placed as the third important tools next to word of mouth and personal selling and it positively and significantly predicted the dependent variable high involvement product. The information which is disseminating through TV, radio, magazines or newspaper or other canonly influence little on the customer high involvement product purchase decision compared to the above tools. However, the other integrated marketing communication tools such as sales promotion or direct marketing are not significantly predict the dependent variable in this

study because they are characterized for instance, sales promotion as effective for immediate purchased products which is called low involvement product. In like manner, as a result of lack in confidence in purchase the product through this product especially in Ethiopia, direct marketing remains in creating awareness and interest to the product as well as let the customer to know, compare with variety of the product especially through the internet.

5.2 Recommendation for the manufacturers and consumers

5.2.1 Suggestion for the marketers

It is obvious that not all integrated marketing communication tools are equally important for all product type as a result, marketers should first determine how effectively the product should communicate with the target consumer through in which means of communication tools, since the effectiveness of integrated marketing communication is depend on how well the marketers achieve an organization marketing goal and how satisfies the customers with the product and service, producers should adapting integrated marketing communication tools in their communication strategies in order to satisfy the information need of the consumer in different product purchase decision through all dimension. To sum up, the most useful communication means for the consumer purchase decision of high involvement product identified in this study are word of mouth followed by personal selling and advertising. Therefore the researcher recommends the manufacturers should consider the importance of word of mouth communication especially in case of high involvement product and spend more efforts better than others tools and attempt to create positive word of mouth since it is uncontrollable once it is created negatively.

Personal selling, as it is the second important for the purchase decision of high involvement product, manufacturers should also communicate effectively with their distribution agent, whole Sellers or retailers, give them training as needed , provide detail information about the product since they directly or indirectly determine the consumer purchase decision of the product.

The product manufacturers also better to see their advertisement strategies of product through TV, radio or in other forms, since few consumers can believe what they see and modified the message in the way that able to influence the customer to purchase the product. Moreover, it is advisable to use those promotional tools alongside for better result in communicating the customers.

5.2.2 Recommendation for the consumer

Since this research is carried on the effectiveness of integrated marketing communication for the consumer purchase decision of high involvement product, further the researcher recommends the consumer to evaluate a promotional tools such as word of mouse, personal selling and advertisement which has been found as a significant communication tools while they decide to purchased high involvement product .

5.4 Implication for future researchers

- ✓ The result of the study might be better if the future researcher carried out such topics in different geographical area through considering the respondents gender, age, income and professional difference,
- ✓ Additionally, it will be better to conduct the latent variables apart from the listed independent variables such as word of mouth, direct marketing, personal selling, advertisement and sales promotion. Likewise, these unobserved variables are predicted the dependent high involvement product by 49%as was previously stated.
- ✓ While the researchers are preparing the questionnaires for the purpose of collecting the data, even more it will be better to including open ended questions along side with the close ended and allow the respondents to express their ideas freely than limiting their perceptions
- ✓ More importantly, it will be better if the future researcher measures the detail effectiveness of each promotional tool through other type of high involvement product such as insurance, home, car etc.

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Appendices

Appendices I

Survey questionnaire

St, Marry's University
School of Graduate Studies
Department of Marketing Management
The Questionnaire to be filled by students of SM University

Dear respondent,

My name is Elias Bizuayehu. I am a private worker and a student of SM University . I am also prospect graduate student of the department of marketing management. This questionnaire is prepared for the purpose of conducting a study on “The Effectiveness of Integrated Marketing Communication on High Involvement Products Purchase Decision”.

Integrated marketing communication is the process of applying promotional tools as a manner of synergy in the purchasing of products. It has also several elements, such as advertising, direct marketing, sale promotion, personal selling, public relation and word of mouth communication.

High involvement products (HIPS) on the other hand is defined as, a product which is characterized by high prices, more durable, complex feature, a major deal for one's self-image and the buyer is prepared to spend considerable time and effort in searching information. Thus, in this questionnaire context “HIPS” shall mean packages of product about smart phones.

