



**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF DIGITAL MARKETING AND SALES  
PROMOTION ON BRAND PREFERENCE: THE CASE OF TARARA  
COFFEE**

**BY  
MELKAM ASAMINEW  
SGS/0409/2011/A**

**AUGUST, 2020  
ADDIS ABABA ETHIOPIA**

**ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
DEPARTMENT OF MARKETING MANAGEMENT**

**THE EFFECT OF DIGITAL MARKETING AND SALES  
PROMOTION ON BRAND PREFERENCE: THE CASE OF TARARA  
COFFEE**

**BY  
MELKAM ASAMINEW  
ID No. SGS/0409/2011/A**

**ADVISOR: MOHAMMED MOHAMMEDNUR (Assistant Professor)**

**August, 2020  
Addis Ababa**

## DECLARATION

I, Melkam Asaminew, hereby declare that this thesis titled, 'The Effect of Digital Marketing and Sales Promotion on Brand preference: the case of Tarara Coffee is my original work. I have carried out the present study independently with the guidance and support of my research advisor, Mohammed Mohammednur (assistant professor).

Any other research or academic sources used here in this study have been duly acknowledged.

Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

Melkam Asaminew

Student

---

Signature

August, 2020

Date

**ST. MARY'S UNIVERSITY COLLEGE**  
**SCHOOL OF GRADUATE STUDIES**  
**THE EFFECT OF DIGITAL MARKETING AND SALES PROMOTION ON**  
**BRAND PREFERENCE: THE CASE OF TARARA COFFEE**

*Approved by Board Examiners*

-----

**Advisor**

-----

**Signature**

-----

**Date**

-----

**Internal Examiner**

-----

**Signature**

-----

**Date**

-----

**External Examiner**

-----

**Signature**

-----

**Date**

## TABLE OF CONTENTS

Acknowledgment .....	i
ACRONYMS .....	ii
LIST OF TABLES .....	iii
LIST OF FIGURES .....	iv
ABSTRACT .....	v
CHAPTER ONE .....	1
1. INTRODUCTION .....	1
1.1 Introduction and Background of the Study .....	1
1.2 Statement of the Problem .....	2
1.3 Basic Research Questions .....	4
1.4 Objectives of the Study .....	4
1.5 Hypothesis of the Study .....	4
1.6 Significance of the Study .....	5
1.7 Scope and Limitations of the Study .....	5
1.8 Definition of Terms .....	5
1.9 Organization of the Study .....	6
CHAPTER TWO .....	7
2 LITERATURE REVIEW .....	7
2.1 INTRODUCTION .....	7
2.2 Digital Marketing and Consumer Preference .....	7
2.3 Benefits of Digital Marketing .....	7
2.4 Digital Marketing Channels .....	9
2.5 Sales Promotion .....	12
2.5.1 Categories of Sales Promotion .....	13
2.5.2 Benefits of Sales Promotion .....	14
2.5.3 Techniques of Sales Promotion .....	14
2.5.4 Effect of Sales Promotion Techniques on Consumer Brand Preference .....	17
2.6 Consumer Decision Making .....	19
2.7 Empirical Review of Digital Marketing .....	21
2.7.1 SWOT Analysis: Digital Marketing .....	22
2.8 Empirical Review on Sales Promotion .....	25
2.9 What is Brand? .....	26
2.9.1 The Concept of Brand Preference .....	27

2.10 Conceptual Frame Work.....	29
CHAPTER THREE .....	30
3 RESEARCH DESIGN AND METHODOLOGY.....	30
3.1 RESEARCH DESIGN.....	30
3.2 Research Approach.....	30
3.3 Target population.....	31
3.3.1 Sample size .....	31
3.3.2 Sampling Techniques.....	32
3.4 Sources of data and data collection techniques.....	32
3.4.1 Procedures of Data Collection .....	33
3.5 Methods of Data Analysis.....	33
3.6 Validity and Reliability.....	33
3.7 Ethical Consideration.....	34
CHAPTER FOUR.....	35
4. RESULTS AND DISCUSSION.....	35
4.1 Reliability and Validity Test.....	35
4.2 Demographic Profile of Respondents .....	36
4.3 Descriptive Statistics Results.....	38
4.4 Inferential Analysis.....	39
4.4.1 Pearson Correlation Analysis.....	39
4.4.2.1 Normality Test .....	41
4.4.2.2 Multi Collinearity test.....	42
4.5 Hypothesis Testing.....	45
CHAPTER FIVE .....	47
5. SUMMARY CONCLUSION AND RECOMMENDATION .....	47
5.1 Summary.....	47
5.2 Conclusions.....	47
5.3 Recommendation .....	48
5.3.1 Recommendations for Future Research.....	49
REFERENCE.....	51
APPENDIX- RESEARCH QUESTIONNAIRES .....	56

