



S.T MARY'S UNIVERSITY COLLEGE
SCHOOL OF GRADUATE STUDIES
DEPARTEMENT OF MARKETING MANAGEMENT

**THE EFFECT OF SALES PROMOTON TOOLS ON CONSUMER PURCHASE DECISION
OF CONSUMER OF WALIA BEEER BRANDS.**

**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY COLLEGE, SCHOOL OF
GRADUATE STUDIES IN PARTIAL FULLFILMENT OF THE REQUIRMENTS FOR THE
MASTER OF MARKETING MANAGEMENT**

BY

MARTHA KASSA

JUNE, 2020

ADDIS ABABA

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DECLARATION

I hereby declare that this study entitled “THE EFFECTS OF THE EFFECT OF SALES PROMOTION TOOLS ON CONSUMER PURCHASE DECISION OF CONSUMER OF WALIA BEER BRANDS: *the case of*” is my original work prepared under the guidance of my advisor DR. Zemenu Ayenaddiss (PhD). This paper is submitted in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

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Acronyms

- GDP- Gross Domestic Product
- B1G1F- Buy one Get One Free
- SP- Sales Promotion
- PD- Price Discount
- VIF- Variance Inflation Factor
- ANOVA- Analysis of Variance
- SPSS- Statistical Package for Social Science

ABSTRACT

Brewery Industries have been one of the most rapid growing markets in this country for the last decade. Companies should have to use sales promotion effectively to stay in the market. Thus this study explores the influence of sales promotion tools like: price discount, coupon, Free Sample, Sweepstakes and Contest, and Buy one Get one free on consumer buying behavior case of Walia Beer. Data was collected from customers of Walia Beer. A sample of 384 respondents was selected using non probability sampling method. The researcher selected participants of the study from different sub-cities of Addis Ababa by using convenience sampling method due to large number of population. The data were collected through self-administered questionnaire which resulted in 370 responses and out of this 357 statistically acceptable response. After that, the data was checked through testes like; validity by KMO and Bartlett's Test, Reliability by Cronbach's alpha coefficient. Data analysis was done using descriptive analysis, correlation, regression and one-way ANOVA using SPSS 20 Version. The Pearson correlation coefficient used in the study signifies that all independent variables (tools of sales promotion) and the dependent variable (buying behavior) have strong positive relationships with one another. The result from regression analysis concludes that all sales promotion tools that listed above have significant influence on buying behavior (Price Discount, $\beta_1 = 0.13$, Coupon, $\beta_2 = 0.21$, Free sample $\beta_3 = 0.24$, Sweepstakes & contest, $\beta_4 = 0.255$ and BIG1F, $\beta_5 = 0.20$) at 95% confidence interval. It was also concluded that this overall sales promotion tools have a significant impact on consumer buying behavior. The results are useful in identifying the influential components of sales promotion and it will help Walia Beer as marketing strategy. As evident from the finding section that the study was conducted in Addis Ababa only, applicability of the results in other countries side may result differently. Further, as the study is recommends the company should focus on associating their products with the consumers through incentive of sales promotion they consumer prefer mostly so as to retain their existing customers and attract the new ones.

Key word: Sales promotion, Consumer buying behavior, Purchase decision making, sweepstakes and contest.

CHAPTER ONE

INTRODUCTION

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

1.1 Background of the Study

Promotion

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

In today's competitive global market, the role of marketing has been signified from time to time. Business ventures and product developments put larger portion of their annual budget for sales promotion and advertisement. Studies indicate clearly in global area especially after 1960s the emphasis has been given for sales promotion (Shahriar et al., 2011). Many nations have been excessively applying sales promotion for their existing or emerging businesses. According to

Low and Mohr (2000) manufacturers continue to spend a large amount from their communication budget on sales promotion. They allocate around 75 percent of their marketing communication budget to sales promotion (Hellman, 2005). In Kenya, sales promotion accounts for 65% to 75% of the total marketing budget in the fast moving consumer goods companies and this has been rising for the last two decades (Kotler, 1997). Brewery companies in particular apply different sales promotion strategies and tools to promote their products. Among the strategies; vouchers, premium products, gifts, extra products, reduced prices, free samples and sweepstakes are common with a view of positively influencing the behavior of their customers towards purchasing of their products (Onyango, 2014). Currently sales promotion becomes a vital in many business activities especially in industry like brewery. A study also magnifies the role of sales promotion in the future success of the business. Therefore, the management of brewery companies should formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favorable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales (Onyango, 2014). In addition, for a company to penetrate into new markets it needs to arm itself with specific sales promotion strategies that will ensure growth in the target market. This becomes even more important if the target market is already filled up with competitors offering the same products or services (Kay, 2003). Different theories and conceptual frame works ascertains that sales promotion strategies have significant positive influence on the consumer behavior (Onyango, 2014).

Brewery industry in Ethiopia is growing fast in recent year with increased urbanization, population growth, rising incomes (Access capital, 2010). Ethiopia's beer industry is currently comprised of seven major breweries plants. These are Meta Abo, BGI Ethiopia, Bedele, Raya, Heineken, Dashen, Anbesa and Habesha. These all brewery companies are currently involved in some sort of sales promotion activities.

Business organizations reach to their customers with goods or services through various mechanisms. A number of activities are being performed in order to sell the products to the consumers. This is called marketing and it is an important function. Marketing is the performance of business activities that directs the flow of goods and services from producer to the customer. Modern marketing is more than just producing good products, suitable pricing and easy access to them (Kotler& Armstrong, 2000). Attracting new customers has become

important in modern business so firms have to consider the attitude and behavior of their consumers. Businesses need to communicate to the consumers what they have to offer (Jobber & Lancaster, 2006).

Sales promotion

Defining the term sales promotion is rather difficult for the presence of multiple relating techniques and tactics and that sales promotion is a tool to achieve company's marketing communication objectives and an essential element in planning marketing (Blattberg and Neslin, 1990). Sales promotion is one of the most important and bewildering promotional tools of modern marketing management. It is bewildering because of its typically tagged effects and also the difficulty of isolating its effect from other elements in the marketing mix. It could be referred to as a "catch all" for those short term marketing activities which act as an incentive to stimulate quick buyers action such as coupons, sweep take, context, premium, free samples, trading stamp (Bhandari, 2012).

1.2 Background of the Organization

Heineken is an international company and is one of the leading brewers worldwide with a large international presence. The company is prominent with over 200 varieties of beer along with its ownership of 140 breweries and distributors in over 70 countries. The headquarters of Heineken is located in Amsterdam. The company operates and distributes in five main geographical areas. These include Western Europe, Central and Eastern Europe, Africa and the Middle East. (Market Line Business Information Center, 2011, pg.4).

Heineken Breweries S.C Ethiopia is a manufacturer of seven brands which are; Walia, Bedele, Harar, Buckler, Sofi Malt and Heineken. The headquarter is located in Addis Ababa Ethiopia. Ethiopia has become a key location for Heineken as a developing and growing market (www.africanbusinessreview.com). There are three breweries under Heineken Kilinto Brewery S.C, Harar Brewery S.C and Bedele Brewery S.C. Kilinto Brewery S.C is located in the outskirts of Addis Ababa in Kilinto. It started operations in July 2014. It is a home to the Walia brand but

also produces other brands. Harar Brewery S.C is located in the city of Harar in Harari region. The brewery started operation in 1984. Its known for producing brand like Harar, Hakim Stout, Buckler and Sofi Malt. Bedele Brewery S.C is located in Bedele town, it started operations in 1993. The brewery produces Bedele and Bedele Special brands (www.theheinekencompany.com).

1.3 Statement of the problem

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

The newly built industries have extensively involved in sales promotion activities such as; reduction in cost of beer during happy hours; buy and get one free and more strategies (Access capital, 2010). Almost all beer companies avail different types of promotional materials such as, refrigerators, chairs, tables, trays, bottle openers, etc. to their customers. Additionally, Companies have been involved in different marketing strategies to promote new and existing brands.

Heineken company has been practicing various sales promotion campaigns for promoting its Walia beer brand such as free sampling, special event sponsorship (sponsorship on music concert and bazaar/festival), under the crown prizes (prizes like free drinks, trip to Seychelles to support the national team, car, etc.), price discount, point of sale materials promotion (light box, branded refrigerator, Outside signage on bars and restaurants, etc.) and buy and get one free Among these sales promotion campaigns, the researcher selected four sales promotional tools which are under the crown prizes, price discount, point of sale materials and buy and get one free, as these are the most common ones which the company uses frequently.

The main concern of this study is to review the effect of a company sales promotion of a company sales promotion method on sales of product in the market. Basically the main issue is to know the extent to which promotion efforts has led to increase sales volume and profitability.

1.4 Research Questions

1. Which of the sales promotion tools consumer react more favorable to consumer?
2. To what extent price discount affect beer purchase decision of consumers?
3. What effect does sales promotion has on consumer buying decision?

1.5 Objective of the study

1.5.1 General Objectives

The general objective of this study is to examine the effect of sales promotion Tools on consumer purchase decisions of consumers of Walia beer brand.

1.5.2 Specific objectives

- To evaluate the success of sales promotion tools implemented on walia beer
- To Identify the effect of price discount on consumer purchasing decision
- To measure the effect of sales promotion on consumer buying decision

1.6. Hypothesis

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

H1. Sales promotion program does not enhance buying decision

Sales promotion programmer enhance consumer buying decision

H2. Price discount is very effective in inducing purchase decision of beer.

Price discount is not affected in inducing purchase decision of beer

H3. Sales promotion has no positive effect on the profit level of the organization

Sales promotion has positive effect on the profit level of the organization

1.6 Significance of the study

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

1.7 Scope of the Study

These studies examine effect of sales promotion tools on consumers' purchase decision pertaining to Walia beer brand. For this purpose, the researcher took four promotional tools which can affect the consumer purchase decision. These tools are under the crown prizes, price discount, Point of sale materials promotion and buy and get one free. In conducting this research study, information was collected from beer consumers found in Addis Ababa City Administration.