The purpose of the study will be for partial requirements for degree of Master of Arts in marketing management.

Generally, the questionnaire contained a total of close-ended questions with multiple choices. The trustworthiness of the study will be based on the accuracy of the information you provided. Therefore, I am kindly requesting your genuine responses in an effort to attain the stated objectives of the study. Participation in this study is completely voluntary and the information you provide is used only for this research. Your privacy and confidentiality will be kept throughout the research process. I would like to extend my appreciation for your cooperation.

Question	በጣም አልሰማም Strongly Disagree	አልሰማም Disagree	አልወሰንኩም Neutral	እሰማለሁ Agree	በጣም እሰማለሁ Strongly Agree
1. እኔ ስለሰማርት ስልክ በቂ እውቀት አለኝ ብዬ አምናለሁ I believe that I am very informed about smartphones.	1	2	3	4	5
2. ስማርት ስልኮች በተለምዶ በጣም ወድ እቃዎች ናቸው Smart phones are very expensive in nature.	1	2	3	4	5
3. ስማርት ስልኮች ከአጠቃቀም አንጻር በጣም ውስብስብ እና ለመገምገም ብዙ ጊዜ የሚፈልጉ ናቸው Smartphones are more complex in terms of usage and needs more time to evaluate.	1	2	3	4	5
4. ስማርት ስልክ በመግዛቴ የላቀ እና የተለየ ስሜት እንዲሰማኝ አድርጎኛል Purchasing smartphone makes me feel unique.	1	2	3	4	5
5. ስማርት ስልክ ያለው የላቀ ጥቅም ለግዢ ወሳኔ የሆነ ምክንያት ነው The superior usable of smartphone is my major reason to purchase it.	1	2	3	4	5
6. ስማርት ስልኮች ለረጅም ጊዜ የሚቆዩ እቃዎች ናቸው smartphones are more durable products	1	2	3	4	5
7. ስማርት ስልክ እለት ከእለት ከምጠቀምባቸው እቃዎች ውስጥ የሆነው ነው smartphone is the usable product in my routine activities	1	2	3	4	5
8. ስማርት ስልኮች በተለያዩ ሚዲያዎች ማለትም በመጽሔቶች፣ በቴሌቪዥን፣ በሬድዮ፣ በጋዜጣ እና በቢል ቦርዶች አማካኝነት ይተዋወቃል smartphones are advertises in media, such as in T.V, Radio, billboards, magazines, newspapers	1	2	3	4	5
9. ለስማርት ስልኮች የሚሰሩ የቴሌቪዥን ማስታወቂያዎች አዳዲስ ሀሳቦች ላይ የተመሰረቱ ናቸው The TV advertisements of smartphones are based on creative and innovative ideas.	1	2	3	4	5
10. ለስማርት ስልክ የሚሰሩ ማስታወቂያዎችን ዋና ሀሳብ በግልፅ እረዳለሁ I can get clearly the main idea of smart phone advertisement	1	2	3	4	5
11. ለስማርት ስልኮች የሚሰሩ የቢል ቦርድ ማስታወቂያዎች ስማርት ስልክ ለመግዛት ከፍተኛ ፍላጎት አሳድረውብኛል I really interested to purchase smartphone when it is advertise on billboards	1	2	3	4	5
12. ስማርት ስልክ ለመግዛት የወሰንኩት ከጋዜጦች ባገኘሁት መረጃ መሰረት ነው I decide to purchase smartphone based on the	1	2	3	4	5