1.8. Operational definition of terms Sales promotion

A range of marketing techniques design within a strategic marketing framework to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives (Brassington&Pettitt, 2000).

Promotional Mix- The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Ansari et al., 2011).

Under the crown prizes- Is a one type of sales promotion that offers prizes on the bottle cap. It's a scheme for the distribution of prizes by chance. (Oxford dictionary)

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

Point of sale materials- Is a way of showing product and offerings through in store and out store displays such as menu boards, POPs and brochures (Gedenk et al., 2006).

Buy and get one free- Is one type of popular volume discount nonmonetary sales promotions scheme in which the consumer gets one product of the same type for the price of one or receiving a free product by purchasing some other product (Inman et al.,2009).

Purchase- The exchange of values, either for money equivalent. It is the transaction between the buyer and the seller. (Gerald, 1997).

Purchase decision- the stage at which the buyer or the consumers actually buys the products (Kotler, 1999).

1.9 Organization of the Study

Chapter one of this paper discussed introductory issues; it points statement of the problem, objectives of the study, research questions, scope, and significance of the research and operational definition of terms. Chapter two discussed on theoretical review of literatures extracted from different books, articles and journals, empirical review and conceptual framework and hypothesis. Chapter three covered the research design and methodology of the study. It describes the type and design of the research; the subject and participants of the study; as well as the data collection tools applied and methods of data analysis. The fourth chapter presented the research findings and analysis. The fifth chapter summarizes the findings from chapter four and draws conclusions. Finally, the recommendation part is presented.

CHAPTER TWO

LITERATURE REVIEW

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

2.1 Theoretical Review of the Study

Marketing

Marketing According to the American Marketing Association, quoted by Kotler & Keller (2006) marketing can be defined as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Another simpler definition is presented as marketing includes anticipating demand, managing demand, and satisfying demand (Evans & Berman, 1997). Marketing could also be defined in a few words with mutually satisfying exchange relationships (Baker, 2006).

The marketing mix is defined as the specific combination of marketing elements used to achieve objectives and satisfy the target market. It encompasses decisions regarding four major variables: product, distribution, promotion, and price (Evans & Berman, 1997). The whole marketing mix is defined as the set of controllable of controllable tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market. (Kotler & Armstrong, 2006).

Sales Promotion is one of the marketing mix elements, includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers

satisfaction of their wishes and needs comparing with the competitors commodities (Mahmud et al., 2014). Belch and Belch (1996) defined sales promotions as direct encouragements provide an additional stimulant for the products to be sold or distributed in a short period of time. Kotler (2003) defined sales promotion as any activity which obtained by the producers usually short term designed to encourage quicker or greater amount trade retailer or wholesaler as well as influence individual to buy the product. According to Perreault et.al (2008) sales promotion defined as a communicating information within two parties, seller and potential buyers, which is obtained to effect customers decisions. Brassington and Pettitt (2000) provide a new definition for sales promotion as a range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives. This extra value may be a short term tactical nature or it may be part of a longer term franchise building program. Moreover, Zallocco et.al (2008) defined sales promotion as it is an intentional effort from marketers to deliver the appropriate information in suitable inducement way to get the desired acceptable responses from the customers.

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

Marketers use different kinds of promotions such as coupons, sweepstakes, and frequent user clubs, and premiums, rebates, price discounts to increase sales, market share, encourage trial, and encourage brand switching (Aaker, 1991). In addition, consumers prefer promotions and are always looking to reap benefit from some form of promotion. They provide utilitarian benefits such as monetary savings, added value, increased quality, and convenience, as well as other benefits such as entertainment, exploration, and self-expression (PChandon et al., 2000). A large

body of literature has examined consumer response to sales promotions, most notably coupons (Sawyer & Dickson, 1984), (Bawa, Kapil, & Shoemaker, 1987), (Gupta, 1988), (Blattberg&Neslin, 1990), (Agarwal&Rao, 1996) and (Leone &Srinivasan, 1996). Despite this, important gaps remain to be studied. It is generally agreed that sales promotions are difficult to standardize because of legal, economic, and cultural differences (Ellen R. Foxman et al., 1988); (Kashani&Quelch, 1990); (Huff & Alden, 1998) Multinational firms should therefore understand how consumer response to sales promotions differs between countries or states or province. According to (Blattberg&Neslin, 1990) sales promotion is a key ingredient in marketing campaigns which consist of collection of incentive tools to stimulate quicker or greater purchase of particular products by the consumers.

Sales promotion plays an important role in the marketing programs of the retailer and it can have a significant impact when customer makes their purchasing decision (Gedenk et al., 2006). Sales promotion adds value to the products or services and it provides an extra incentive to consumer who makes purchasing decision based on the promotion. The value created by sales promotion may also vary depending upon the different types of sales promotion such as free sample, price discounts, coupons, point of sale display promotions etc. It provides direct impact on consumer behavior and accelerates the selling process by influencing consumer to make a swift purchase. Customers look for more fun from the brands they buy. Sales promotion offers novelty, excitement and humor at the point of purchase (Cummins, 2008).

2.1.2 Types of Sales Promotions

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

Retailer promotion: is the promotion offered directly by the retailers towards the consumers. It includes price cuts, displays, feature advertising, free goods, retailer coupons and contest. (Blattberg & Neslin, 1990).

Consumer promotion: is the promotion offered by the manufactures directly to the consumers. It includes sampling, price packs, rebates and refunds, financing incentive, bonus or value packs, special events, sweepstakes contest, premium, advertising specialties and tie in. (Blattberg & Neslin, 1990).

Consumer promotions can further be classified as price promotions or non-price promotions. Non-price promotions are for example free samples, special packaging or promotion games, while price promotions are for example discounts or coupons (Gedenk, 2001). Price promotions can be defined as (1) temporary limited discounts to the regular market price, (2) sometimes supported by additional marketing measures (3) to increase sales for a retailer, wholesaler or manufacturer. Sales promotions and price promotions alike, do not necessarily have to focus on reaching short-term goals, such as the immediate increase in sales, but can also be targeted at e.g. increasing a retailer's image or increasing long-term sales (Gedenk, 2001).

Promotion Tools

Buy and get one free

Buy and get one free is one of promotion method of sales promotion in which an extra product is offered to the customers at normal price but with greater improve in package. The customers could easily be influenced to purchase the product because there is no condition of any additional price and it should be more valued by the customer to perceived (Sinha& Smith, 2000). Gardener and Trivedi (1998) have written that larger size of package and proper advertising of the product help to make the promotion more attractive. When the extra product is without any additional price, the customer could convinced to purchase the product if the consumers has sense that their money can be kept with this deal. The bonus packages inspire the consumers to purchase the product (Percy, Rossiter& Elliott, 2001). The bonus packs liked by producers or manufacturers because it should increase the product trial, switching a product and forcing stores to stock

product. According to Li, Sun and Wang (2007) this technique of promotion would be very useful to manufacturer because it should help the retailers to clear the stock more hastily as contrast price promotion.

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

Samples

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

Coupons

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

Price discount

According to Fill (2002) price reduction is a valuation approach where goods or products are offered in a good discounted buying price and it seems to be a reduced cost to the consumers, mostly applied in hypermarkets and point of purchase displays. Price discount is reduce the price

for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase (Raghubir and Corfman, 1999).

Point of sale display

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

Premium

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

As suggested by the previous studies, price discounts directly reduce the price that consumers would have paid for the product. But in a free gift promotion, the value of the promotion (free gift) could be equivalent to a discount; yet, it does not reduce the price of the product itself at the focal product purchase and therefore is perceived as a little gain by the customers (Diamond & Johnson, 1990).

A premium is a product or service offered at a relatively low price in return for the purchase of one or many products or services (d'Astous& Jacob, 2000). For instance, premium promotion is free tooth brush with a purchase of toothpaste, free containers with a purchase of food products

or free glasses with a purchase of soft drinks etc. Darkea and Chungb (2005) indicate that free gift promotion is effective in maintaining quality perception because consumers make quality inferences based on the original price rather than the price corrected for the value of the free gift. This implies that devising an offer as a separate free gift is a good tool to communicate value to customers. Jha-Dang and Banerjee (2005) also support this reasoning. Similarly, Neha and Manoj (2013) also indicated that premium promotion is one of the most influencing variables for consumer purchase decision. This means that free gifts or premium promotion differentiates a promotional benefit in form of a tangible, separate product which is often complimentary product offered to the customers. These free gifts and premium often create value to the customers and induce them to purchase a product.

Special Events

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

2.1.3 Consumer decision making process

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

2.1.4 Stages in the Purchase Decision

Problem Recognition is the first step in the purchase decision. In marketing, advertising or sales people can activate a consumer's decision process by showing the shortcomings of competing products (Ngolanya et al., 2006). The shortcomings according to them may include differences in prices, whereby the competitors' products are priced relatively higher than that of the company. Premiums can also be offered so as to attract competitor's customers. The consumer begins to search for information after recognizing the problem. The consumers may go through their memory for previous experiences with the brand or products. This according to Berkowitz et al (1994) is known as internal search. The consumer may also undertake an external search for information, this is especially if the past experience or knowledge is insufficient. Primary sources of external information are; personal sources for example relatives and friends whom the customer trusts, public sources for example product rating organizations like National Communication Authority, consumer reports and television consumer programs and marketer dominated sources such as information from sellers that include advertising, point of purchase displays and inquiry from sales people (Ngolanya et al., 2006).

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The information search stage clarifies the problem for the consumer by suggesting criteria to use for the purchase and yielding brand names that might meet the criteria. The information the consumer has may not be adequate because it does not contain all the factors to consider. It is therefore important for the consumer to come up with evaluative criteria that represent both objective attributes of the brands they may consider important (Ngolanya et al., 2006). This knowledge according to them will assist the marketer to identify the most important evaluative criteria consumers use when judging products or services. An evoked set is the set or groups of brands in the product class of which the consumer is aware (Berkowitz et al., 1994). The consumer therefore makes a decision after examining the alternatives in the evoked set. Impulse buying however occurs most often during the purchase decision stage and therefore marketers must therefore take advantage of the impulse buying. Marketers may offer consumers something of value so that the consumers are tempted to buy the products and if the value is convincing enough, they may just end up purchasing the product (Ngolanya et al., 2006).

Consumers do not necessary follow through the process on their intentions (Ngolanya et al., 2006). They argued that developments at the purchase stage may cause the consumer to make a less preferred choice or not to buy at all. The circumstances at the time of sale may influence purchase decisions, the consumers preferred brand may be out of stock which could lead to no sale or seeking more information from the sales persons may shift their brand preference that the consumer had not intended to buy. Consumers who engage in low involvement decision-making process are a challenge for marketers. Little time and effort is spent on the purchase choice, hence information aimed at convincing consumers of the benefits of the brand is likely to be selectively ignored (Ngolanya et al., 2006). Getting the consumer to try the product on the spur of the moment is crucial. Free samples and coupons can be used to encourage consumers to try a low involvement product.

The final step in the purchase decision process is the post –purchase behavior of the consumer. After purchase, the consumer compares the actual experience with his expectations and may either be satisfied or dissatisfied. If the consumer was dissatisfied, the likelihood of purchasing that brand becomes very low whereas the probability of a satisfied consumer purchasing the same brand is very high. In the post purchase evaluation stage, consumers build experience and knowledge about the service and make evaluation whether the service has met their expectations

or not. Consumers have a predetermined standard against which to compare the outcome, (Gabbath& Hogg, 1994). Consumer decision making process is adjusted according to the complexity of the purchased service. Decision making in more complex offerings may involve more information search and evaluation than decisions in simple offerings and thus process lasts longer. In an extreme situation, the consumer can even feel that the service is too complicated and decides not to purchase at all. When a need is actualized, consumer might move straight to buying without searching information or evaluating alternatives. In these situations, the consumer just buys the services that is familiar or reaches in for a competing service (Kotler, 2006).

2.1.6 Effects of Sales Promotion

Result of sales promotion can either be long term or short term effects and it could also influence the store choice, category choice, consumption rate, stockpiling and even new product trial of consumers. Short term effects occur during the time of promotion and long term effects, which involves behavior after the promotion has taken place (Gedenk et al., 2006). The indication of a short-term consequence appears to be well recognized in a literature. It is suggested that sales promotion can build brand awareness and persuade trial, influence sales, expand target market and provide opportunity to be a market leader (Pham et al., 2001). Sales promotions are usually unbeaten in encouraging customers to make a prompt purchase while it is offered. Nevertheless, the strength of promotion also lies in its suppleness to promptly respond to competitor attacks (Luxton, 2001).

Sales may increase during promotion as it can attract customers from other stores and it may induce them to switch brands and influence them to buy from the promoted category rather than another category, it can also induce customer who do not use the product to buy the product because of the promotion.

2.1.7. Effect of sales promotion on consumer purchase decision

Adcock et al., (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make

this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples.

The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behavior or decision (Ngolanya et al., 2006). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase (Kotler et al., 2003). According to them, the consumer may act, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton et al., 1994).

The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing consumers with samples of the products for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya., et al., 2006).

2.3 Conceptual Framework of the Study

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

Independent variables

Dependent Variable

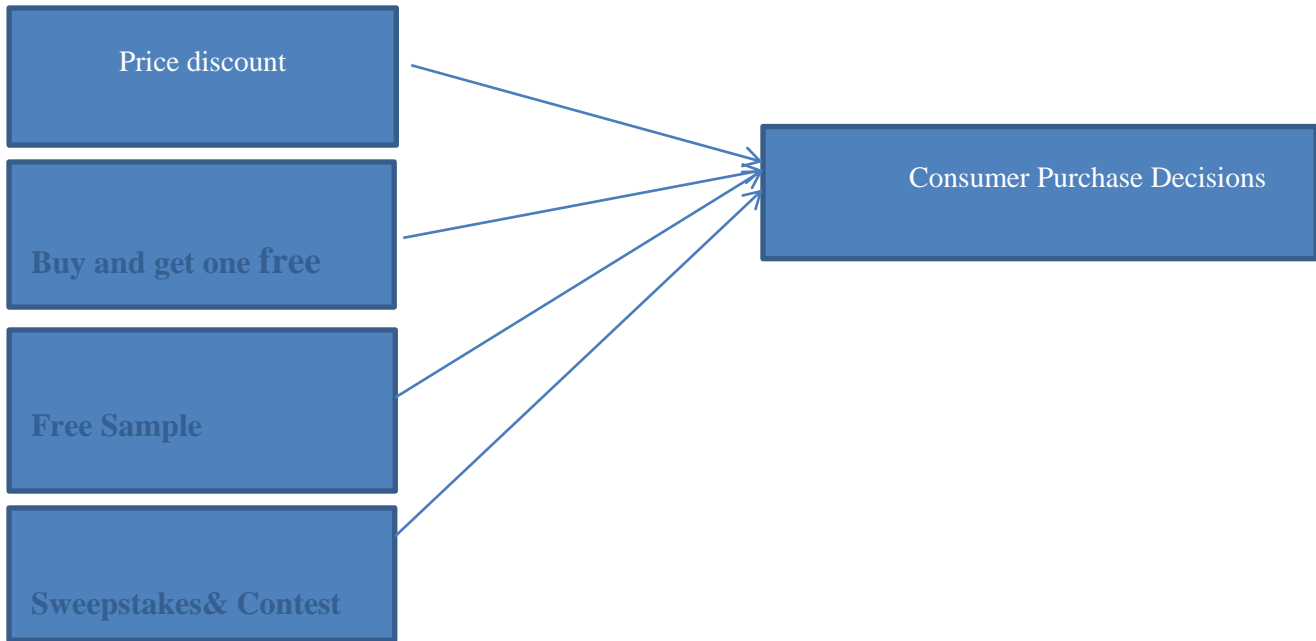


Figure 1 Conceptual Framework Source: by the researcher (2019)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Method

Research method refers to techniques researcher use in performing research operations (Kothari, 1990). OlleStromgren (2007) presents two approaches, inductive and deductive methods. Inductive approach is initialized by qualitative, quantitative and mixed observations in a data material from which generalizations are made without conducting literature reviews. Thus, it is creating new theory from observation, pattern identification and hypothesis. A deductive approach is the opposite, initiating by reviewing and gathering theory from which conclusions are made. These mentioned methods of reasoning are different, while an inductive reasoning, by its very nature, is more open-ended and exploratory; a deductive reasoning is narrow and is concerned with testing or confirming hypotheses. Accordingly, the researcher employed deductive research strategy.

3.2 Research Design

Research design represents the major methodology driving the study, which are distinctive and specific research approaches that are best suited to answer the research question (Comack, 1996).

The purpose of the research design, as stated by Burns and Grove (2001) is to achieve greater control of the study in examining the research problem.

Research can be classified as descriptive, explanatory and exploratory depending on the specific purpose that the research tries to address. Descriptive research sets out to describe and to interpret what is. It looks at individuals, groups, institutions, methods and materials in order to describe, compare, contrast, classify, analyze and interpret the entities and the events that constitute the various fields of inquiry. It aims to describe the state of affairs as it exists. On the other hand, explanatory research, aims at establishing the cause and effect relationship between variables. The researcher uses the facts or information already available to analyze and make a critical evaluation of the data/information. Exploratory research is less formal, sometimes even

unstructured and focuses on gaining background information and helps to better understand and clarify a problem. It can be used to develop hypotheses and to develop questions to be answered (Abiy et al., 2009).

Accordingly, the researcher used descriptive and explanatory research design with which to describe and explain the four sales promotion dimensions and the relationship between sales promotion and purchase decision of consumers.

3.3 Population and sampling

3.3.1 Population

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

3.3.2 Sampling

Sampling is the selection of fraction of total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasuruman, 2004).

The population of this research is consumers of Walia beer who found in Addis Ababa as age of above 21 years. But since the population size cannot be precisely known the research paper I will used the following formula. Soto find out the sample size when the population is unknown, is determined with the use of Cochran (1977) developed a formula to calculate a representative sample for population as follow;

$$N_0 = Z^2Pq/e^2$$

Where,

N_0 is the sample size,

Z is the selected critical value of desired confidence level. The most common confidence intervals are 90% confident, 95% confident, and 99% confident (90%, Z-Score = 1.645; 95%, Z-

Score = 1.96; 99%, Z-Score = 2.326). Thus the researcher will select 95% confidence interval with Z critical Value 1.96.

P is the estimated proportion of an attribute that is present in the population ($p+q = 1$) or how much variance is expected in the responses. Since the researcher did not actually administered survey yet, the safe decision is to use .5 – this is the most tolerant number and ensures that the sample will be large enough.

E is the desired level of precision. No sample will be perfect, so it need to decide how much error to allow. The confidence interval determines how much higher or lower the populations mean to let the sample mean fall (Cochran, 1963), so our desired error is 5% by 95% degree of confidence.

For example we want to calculate a sample size of a large population like Walia Beer in Addis Ababa city consumers whose degree of variability is not known. Assuming the maximum variability, which is equal to 50% ($p = 0.5$) and taking 95% confidence level with $\pm 5\%$ precision, the calculation for required sample size will be as follows-- $p = 0.5$ and hence $q = 1 - 0.5 = 0.5$; $e = 0.05$; $z = 1.96$

So, $n_0 = (1.96)^2 (0.5)(0.5)/(0.05)^2 = 384.16$

Thus, the sample sizes of Walia Beer in Addis Ababa were 384 Walia Beer consumers in the city. So, for the purpose of our study, the researcher was used 384 number of sample size to collect data from the customer /users of Walia Beer/.