information I get from newspapers advertisement					
13. ስማርት ስልክ ለመግዛት የወሰንኩት ከመጽሔቶች ባገኘሁት መረጃ መሰረት ነዉ። I decide to purchase smartphone based on the information I get from magazines advertisement	1	2	3	4	5
14. ስማርት ስልኮች ከአምራቹ በቀጥታ በሚላኩ እንደበራራ ወረቀቶች፣የስልክ መልክቶች፣ በኢንተርኔት አማካኝነት ይተዋወቃል Smartphones are promoted in Direct marketing through direct mail, internet, telemarketing, handbills... etc.	1	2	3	4	5
15. . ከስማርት ስልክ አምራቶች የሚላኩ እንደበራራ ጽሁፎች እና የመረጃ ወረቀቶችን በቀጥታ አገኛለሁ I always got handbills from the manufacturers of smartphone	1	2	3	4	5
16. በኢንተርኔት በኩል ለሚላኩ የስማርት ስልክ ማስታወቂያዎች ሁልጊዜ ትኩረት እሰጣለሁ I always pay attention when smartphones are promoted via internet	1	2	3	4	5
17. በስልክ ሽያጭ በኩል የሚላኩ የስማርት ስልክ ማስታወቂያዎች ለመረዳት በጣም ቀላል ናቸዉ። The promotion of smartphones in telemarketing is easy to understand.	1	2	3	4	5
18. ስማርት ስልክን ለማስተዋወቅ ከአምራቹ የሚላኩ ማስታወቂያዎች ከሌሎች ተመሳሳይ እቃዎች ማስታወቂያ ይለያል The direct marketing promotion strategies used for smartphones is differ from other products	1	2	3	4	5
19. ስማርት ስልክ በተለያዩ የሽያጭ ማስታወቂያዎች እንደ ነፃ ስጦታዎች፣ የዋጋቅናሽ፣ ኩፖኖች እና ለናሙና በሚቀርቡ እቃዎች አማካኝነት ይተዋወቃሉ Smartphones are promoted through sales promotional tools, such as gifts, discounts, coupons, sampling...etc.	1	2	3	4	5
20. ስማርት ስልክ በገዛሁበት ወቅት ልዩ የዋጋ ቅናሽ ተደርጎልኛል I get special discounts while I purchase smartphone.	1	2	3	4	5
21. ከንግድ ኤግዚብሽኖች የማገኛቸዉ የተለያዩ የሽያጭ ማስታወቂያ ስጦታዎች ስማርት ስልክን ለመግዛት አነሳስተዉኛል The promotional items/gifts I got from trade fair exhibitions motivated me to purchase smartphone.	1	2	3	4	5
22. ስማርት ስልክ በሚሸጥበት ወቅት የሚቀርቡ ማበረታቻዎች ስማርት ስልክ	1	2	3	4	5

<p>ለመግዛት አነሳስተውኛል The incentives offer while I was purchase smartphones encourages me to buy it.</p>					
<p>23. ስማርት ስልክን ለማስተዋወቅ ኩፖኖች በተደጋጋሚ ይቀርባሉ ይህ ደግሞ ስማርት ስልክ እንድንዛ አድርጎኛል Coupons are used frequently to promote smartphone, which enable me to purchase it.</p>	1	2	3	4	5
<p>24. እኔ ስማርት ስልክ ለመግዛት ከመወሰኔ በፊት መረጃን ለማግኘት የሽያጭ ሰራተኞችን እጠይቃለሁ I'm asked sales persons to get information about smartphones before I decide to purchase it.</p>	1	2	3	4	5
<p>25. ከሽያጭ ሰራተኞች ስለስማርት ስልክ የማገኘው መረጃ ለኔ በጣም አስፈላጊ ነው The information's I get from sales person about smartphones are more relevant.</p>	1	2	3	4	5
<p>26. የሽያጭ ሰራተኞች ስማርት ስልኮችን አሳይተው ካብራሩልኝ በኋላ ስማርት ስልክ ለመግዛት አስወስኛኛል I decide to purchasesmartphoneswhen the sales persons display and explain it for me.</p>	1	2	3	4	5
<p>27. ከሽያጭ ሰራተኞች የማገኘው መረጃ የስማርት ስልክ ግዢዬ ላይ የሌለኝን እምነት ጨምሮታል The information's I acquired from Sales persons increase my trust on the purchase decision ofsmartphone.</p>	1	2	3	4	5
<p>28. የሽያጭ ሰራተኞች ስለስማርት ስልክ ያላቸው እውቀትና ክህሎት ስማርት ስልክ እንድንዛ አድርጎኛል The knowledge and skills of the sales person makes me to purchasesmartphone.</p>	1	2	3	4	5
<p>29. የሽያጭ ሰራተኞች ያላቸው ተወዳጅነት ስማርት ስልክ እንድንዛ አድርጎኛል The likabilityof the sales person makes me to purchasesmartphone.</p>	1	2	3	4	5
<p>30. ለእኔ ቅርብ ከሆኑ ሰዎች ጋር የማደርገው የመረጃ ልወወጥ ስማርት ስልክ ለመግዛት ለወሰንኩት ወሳኔ ትልቅ ተፅዕኖ አለው Word-of-mouth communication is important in influencing my buying decision of smartphone.</p>	1	2	3	4	5
<p>31. ከዚህ በፊት ስማርት ስልክ ገዝተው ከሚያውቁ ሰዎች የማገኘው ምክር ለእኔ የ ስማርት ስልክ ግዢዬ ላይ በጣም አስፈላጊ ሆኖ እግንቸዋለሁ The advice of consumers, who have purchased smartphone before, is important for my purchase decision of smartphone.</p>	1	2	3	4	5

<p>32. በአምራቾች እና በጅምላ አከፋፋዮች ለስማርትስልክ የሚሰሩ የህዝብ ግንኙነቶች ስለስማርትስልኮች እንዳወቅኦቻል</p> <p>Public relations about smartphones made by the manufacturers and the wholesalers makes me to aware of about smartphones</p>	1	2	3	4	5
<p>33. በአምራቾች እና በጅምላ አከፋፋዮች ለስማርትስልክ የሚሰሩ የህዝብ ግንኙነቶች ስለስማርትስልኮች እንዳወቅኦቻል</p> <p>Public relations about smartphones made by the manufacturers and the wholesalers makes me to aware of about smartphones</p>	1	2	3	4	5
<p>34. የስማርትስልክ አምራቾች እና ጅምላ አከፋፋዮች በማህበረሰቡ ውስጥ የሚያደርጉትን ቁተሳትፎ ስማርትስልክ እንድንዘዛ አስችሎቻል</p> <p>The active involvement of smartphone manufacturers and wholesalers in the community services makes me to purchase smartphone.</p>	1	2	3	4	5
<p>35. ከተለያዩ የሚዲያ ምንጮች የሚገኘው መረጃ ስማርትስልክ ለመግዛት አነሳስ ቶኛል</p> <p>The information I get from different media sources motivated me to purchase smartphone</p>	1	2	3	4	5
<p>36. ስማርትስልክ የኑሮ ሁኔታችንን አቅልሎ ልናል ብለው ያስባሉ</p> <p>Do you think smart phone to change our life style</p>	1	2	3	4	5

Appendices II

Output of Structural Equation Model

Result (Default model)

Minimum was achieved
 Chi-square = .000
 Degrees of freedom = 0
 Probability level cannot be computed

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
highinvolementp <--- Advertisement	.092	.045	2.045	.041	
highinvolementp <--- directmarketing	.046	.033	1.395	.163	
highinvolementp <--- Salepromotion	.018	.036	.513	.608	
highinvolementp <--- Personalselling	.202	.040	5.037	***	
highinvolementp <--- WOM	.620	.052	11.832	***	
highinvolementp <--- PR	-.096	.038	-2.537	.011	