This number is in accordance with the views of Dillman (2000), who reported that a sample size of 100 and above is sufficient to present good concise research findings and also, provide good representation of the population or organization or any subject investigated.

3.4 Data collection instrument

This research was use questionnaire to collect primary data because of the geographical distribution of the population of this research.

3.5 Data analysis techniques

Data analysis consists of examining, categorizing, tabulating, or otherwise recombining the evidence to address the initial propositions of a study (Malhotra et al., 2007). The data collected were edited, coded, tabulated, and presented for analysis.

The study use descriptive statistics along with inferential analysis. In line with research objectives specifically percentages, mean scores and standard deviation were computed for describing the profile of respondents and scale item. Correlation and multiple regression analysis were used to examine the relationship and effect of independent variables (under the crown prizes, price discount, Point of sale materials promotion and buy and get one free) on the dependent variable (Consumer purchase decision).

3.7. Reliability and Validity of the Instrument

3.7.1. Instrument Validity

Validity defined as the extent to which data collection method accurately measure what they were intended to measure (Saunders et. al., 2009). Validity is concerned with whether the findings are really about what they appear to be about. A number of different steps were taken to ensure the validity of the study. First data were collect from reliable sources, from respondents who are more experience in using walia beer; survey question were made based on literature review and frame of reference to ensure the validity of the result.

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

3.7.2. Instrument Reliability

The reliability of instruments measures the consistency of instruments. Creswell (2009) considers the reliability of the instruments as the degree of consistency that the instruments or procedure demonstrates. The reliability of a standardized test is usually expressed as a

correlation coefficient, which measures the strength of association between variables. Such coefficients vary between -1.00 and +1.00 with the former showing that there is a perfect negative reliability and the latter shows that there is perfect positive reliability.

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

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

3.8. Data Processing and Analysis

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

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

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

3.9 Ethical Considerations

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

CHAPTER FOUR

RESULTS AND DISCUSSIONS

This chapter presents the results of the data analysis according to the research methodology discussed in chapter three. A detailed discussion regarding to the three research hypothesis is also presented and tested in this chapter.

4.1 Results

4.1.1 Sample and Response

Out of a total 384 questionnaires were distributed to respondents who use Walia Beer, 370 questionnaires were retrieved /collected/ from respondents which was about 96%. After we checked the retrieved questionnaires, 357 questionnaires were valid for statistical analysis. Ultimately, 92% of the total questionnaires distributed were entered to the analysis part.

4.1.2 Missing Value and Outliers

Missing data frequently occurs in a situation in which a respondent cannot respond to one or more questions of the survey (Hair et al., 1998). In this study, missing value above 1%, on a single item was considered as incomplete and the response was rejected from further statistical analysis.

According to Hair et al. (1998), mean substitution is a widely used method for replacing missing data, whereby missing values for a variable are replaced with the mean value based on all valid responses. But there was no missing value in this study, thus the researcher does not enforced to calculate mean substitution for missing values, as we saw from (Appendix 6).

An outlier is an observation, which so much deviates from other observations as to arouse suspicions that it was generated by a different mechanism, thus researcher also checked whether the data have outlier problem or not through descriptive analysis and mahalanobis, it shows that there is no outlier in the data (Appendix 1)

4.1.3 Descriptive Statistics

The questionnaires consisted of four main sections. The first section focused on general information of respondents, second section focused on Walia Beer Consumption pattern of respondents, third section deals with components of sales promotion tools, and fourth section deals with consumer buying Behavior of the respondents.

4.1.3.1 Demographic Analysis of respondents

This section describes the general characteristics of the respondents used in this study. Thus, descriptive statistics of the data are presented using percentages, frequency distribution tables, graphs and charts.

4.1.3.1.1 Gender

The first personal characteristic analyzed in this study is gender of the respondents those selected for this survey questionnaire. This was done in order to obtain information with regards to whether the respondents were male or female. Gender statistics of the respondents are provided here under, with the table.

Table: 4.1 Gender Compositions of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	295	82.6	82.6	82.6
Female	62	17.4	17.6	100.0
Total	357	100.0	100.0	

Source SPSS output

According to Table 4.1 out of the 357 valid respondents, from gender composition or perspective 82.6% or 295 respondents were males and the remaining 17.4% or 62 respondents were females. This implies that respondents of the study was biased to male respondents because males are the more user of Walia Beer outside the home that why the higher number of respondents was side to male.

4.1.3.1.2 Age

Table: 4.2 Age Composition of Respondents.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-27	134	37.5	37.5	37.5
28-37	130	36.4	36.4	73.9
38-47	63	17.6	17.6	91.6
48 Years and Above	30	8.4	8.4	100.0
Total	357	100.0	100.0	

Source SPSS output

As it can be shown on age frequency table of respondents, all participants in the study were older than 21 years of age, because consumer of Walia Beer is older than 18 Years or it was illegal to sale the bear for consumer under the age of 2 years

Out of total valid 357 respondents the majority of respondent's age group was between 18 and 27, which was 37.5% or 134 Respondents. The respondent age between 28 and 37 years old was estimated to 36.4.8% or 130 respondents ranking as the second then followed by respondents between 38 and 47 which was to 17.6%. The lowest age group of respondents was the age range of above 48 Years old (8.4 %) or 30 respondents. This indicates that most of the sample population was the youth age group.

4.1.3.1.3 Marital Status

Based on the chart below the researcher noted that out of the total respondents, majority of them were single, followed by married, divorced and widowed respectively.

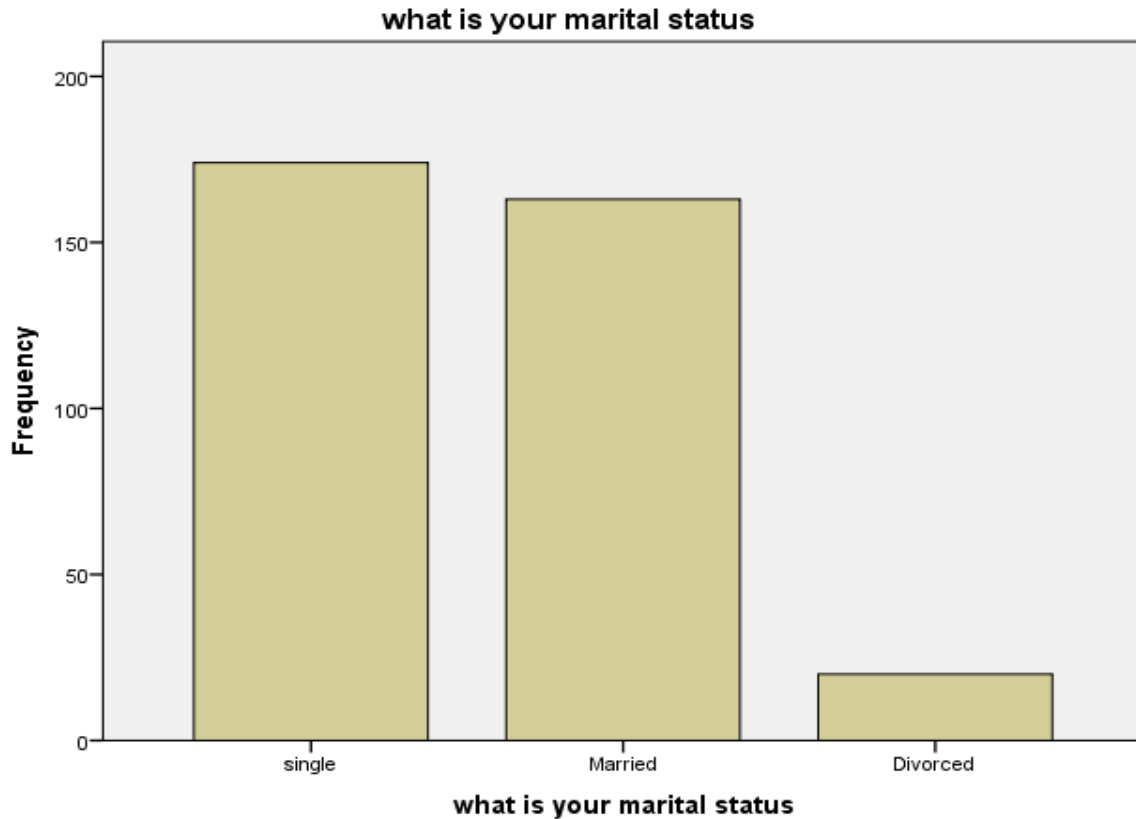


Chart 4.1 Composition of Marital Status of respondents Source: Researcher’s Survey finding (2020) when we see the composition of Martial Status of the Respondents 187 was single while 160 have married marital status the rest 10 have divorced.

4.1.3.1.4 Educational Status

Regarding the educational background of the respondents (36.4%) of the respondents were first degree holder, followed by the second larger respondents who attend high school (21.3%), followed by college Diploma Holder (19.9) and the rest were educated in the levels of below high school, some college Course and Second degree holder with percentage of (6.2%), (8.7%) and (7.6%) respectively

Table 4.3 Education status of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below high school	22	6.2	6.2	6.2
	High school	76	21.3	21.3	27.5
	some College course	31	8.7	8.7	36.1
	College Diploma	71	19.9	19.9	56.0
	First Degree Course	130	36.4	36.4	92.4
	Second Degree& Above	27	7.6	7.6	100.0
	Total	357	100.0	100.0	

4.1.3.1.5 Monthly Income Table 4.4: Monthly Income of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 2000 birr	70	19.6	19.6	19.6
	2001-4000 birr	95	26.6	26.6	46.2
	4001-8000	81	22.7	22.7	68.9
	8001-15000	91	25.5	25.5	94.4
	Above 15000 birr	20	5.6	5.6	100.0
	Total	357	100.0	100.0	

Source SPSS Output

As we can see from the above table the majority of respondents earned ETB 2001-4000 average monthly income (26.6%) followed by those respondents who earn ETB 8001-15,000 who account for 25.5% of the total respondent. 22.7% of respondents are with income level between ETB 4001 and 8000 birr. The rest 19.6% and 5.6% of respondents were found with income range of less than ETB 2,000 and greater than ETB 15,000 Birr Respectively.