Covariances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
advertisement <--> directmarketing	.410	.051	8.079	***	
directmarketing <--> Salepromotion	.258	.054	4.795	***	
salepromotion <--> Personalselling	.264	.044	6.013	***	
personalselling <--> WOM	.247	.031	7.879	***	
WOM <--> PR	-.033	.027	-1.227	.220	
personalselling <--> PR	.051	.036	1.409	.159	
salepromotion <--> PR	.094	.039	2.395	.017	
directmarketing <--> PR	.259	.047	5.533	***	
advertisement <--> PR	.039	.035	1.119	.263	
salepromotion <--> WOM	.056	.031	1.793	.073	
directmarketing <--> WOM	.220	.038	5.869	***	
advertisement <--> Personalselling	.277	.040	7.003	***	
advertisement <--> WOM	.156	.029	5.454	***	
directmarketing <--> Personalselling	.287	.050	5.723	***	
advertisement <--> Salepromotion	.376	.045	8.404	***	

Variances: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
advertisement	.671	.050	13.435	***	
directmarketing	1.137	.085	13.435	***	
salepromotion	.864	.064	13.435	***	
personalselling	.727	.054	13.435	***	
WOM	.405	.030	13.435	***	
PR	.639	.048	13.435	***	
e1	.287	.021	13.435	***	

Minimization History (Default model)

Iteration		Negative eigenvalues	Condition #	Smallest eigenvalue	Diameter	F	NTries	Ratio
0	e	4		-.166	9999.000	610.908	0	9999.000
1	e*	0	28.337		.834	133.202	18	.899
2	e	0	17.410		.462	75.893	2	.000
3	e	0	18.697		.327	14.640	1	1.227
4	e	0	31.004		.256	1.145	1	1.160
5	e	0	39.190		.109	.013	1	1.067
6	e	0	39.079		.015	.000	1	1.010
7	e	0	39.661		.000	.000	1	1.000

Model Fit Summary

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	28	.000	0		
Saturated model	28	.000	0		
Independence model	7	703.659	21	.000	33.508

RMR, GFI

Model	RMR	GFI	AGFI	PGFI
Default model	.000	1.000		
Saturated model	.000	1.000		
Independence model	.207	.590	.454	.443

Baseline Comparisons

Model	NFI	RFI	IFI	TLI	CFI
	Delta1	rho1	Delta2	rho2	
Default model	1.000		1.000		1.000
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Independence model	.300	.281	.319	.000

Appendices III**Work Plan and Budget Table****Work plan of the study**

No.	Tasks to be performed	Proposed Period of Accomplishment
1	Developing the first draft of the proposal	DEC 01-22 December , 2019
2	Submission of the Draft Proposal to the Advisor	23 Dec, 2019
3	Submission of final research proposal to the department	02 Jan, 2020
4	Development of data collection instrument	07- 15 Feb, 2020
5	Data collection to fill the gaps in the primary data	Feb 20- 06 April , 2020
6	Time for data analysis and further literature review	Apr 07-10 May, 2020
7	Writing up the thesis and submission of the draft to the Advisor	May11 – 11June, 2020
8	Editing of the draft thesis	12 - 15June, 2020
9	Submission of the final thesis to the department	16 June, 2020
10	Defense	25 July, 2020

4.2. Budget

No.	Budget item	Unit	Quantity number	Unit cost Per birr	Total cost	Remark
1.	Stationary Materials (note book, stapler, pen, pencil)	Pieces	2 each	200.00	200.00	
2.	Questionnaire Duplication	Piece	377	9.00	3,393.00	6 paper per questionnaires
3.	Flash disk	Piece	1	150.00	150.00	4GB
4.	Data entry clerk	Per questionnaire	377	10.00	3,770.00	
5.	Data collectors	Person	1	30.00	600.00	For 20 days
6.	Transport and communication cost				500.00	
7.	Periderm	Days	70	50.00	3,500.00	
8.	Refreshment for the respondents	Person			1,600.00	
9.	Internet Service	Hours	25	0.20/min	300.00	Including CDMA usage
10.	Secretarial service for the thesis	Page	100	3.00	300.00	
11.	Photo Copy cost	Page	400	0.50	800.00	4 copies
12.	Thesis Binding	Pieces	4	30	120.00	
	Total				15,233.00	

Table 1: Budget Plan of the Study