4.1.3.2 Consumption Pattern of Walia Beer Analysis of respondents

Different respondents have different consumption pattern, depends on several personal characteristics.

4.1.3.2.1 Frequency of Drinking Walia Beer

Regarding Walia Beer usage, respondents were asked how frequently they use or drink Walia Beer. The purpose of this particular question was to know whether the respondents are the real representatives of Walia Beer users, or not.

As below table 4.5 shows, more or less participants of the study are regular users of Walia Beer.

Tabel 4.5 Frequency of Drinking Walia Beer

	Frequency	Percent	Valid Percent	Cumulative Percent
once in a day	58	16.2	16.2	16.2
More than once a day	36	10.1	10.1	26.3
once in a week	78	21.8	21.8	48.2
Valid more than once in a week	66	18.5	18.5	66.7
once every two weeks	34	9.5	9.5	76.2
Others	85	23.8	23.8	100.0
Total	357	100.0	100.0	

Source SPSS Output

Out of the total respondents, 16.2% indicated that they use Walia beer once in a day and respondents with 10.1% drink Walia Beer more than once in a day, 21.8% reported that they drink once in a week, 18.5% of respondents drink more than once in a week, whereas 9.5% of respondents drink once every two weeks and the rest 23.8% respondents reported that they drink or consume Walia Beer in other situation than the above listed option.

4.1.3.2.2 Duration of Using Walia Beer

Table 4.6 how long have you been using walia beer

	Frequency	Percent	Valid Percent	Cumulative Percent
less than 1 year	86	24.1	24.1	24.1
2-3 Years	133	37.3	37.3	61.3
Valid 4-5	69	19.3	19.3	80.7
Above 5 Years	69	19.3	19.3	100.0
Total	357	100.0	100.0	

As table 4.6 above illustrates, 133 respondents (37.3%) have been using Walia Beer for more than 2 years' and less than 3 years. 86 respondents (24.1%) have been using for less than one year's whereas 19.3% found with the usage pattern between 3-4 years and also the usage of years between 4 up to 5 also have a percentage of 19.3%. This shows that consumption pattern of Walia Beer respondents have a short history with connection to the establishment of the company.

4.1.3.3 Descriptive Analysis of Variables

The researcher uses itemized rating scale to construct a range. This range will be used to measure the perception level of the respondents towards each variable. The researcher uses the following formula to construct the range. Alhakimi & Alhariry (2014) states that like scale response have to be putted on interval of mean, based on the following formula.

Max-Min / n1 which means $5-1 / 5 = 0.80$.

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

Interval of Mean	Perception
1. 1.00-1.80	Strongly Disagree
2. 1.81-2.60	Disagree
3. 2.61-3.40	Neutral
4. 3.41-4.20	Agree
5. 4.21-5.0	Strongly Agree

4.1.3.3.1 Influence of price Discount sales promotion on consumer buying behavior the mean

Scores have been computed for all four items of price discount questions by equally weighting all the items under each dimension. Respondents were asked to rate their perception on a five-point Likert type scale ranging from 1 being strongly disagree to 5 strongly agree for influence of price discount sales promotion. The result is presented in Table below.

Table 4.7: Descriptive Statistics Price Discount sales Promotion on Buying behavior

	Mean	Std. Deviation	Variance
if there is <i>price Discount promotion</i> ?,that Could be a reason for me to purchase it	3.72	1.131	1.280
A Price discount is allowed me to drink more Quantities of beer than I plan	3.25	1.169	1.366
When I buy Beer that Offers Price Discount, I feel I am a good Buyer	4.30	.940	.884
when i buy beer that Offers Price Discount, I feel I am a good buyer	4.28	.957	.916

The above table shows the respondents perception towards the relationship between price and purchase decision of Walia Beer consumer.

Furthermore, respondents are neutral with the statement that price discount offer influences them to drink more than plan when offered price discount with mean score of 3.25. This means if the company offers the price discount as means of sales promotion the consumer will purchase the product drink More than plan as well as they will be shifted from other competing brands. However they are not influenced with this sales promotion to purchase a high quantity of beer.

Respondents also agree that they feel as good buyer when they purchase beer with discounted offer with mean score 3.72. Respondents agree that, they usually feel good buyer from other competitor brand due to price discount offer with mean score of 4.3.

4.1.3.3.2 Analysis of respondent's perception towards free sample sales promotion and consumer buying behavior

Table 4.8: Descriptive Statistics of Free Sample perceptions of respondents

	Mean	Std. Deviation	Variance
If there is free sample on walia beer, it will influence me to switch from other competing beer brands	4.34	.666	.444
free sample promotion has allowed you drink the beer without plan	2.97	1.088	1.184
when i buy a beer that offer free sample I, feel am a good buyer	4.23	.810	.656
I tend to make a purchase of walia beer more often when the number of free sample is higher	4.29	.803	.644

According to the illustrated data on the below table regarding the perception of respondents towards the free samples and their purchase decision, respondents are strongly agree that free samples influences them to purchase the Beer to switch from other brand with mean score of and 4.34 respectively. on the other hand respondents are also strongly agree with idea that that they felt as a good buyer while they purchase the beer that offer Free Sample and with higher the amount of free sample offered on the Beer during they made purchase with the means score of 4.23 and 4.29 respectively.

In addition respondents are also respond have a neutral attitude when asked if they are willing to buy unplanned purchase of beer and more quantities with mean score of 2.97 respectively.

4.1.3.3.3 Analysis of respondent perception towards Sweepstakes and contest sales promotion and consumer buying behavior

Table 4.9: Descriptive Statistics of sweepstakes and contest perceptions of respondents

	Mean	Std. Deviation	Variance
Offer that sweepstake& contest promotion reason to purchase walialia beer	4.34	.718	.516
if there is sweepstake & contest influence me switch from other	4.25	.771	.595
if there is sweepstake & contest promotion Allowed me to drink more than i plan	3.57	.892	.796
what you likely to buy brands that offer sweepstakes and contest	3.71	.970	.942
Sweepstakes and contest Feels me as Good Buyer	3.81	1.065	1.134

According to the above descriptive statistics table of Sweepstakes and contest perceptions, respondents are strongly agree with the influence of sweepstakes and contest to reason to purchase the beer and also to switch other competing beer brand by the mean score of 4.34 and 4.25 respectively. In addition respondents are also agree with the statement of making unplanned purchase, purchasing products that have sweepstakes and contest when they compare themselves with other purchaser and feeling as good buyer when they purchased product that have free sample with mean score 3.57 and 3.71 and 3.81 respectively.

4.1.3.3.4 Analysis of respondents perception towards Buy one Get One Free/BIG1F/ sales promotion and consumer buying behavior

Table 4.10: Descriptive Statistics of Buy one Get one Free of respondents

	Mean	Std. Deviation	Variance
Buy One Get One Free offer influence you to purchase Repeatedly	4.08	.943	.889
Buy One Get One Free offer influence you to switch Brand	3.92	.850	.722
Buy One Get One Free offer influence you to drink without plan	3.08	1.037	1.075
Compare to another person I buy Buy One Get One Free products	3.11	.979	.959

As we see from Above descriptive statistics of buy one get one free perception of respondents on their buying behavior, they are agree with repeatedly purchase and switching from other

brand due to influence of Buy One Get One Free with the mean score of 4.08 and 3.92 respectively. This shows that consumer will make repeated purchase when they got the above type of sales promotion incentive. However respondent response shows that, they are neutral with the statement of unplanned purchase and more quantities with the mean score 3.08 and they are also neutral with the purchase of product that have Buy one get one free when they compare them with other purchaser while they purchase the product that have this incentive with the mean score of 3.11 respectively.

4.2 Tests of Data

4.2.1 Reliability Test

After coding and entry of data into SPSS version 20 model, reliability test was conducted. Reliability: - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated. A Cronbach's alpha coefficient, a widely used measure of internal consistency, was calculated to determine the reliability of the items. Cronbach's alpha is a reliability metric used to evaluate the extent to which item responses derived from a scale correlate with each other. This coefficient varies from 0 to 1 (Shelby, 2011). Even though there is no universally accepted scale of Cronbach's alpha, the more it tends to 1 the better it is.

A minimum Cronbach's alpha score that ranges from 0.4 to 0.9 has been used in previous studies (George & Mallery, 2003) None the less, Malhotra & Birks (2007) state that a value of 0.6 or less generally indicates unsatisfactory level of internal consistency.

Hence, a Cronbach's Alpha score of 0.6 and above was chosen as the acceptable reliability coefficient. Accordingly, the result of the test indicated that the items used in the instrument are reliable. Cronbach-alpha was run using SPSS 20 version and all of the scales used for this study are found to be reliable as their respective alpha values are higher than 0.6, and for most closer to 1. The results of the Cronbach's alpha test are presented below in Table 4.11. and all variables are tolerated their reliability.

Table 4.12 Reliability Statistics summary

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.945	.951	38

The Cronbach's Alpha of the data 0.945 shows that there internal consistency among the measurement used. The more cronbach's alpha tend to 1 the better internal consistency it has..

4.3 Discussions

To test the hypotheses of the research, Correlation t- test, and multi linear Regression analysis using ANOVA table were used as follows:

4.3.1 Correlation

Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk et al., 2005). This study employs the correlation analysis, which investigates the strength of relationships between the dependent and independent variables
Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk et al., 2005). This study employs the correlation analysis, which investigates the strength of relationships between the dependent and independent variables.

One of the commonly used, Pearson's correlation test was used to examine the associations between Sales Promotion components and Buying behavior of consumer's. Afterwards, the correlation coefficient (r) was seen if there is a strong or weak relationship between the variables.

A correlation coefficient (r) closer to -1 or +1 means the two variables are closely related. In contrast, when r is close to 0, it means the two variables are weakly correlated (Coakes, 2005). According to Cohen (1998), strength of correlations can be interpreted as follows: Strength of correlation.

- $r = -0.10$ up to -0.29 Small effect
- $r = -0.30$ up to -0.49 Medium effect
- $r = -0.50$ up to -1.00 strong Effect

Depending on this assumption, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was done and it show that variables are strongly correlated with dependent variables. Because the person correlation of the variables is above 0.5 and which tends to 1.00

Table 4.14 Correlation Matrix Correlations

		Mean of Price Discount	Mean of Free Sample	Mean of Sweep & Contest	Mean of B1G1F	Mean of Buying Behavior r
Mean of Price Discount	Pearson Correlation	1	.894**	.878**	.807**	.919**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	357	357	357	357	357
Mean of Free Sample	Pearson Correlation	.851**	1	.808**	.718**	.889**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	357	357	357	357	357
Mean of Sweep & Contest	Pearson Correlation	.894**	.882**	1	.803**	.935**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	357	357	357	357	357
Mean of B1G1F	Pearson Correlation	.878**	.882**	.878**	1	.867**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	357	357	357	357	357
Mean of Buying Behavior	Pearson Correlation	.919**	.935**	.925**	.867**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000
	N	357	357	357	357	357

From the above table correlation coefficients of sales promotion tools with the buying behavior that measured by r which shows that the price discount have $r = .91$ Free sample $r = .93$, sweepstakes and contest $r = .92$ and Buy one Get one free $r = 0.86$.

This Pearson correlation of the independent variable against dependent variable was greater than 0.5. According to Cohen (1998) the correlation coefficient has strongly effect on buying behavior.

4.3.2 Regression Analysis

Albaum (1997) noted that regression is a technique used to predict the value of a dependent variable using one or more independent variables. Again Malhotra (2007) showed that regression analysis is a statistical tool for the investigation of relationships between variables. In order to ascertain the causal influence of one variable upon another, researchers assemble data on the underlying variables of the causal variables upon the variable that they influence (Malhotra, 2007). Researchers typically evaluate the “statistical significance” of the estimated relationships, namely, the degree of confidence that the true relationship is close to the estimated relationship (Malhotra, 2007).

Multiple regression analysis was conducted to examine the effect of sales promotion tools on customer purchase decision. The significance level of 0.05 was used with 95% confidence interval. In this survey, five hypotheses were developed to study the individual impact of the five components of sales promotions: price discount, free sample, sweepstakes and contest, and buy one get one free on consumer purchase decision.

4.4.3.1 Requirements for Regression Analysis

Testing the data for compliance with the statistical assumption and underlying the multivariate techniques is big issue. Because it deals with the foundation upon which the techniques make statistical inferences and results. Some techniques are less affected by violating certain assumption which is termed robustness but in all case meeting some of the assumption will be critical to successful analysis.

Thus the researcher must be aware of any assumption violation and implication they have for the estimation process or the interpretation results. The three most important conditions to be fulfilled before conducting regression analysis are tested below.

1. Sample Size Test

The adequacy of the sample size is the first important thing for multivariate regression analysis. The size of the sample has a direct effect on the statistical power of the significance testing in multiple regressions, which refers to the probability of detecting statistically significant R-square or a regression coefficient at a specified significance level (Hair, 1998).

Hair (1998) also suggested the sample size (the number of cases) to be at least 20 times more than the number of independent variables, as a rule of thumb, in order to get the desired level of statistical power. Given this rule of thumb, the number or sample size for this case of study used (357 respondents) and this would be over the required criteria.

2. Normality Test

The most fundamental assumption in multivariate analysis is normality, referring to the shape of the data distribution for an individual metric variable and its correspondence to the normal distribution, the benchmark for statistical methods. If the variation from the normal distribution is sufficiently large, all resulting statistical tests are invalid, because normality is required to use the F and t statistics. In terms of this assumption, a check for normality term is conducted by a visual examination of the normal probability plot of variables (Malhotra et al., 2007). To test the assumption of normality, a Normal P-Plot was conducted for the five independent variables and one dependent variable.

For all variables, while we see the plotted graph the points lied in reasonably straight lines, therefore, the assumption of normality was found tenable. The P-P plots were approximately a straight line instead of a curve. Accordingly, the variables were deemed to have a reasonably normal distribution, as suggested by (Hair et al., 1998)

3. Linearity Test

Linearity is the assumption that the relationship between dependent variables and independent variables can be characterized linear. Linearity relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998). In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable (Hair et al., 1998). Conventional regression analysis will underestimate the relationship when nonlinear relationships are present, i.e., R^2 underestimates the variance explained overall and the betas underestimate the importance of the variables involved in the non-linear relationship (Malhotra et al. 2007). Substantial violation of linearity implies that regression results may be more or less unusable (Malhotra et al. 2007).

The scatter plot of independent variables with dependent variables as we see from (appendix 3) is straight line. Thus the plots reveal that all independent variables has a linearity with dependent variable buying behavior and the data provided support specified linear relationship, as suggested by (Malhotra et al. 2007).

4.3.3 Regression of sales promotion tools and consumer buying behavior

Hair et al. (1998) demonstrate that the ultimate goal for adopting regression analysis is to predict a single dependent variable from the knowledge of one or more independent variables. This statistical technique is termed as a simple regression when the problem involves a single independent variable (Hair et al., 1998). In general, simple regression analysis allows researchers to determine how one variable changes in relation to the change in another variable (Zikmund, 2003).

Thus the researchers use the equation for a straight line instead of some other type of curve. According to Malhotra et al. (2007), the simple linear regression model is given below: $y = \beta_0 + \beta_1x + \varepsilon$ Equation 4.1:

Simple linear regression model

Where: y = Dependent variable

x = Independent variable

β_0 = Intercept

β_1 = Slope of the line (defined as the ratio Rise/Run)

ε = Error variable

Table 4.15 presents the regression results of the sales promotion tools like Price Discount, Coupon, Free Sample, sweepstakes and Contests, and buy one get one free as independent variable on dependent variable Consumer buying behavior.

I. Model summary

Table4.15 Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.975a	.951	.951	.11825	.951	1376.381	4	351	.000	2.003

- a. Predictors: (Constant), Mean of BIG1F, Mean of Sweepstake and Contest, Mean of Price Discount, Mean of Free Sample
- b. Dependent Variable: Mean of Buying Behavior

The above regression model is the outcome of multiple regression analysis. The adjusted r square indicates the proportion of the variation in the dependent variable accounted by the explanatory variables. The first statistic, R, is the correlation coefficient between the predictor variable (Price Discount, free Sample, Sweepstakes and contest, and BIG1F) and the dependent variable (consumer buying behavior).

The R was (0.97) at level ($\alpha \leq 0.05$); whereas the model's coefficient of determination, R² was (0.95). This is frequently used to describe the goodness-of-fit or the amount of variance explained by a given set of predictor variables. This means the 95% of consumer buying behavior changeability's or variance results from the changeability in sales promotion tools that listed above, while the remaining 5% are explained by other variables out of this model.

This higher R² value indicated that besides the sales promotion tools that listed above, there are also other variables which change consumer buying behavior. Adjusted R² = 0.95 or 95% with estimated standard deviation 0.11825, the regression model is statistically significant since the probability level is 0.000.

II. ANOVA

Table 4.16 ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	96.225	4	19.245	1376.381	.000 ^b
	Residual	4.908	352	.014		
	Total	101.132	356			

a. **Dependent Variable: Mean of Buying Behavior**

b. **Predictors: (Constant), Mean of BIG1F, Mean of Sweepstake and Contest, Mean of Price Discount, Mean of Free Sample**

The second table output is an ANOVA table that describes the overall variance accounted for in the model. The F statistic represents a test of the null hypothesis that the regression coefficients are all equal to zero. Put another way, this F statistic tests whether the R square proportion of variance in the dependent variable accounted for by the predictors is zero. If the null hypothesis were true, then that would indicate that there is no (linear) regression relationship between the dependent variable and the predictor variables.

The ANOVA analysis in the second table shows that, there is a significant main effect of Sales promotion tools like: Price Discount, Free Coupon, free Sample, Sweepstakes and contest, and B1G1F on consumer buying behavior $F(1, 357) = 1376.38, p < 0.01$ at the 0.05 alpha level (F calculated, $1376.38 > F_{table}, 3.84$). The mean square, which indicates the amount of variance (sums of Squares) divided by the degrees of freedom. Generally the above ANOVA table shows the acceptability of the model. It shows the overall significance of the model from a statistical perspective. As the significance p-value shows a value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance.

III Summary of Regression Coefficient

Table 4.17 Regression coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.689	.044		15.654	.000
Mean of Price Discount	.117	.028	.129	4.153	.000
Mean of Free Sample	.219	.029	.242	7.496	.000
Mean of Sweepstake and Contest	.230	.026	.255	8.846	.000
Mean of B1G1F	.195	.021	.205	9.359	.000

The Beta value (standardized coefficient) in the third table indicates the effect of change in the

The Beta value (standardized coefficient) in the third table indicates the effect of change in the independent variables on dependent variables. For instance, a unit increase in price discount results in an increase of consumer buying behavior by 0.13 or 13% , viceversa, keeping other factors constant. A unit increase in free sample results in an increase of consumer buying behavior by 0.242 or 24.2%, vice versa, keeping other factors constant. A unit increase in Sweepstake and Contest results in an increase of consumer buying behavior by 0.255 or 25.5%, vice versa, keeping other factors constant at the end a unit increase in B1G1F results in an increase of consumer buying behavior by 0.205 or 20.5%, vice versa, keeping other factors constant.

4.5 Hypotheses testing

According to Ailawadi (2001) sales promotions have a positive long term effect on sales because promotions persuade consumers to change brands and to buy in a larger quantity. In contrast, other research shows that after a promotional purchase probability for a repeat purchase is lower than after a non-promotional purchase.

Considerately this study used a quantitative research method and the population of the study was users of Walia beer customers. Ordinal data collected by Likert Scale from respondent on different sales promotion tools was analyzed by using descriptive analysis and inferential analysis, namely one-way ANOVA, multiple regressions by SPSS analysis.

4.5.1 Price discount and Consumer buying behavior

H1: Price discount has significant influence and positive relationships on buying behavior.

H0: Price discount has no significant influence and positive relationships on consumer buying behavior.

The first hypothesis of the study states that there is a significant influence and positive relationship between price discount and consumer's buying behavior. The results show that there is a positive correlation between sales promotion and consumer's buying behavior with $r = 0.919$ is significant at 95% confidence interval. In addition the result of multiple regression also shows

that price discount have a significant influence on consumer buying behavior with standardized Beta Coefficient 0.13 and $t = 4.153$ significant $P = 0.00$ at 95% confidence interval.

- ❖ Therefore, the researcher accepts the alternative hypothesis that price discount has significant influence and positive relationship on consumer buying Behavior.

The results of this study reaffirmed that findings of previous study by, Blackwell, Miniard and Engel (2001) that price discounts play significant roles in influencing consumers' purchase trial behavior, and (Smith and Sinha, 2000), price promotions can induce consumers' buying behavior and result in a short term increases in sales. Assunção & Meyer (1993) show that consumption is an indigenous decision variable driven by price discounts. Similarly, in another analytical study, Chandon et al. (2002) stated that stockpiling is often observed when there is a heavy price discount on convenience goods. Ndubisi and Chiew (2006) stated that product trial can be increased through offering great price discount.

4.5.3 Free Sample and Consumer buying behavior

H1: Free sample has significant influence and positive relationship on consumer buying behavior.

H0: Free sample has no significant influence and positive relationships on consumer buying behavior.

The second hypothesis of the study states that there is significant influence and positive relationship between free samples and consumer's buying behavior. The results show that there is a positive correlation between free samples and consumer's purchasing decision with $r = 0.935$ significant at 95% confidence interval. In addition the result of multiple regression also Shows that free sample have a significant influence on consumer buying behavior with standardized Beta Coefficient 0.24 and $t = 7.49$ significant $P = 0.00$ at 95% confidence interval.

- ❖ Therefore, the researcher accepts the alternative hypothesis that Free Sample has significant influence and positive relationship on consumer buying behavior.

The result of this research is consistent with the previous studies that support the statement that consumer's purchase decision is influenced by free samples. Fill (2002) stated that free sample has a great impact on consumers purchase decision as it provides a product presentation in front

of customers at free of charge. Shimp (2003) stated that a free sample had influence on consumers' buying behavior. Besides, Lammers (1991) also verified that free samples did have a positive impact on immediate sales of the product.

According to Shimp (2003), free sample of product affect the consumers buying power. Free sample had positive relation to immediate sales of that product. Free sample had a considerable relationship with product trial behavior of consumer. The Result shows that Free Sample is significant relationship with the Sale Promotion. Sampling is a process in which a real or trialsized product is send to customers. Free sample of product are given to consumers so that consumers have an opportunity to try and utilize the products. Sampling is process to give some sample without any cost so that customer checks the product and then purchase it.

4.5.4 Sweepstakes and Contest and Consumer buying behavior

HA: Sweepstakes and contest has significant influence and positive relationship on consumer buying behavior.

H0: Sweepstakes and contest has no significant influence and positive relationships on consumer

The Third Hypothesis of the study states that there is significant influence and positive relationship between Sweepstakes and contests and consumer's buying behavior. The results show that there is a positive correlation between Sweepstakes and contests and consumer's buying behavior with $r = 0.925$ significant at 95% confidence interval. In addition the result of multiple regression also shows that Sweepstakes and contests have a significant influence on consumer buying behavior with standardized Beta Coefficient 0.255 and $t = 8.846$ significant $P = 0.00$ at 95% confidence interval. The researcher hypotheses also comply with the pervious empirical literatures'.

- ❖ Therefore the researcher accepts the alternative hypothesis that Sweepstakes and contest has significant influence and positive relationship on consumer buying behavior

Liao et al (2009) identified that sales promotional techniques of instant rewards like Buy-One-Get-One-Free, price off and free samples motivates the reminder impulse buying than the delayed rewards like sweepstakes, loyalty reward points and competitions.

“Contests and sweepstakes offer the opportunity to win an exciting prize” (Solomon et al., 2010), not actually connected to the place of shopping. “The difference between the two is that a contest is a test of skill, whereas a sweepstakes is simply based on luck” (Solomon et al., 2010). Sweepstakes might obtain various forms in Lithuania (Solomon et al., 2010), emphasize that an entry form should be filled in. The most popular form is collecting a certain amount of items (e.g. bottle caps from Coca-Cola or a national brand soda drink) and exchange them into a souvenir.

4.5.5 Buy one Get one Free and Consumer buying behavior

H1 Buy one Get one free /B1G1F/ has significant influence and positive relationship on consumer buying behavior.

H0: Buy one Get one free /B1G1F/ has no significant influence and positive relationships on consumer buying behavior.

The Fourth Hypothesis of the study states that there is significant influence and positive relationship between Buy one get one free /B1G1F/ and consumer's buying behavior. The results show that there is a positive correlation between Buy one get one free /B1G1F/ and consumer's buying behavior with $r = 0.867$ significant at 95% confidence interval. In addition the result of multiple regression also shows that Buy one get one free /B1G1F/ have a significant influence on consumer buying behavior with standardized Beta Coefficient 0.20 and $t = 9.359$ significant $P = 0.00$ at 95% confidence interval.

- ❖ Therefore the researcher accepts the alternative hypothesis that Buy one Get one Free/B1G1F/ has significant influence and positive relationship on consumer buying behavior

The researcher hypotheses also comply with the previous empirical literatures'. Gardener and Trivedi (1998) have written that larger size of package and proper advertising of the product help to make the promotion more attractive. When the extra product is offered without any additional price, the customer could be influenced to purchase the product. The bonus packages inspire the consumers to purchase the produce (Perc et al., 2001).

While we take the overall result of this research, it was consistent with the previous studies that support the statement that consumer's buying behavior is influenced by the sales promotion. Studies regarding behavioral and economic theory have also provided supporting facts that sales promotion has direct impact on consumer behavior and it accelerates the selling process by influencing consumer to make a swift purchase. Wansink & Deshpande (1994) support that customer's consumption behavior responds to sales promotion. Similarly, other studies highlight that customer's purchase decision is highly influenced by sales promotion on products of high convenience compared to that of low convenience.

This research studies confirmed that how sales promotion effect consumer buying behavior case of Wafia Beer by examining their purchases due to this promotional tools. Severe competition in the Beer industry markets and present economic situation make it an interesting and current topic. Multiple market entries from different beer industry due to free from entry barriers and strong existing participants create a wide array of beer market for consumers to choose from. As a result, consumers may have multiple choice of beer with similar price and quality in their nearby place which creates the challenge of how to choice from different stockpile of beer. The main feature in communicating the position to consumers is through unique sales promotions program, which rewards consumers for Wafia Beer purchases. The depth of consumer decision-making varies according to the complexity and type of a good they purchase.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter, an attempt has been made to present the summary, conclusion, recommendations and limitation and future research direction. At the end of the chapter, limitations and suggestions for future research are discussed.

5.2 Summery

The purpose of this study was to investigate how sales promotion Effected consumer buying behavior the case of Walia Beer does. Thus the study entails that sales promotion effect the customer buying behavior with different extent depending on the type of tools. Every individual has their own personal characteristics especially in choosing and making purchase decision of goods and service. With the growing number of sales promotion in today's intensive market competition, it is a key thing to know the consumers' perception toward their products buying behavior.

A sales promotion tools that researched in this study were founded that they have significant and positive effect on consumers buying behavior. Which means a failure to provide this sales promotion tools may cause negative impact on consumer buying behavior or they will switch to other competing brands. Furthermore, the findings of the study have shown that consumer has different response to different sales promotion tools.

In this research, data collected were analyzed using descriptive and inferential statistics. Descriptive statistics like; frequency, mean, mode were used so as to investigate the respondents extent of agree towards various sales promotion tools and deviation from it. In addition to descriptive analysis multivariate regression was employed for further analysis of the results. Bivariate correlation analysis (BCA) was performed to test whether the relationship between dependent and independent variables fit hypothesized measurement model. The proposed model(Multivariate Regression) was tested through ANOVA to test predictions and to explore

the relationship among sales promotion tools like: price discount, free sample, Sweepstakes and contest, and Buy one get one free with predictor variable consumer buying behavior.

The findings demonstrate how this sales promotion tools effect the consumer buying behavior. Because consumers are believed that during the sales promotion, prices of all products are cheaper than usual and they felt they are getting a good buy or they are getting some extra incentive ahead of what they got in a normal condition and with the same cost they incur. It meant that the more positive or favorable to the attitude towards sales promotional tools, the more increasing possibility the consumers make purchase decision during sales promotion. The overall findings offer strong empirical support for the intuitive notion that providing or offering sales promotion tools can increase or influence favorable buying behavior of individuals. From the findings, it was noticed that consumers were respond positively to the various promotional tools that promoted by the company.

5.3 Conclusions

To conclude sales promotions play an important role in the marketing programs of marketers, retailers and producers. A large percentage of marketers' sales are made on promotion. This situation is becoming increasingly common in today's market fluctuation. The marketers are rather use variety of promotional tools to offers consumers an extra inducement to buy their products than advertising in classic media. It is supported by the research from Cuizon (2009) who stated that sales promotions are not only effective in attaining short-term sales, but they are also more cost-effective compared to other integrated marketing communications tools such as advertising.

As such, the result of this research confirms that sales promotion tools such as price discounts, sampling, sweepstakes and contest, and buy one get one free play a key role in influencing the consumer's purchase decision. This research has proved that sales promotions stimulate interest in consumers and consumers are bound to make purchase decision provided that they are offered with price discount, coupons, sampling, sweepstakes and contest, and buy one get one free.

The results of this study have several implications and recommendation on how does sales promotion tools influences consumer buying behavior from different perspective theories. From the company's marketer's perspective, they can have a better understanding of their consumers'

buying behavior so that they can better predict the wants and needs of potential consumers. Beside this one, the company will develop workable marketing and communication strategies on sales promotion so as to get the higher market share by attracting the newly customers and retaining the existing customers. The information derived from this research enable marketers to aware of the consumer behavior and influence of sales promotion tools they have on them. It will help them utilize the right and the most effective promotion technique to attract customers.

Moreover, the study from Ndubisi and Chew (2006) also supported that by offering the right promotional tools, it help organizations to carefully plan their promotional strategies by giving preference to the more effective tools. It is vital because the precise marketing strategies decision assists the company to minimize cost and maximize their profit. In addition, the current research made consumers more aware for their easily influence behavior to sales promotion because it present better understanding and information to consumers where they respond differently due to different type of promotional tools.

The research also created consumer awareness to make careful analysis before they decide to buy products and services. Hence, the consumers will apprehend the importance's and understand the changing environment to update themselves from time to time (Hing, 2008). Finally, consumers were benefited through this study and becoming smarter day to day.

5.4 Recommendations

Based on the finding the study the researcher draws the following recommendation to Walia Beer.

- There is no doubt that the ultimate objective of the company is to generate certain level of sales that may create profit to continue the business activities. Thus for generating this sales they should have specialize there marketing strategies like sales promotion tools to influence the buying behavior of individuals.
- Brewery industry is characterized by low brand loyalty and high brand switching. With the new entrants of other companies to the industry, this poses threat to Walia beer. The market share may change rapidly as consumers' exhibit low brand loyalty. So, the company should focus on associating the product with the consumers through incentives of sales promotion so as to retain them and attract the new ones.

- There is no doubt that the ultimate objective of the company is to generate certain level of sales that may create profit to continue the business activities. Thus for generating this sales they should have specialize there marketing strategies like sales promotion tools to influence the buying behavior of individuals.
- The company should have to understand the type of sales promotion that have a great effect on the buying behavior. As the study affirmed us when we see descending order of their effect sweepstakes and contest comes first followed by buy one get one free, followed by free sample, followed by and price discount. Thus it is best to use sweepstake and contest sales promotion tools, because this has great influence on consumer purchase decision.
- Sales promotion is a much interesting term that has usually come to donate activities that supplement advertising and personal selling, and it also very important promotional mix. Thus Walia Beer Company should have to closely interlink the other components of marketing communication with sales promotion tools they will use.
- Many marketers believe that brand loyalty is a key factor for business successful. Which means it was customer commitment and willingness to repurchase or patronize the product they like regularly for long time. But loyalty is not come overnight, thus the company should have to attract his future loyal customer and build good image in the mind of them through sales promotion incentive. Then after the company got high market share they will turn to brand loyalty. Because satisfaction or indeed pleasure with sales promotion can not only limited to repurchase, but may in fact be able to transfer or linked with brand loyalty.
- Company should have to develop sales promotion tools that go with company's vision and mission to add some extra value to a product above a normal offering in order to achieve their marketing objective.
- Sales promotion deals basically with motivation and persuasion of particular group to react in the interest of initiator which means to purchase their goods and service. But the company should have to know those particular groups who they are and what they need from the company. This means, all customers of the company have different needs and wants, depending on their personal characteristics and the environment they will involve. Diversification of sales promotion tools depending on the target need they need meet.

- The study recommends that the management of Walia Beer should formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favorable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales.
- At the last not the least we would like to extend recommendation to the company, should have to be familiar with this sales promotion tools. Because as a result of globalization and stiff marketing competition in brewery industry has become more aggressive, they have to change their market approach. In addition today there was departure of environment from the past, when they sale their goods to customers with a little regards to quality assurance and satisfaction. In today's customer centric world market and to compete with other industry the company should have to intimated and dedicated to develop new sales promotion tools over ever time.

5.5. Limitation and Future research Suggestion

Although this research has taken vital steps to identify the effect of sales promotion on consumer buying behavior, it also has certain limitations. Firstly, the limitation of the data prevents further exploration of the study to other brewer companies outside Walia Beer, There was also respondents limit because the number of respondents that have been participated in this study was only 357. Different stages of life cycles of respondents would yield different results. Therefore, future researchers are suggested to increase the sample size variety especially in respondents' age to decrease the error for the purpose of the generalizing result to a wider population. Secondly, future researchers may further scope to duplicate the study in different environment and different geographical locations.

Different environment played a significant factor that influence respondents behavior specifically workplace and pleasure place. Even before drinking and after drink respondents response will differ. Besides, the individuals who do not have educational background may also behave differently because the understanding and experience of respondents towards the questions might influence their answers. Since this study was conducted in Addis Ababa, it could not represent other people in urban or rural areas where the quality of life is different.

Thirdly, future researchers are suggested to use interview technique in doing research especially at the place where transactions happen. This will enable the researchers obtain an

accurate information based on the respondents' fresh memory. Last but not least, this research has only examines five promotional tools that influence buying behavior. Future researchers are suggested to determine other promotional tools such as rebates, in pack premiums and so forth.

Fourthly, covid-19 or corona case is the main limitation to collect data for our research. For doing research it have made contact with other person for a case of collected questioner covid-19 virus easily transmitted from person to person by contamination because of this it is the main limitation to our paper.

Besides, the study can also specify in category of products or services to have more focus information. However, for more meaningful findings the different promotional tools can be investigate together rather than separately so that the interactions among them can be better understand. As a result, it can assist marketers and consumers understand other promotional tools that may influence the buying behavior.

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APPENDEIX
ST. MARY UNIVERSITY SCHOOL OF GRAGUATE STUDIES

Thank you in advance for your willingness to participate in this questioner. The purpose of this questioner is only for academic purpose. In order to fulfill the requirement of Master's degree in Marketing Management.

Dear sir and customers please make "X" for each question and it as unnecessary to write your name.

Part I: Demographic and General Information Questions

Please CIRCLE the appropriate items that best describes your answer

1. Your gender is:

1) Male

2) Female

2. Which one of the following age categories do you currently fall in:

1) 18-27 Years

2) 28-37 Years

3) 38-47 Years

4) 48 Years and above

3. What is your marital status?

1) Single

2) Married

3) Divorced

4) Widowed

4. What is the highest educational level you have attained?

1) Below high school

2) High school

3) Some College course

4) College Diploma

5) First Degree courses

6) Second degree & above

5. What is your average monthly Income in Birr?

- 1) Below Birr 2,000
- 2) Birr. 2,001 – 4,000
- 3) Birr. 4,001 – 8,000
- 4) Birr. 8,001 – 15,000
- 5) Above Birr. >15,000

Part II Consumption Pattern of Walia Beer

1) How often do you drink Walia Beer?

- 1. Once in a day
- 2. More than once a day
- 3. Once in a week
- 4. More than once in a week
- 5. Once every two weeks
- 6. Others

2) How long have you been using Walia Beer?

- 1. Less than 1 year
- 2. 2 - 3 years
- 3. 4-5 years
- 4. 6-10 year

Part III effect of sales promotion Tools on consumer purchase decisions of consumers of Walia beer.1=Strongly Disagree2=Disagree 3= Neutral 4=Agree 5=Strongly Agree,

NB: Dear Participants the Question will be to Address Walia beer only.

Price Discount

Strongly Disagree Disagree Neutral Agree Strongly Agree

1 If walia beer offers price discount promotion, that could be a reason for me to purchase it

- 2 A price discount is allowed me to drink more Quantities of beer than I plan
- 3 When I buy beer that Offers Price Discount, I feel I am a good buyer
- 4 I make price Comparison When I go to drink Beer

Free sample

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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- 1 if there is free sample on walia beer, it will influence me to switch from other competing beer brands
- 2 free sample promotion has allowed me to drink the beer without my plan
- 3 when I buy a beer that offer free sample, I feel am a good buyer
- 4 I tend to make a purchase of walia beer, more often when the number of free sample is higher

SweepstakesandContest

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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- 1 If Walia Beer offers Sweepstakes and contest

promotion, that could be a reason for me to purchase it repeatedly

- 2 If there is Sweepstakes and contest on Walia Beer, it will influence me to switch from other competing beer brand
- 3 Sweepstakes and contest promotion has allowed me to drink more quantities of beer than I plan.

Compared to most people, I am more likely to buy brands that offer Sweepstakes and contest.

- 4 When I buy a beer that offers Sweepstakes and contest , I feel am a good buyer

Buy-one-Get-one-Free (BOGOF)

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 If Walia Beer offers Buy-one-Get-one-Free promotion, that could be a reason for me to purchase it repeatedly					
2 If there is Buy-one-Get-one-Free on Walia Beer, it will influence me to switch from					

other competing beer brands

- 3 Buy-one-Get-one-Free promotion has allowed me to drink the beer without my plan

Compared to most people, I am more likely to buy brands that offer Buy-one-Get-one-Free

- 4 Buy-one-Get-one-Free promotion has allowed me to drink more quantities of beer than I plan.

III. Response of consumer purchase decisions of consumers of Walia beer.

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1 I compare the Price of the product during Purchase					
2 I carefully watch how much I Spend					
3 I usually buy well-known brands.					
4 I Buy at much as possible at sale Price					