## **Acknowledgment**

I would like to thank everyone who helped me throughout the study. I thank God for giving me the courage to undertake this study against all the difficult times. I would like to thank my husband, my family and friends for their unconditional love and all rounded support they have given me through the years. I also like to thank my Advisor, Mohammed Mohammednur (assistant professor) for the patience he has showed and support he has given me through the process of doing this thesis.

## ACRONYMS

**DM** Digital Marketing

**SP** Sales Promotion

**BP** Brand Preference

**BOGOF** Buy one get one free

**SPSS** Software package for social science

**SEM** Search engine marketing

**SMM** social media marketing

**CRM** customer relationship management



## LIST OF TABLES

Table 2.1 Digital Marketing Elements .....	9
Table 2.2 Digital Marketing Element swot.....	23
Table 4.1 Cronbach’s alpha test for independent variables.....	36
Table 4.2 Demographic Profile of Respondents .....	36
Table 4.3 Mean and standard deviation of variables .....	38
Table 4.4.1 Pearson Correlation analysis .....	39
Table 4.4.2 Normality measurement table .....	41
Table 4.4.3 Multi Collinearity test.....	42
Table 4.4.4 Anova .....	43
Table 4.4.5 Model Summary.....	43
Table 4.5 Multiple Regression .....	44
Table 4.6 Summery of Hypothesis Result.....	45

## LIST OF FIGURES

Figure.1 .....	20
Figure.2 .....	29

## ABSTRACT

*Measuring the impact of DM and SP in consumers brand preference is very essential for every marketer. If DM and SP do not create any positive change in consumers' brand preference; all resources such as money, time, and effort spent on DM and SP will go in vain. The study aims to explore the impact of DM and SP on consumers brand preference in the case of Tarara Coffee. It followed a deductive form of research approach and the research design was explanatory and descriptive. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 239 valid questionnaires were collected and analyzed. These respondents were selected by using a non probability sampling technique. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. The finding revealed that all DM elements and from SP tools premium or bonus packs and coupon have a positive and significant relationship, the remaining SP tools free sampling and discount doesn't have a positive and significant relationship between brand preference of Tarara Coffee. Eventually, this study recommends appropriate actions for companies in refining their DM and SP elements and techniques as a means of overcoming the intense competition that exist in the market, therefore, they can increase their brand knowledge, sales volume and market share.*

*Keywords: digital marketing, sales promotion and Brand preference*

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Introduction and Background of the Study

One of the most significant changes in human interaction in recent years is the booming of social media and social networks. The rapid growth of web platforms greatly affects social behavior. Real social relationships are transferred to the virtual digital environment, which leads to the creation of online communities that connect people from all over the world. This move to the digital environment enables individuals to share knowledge, build contacts and promote dialogue between different cultures. (Tiago & Veríssimo, 2014).

Digital marketing (or online marketing, internet marketing, or web marketing) means "a set of Marketing activities in the Internet (online)" (BESTPRACTICE, 2017). In a simple way, it could be say that digital marketing represents marketing activities realized through internet and mobile Communications, i.e., on the internet, through social networks, email, apps, platforms, and more (Kannan & Li, 2017) Digital Marketing.

Digital marketing is currently covering a professional term that describes the entire process of using digital technologies to acquire customers and build customer preferences, brand support, customer retention, and sales growth (Smutný, Rezníček, & Pavlíček, 2013).

The current environment is characterized by a large number of internet messages transmitted through social media. Social media has become a major factor in influencing various aspects of Consumer behavior, including gaining information, opinions, attitudes, awareness, buying behavior, communication, and post-purchase ratings. However, many managers cannot fully appreciate the role of social media in the promotional effort of their organization. Although the social media multiplied consumer-to-consumer conversations, methods to form these interviews have not yet been formulated (Mangold & Faulds, 2009). Due to high up-to-date nature, social media are still a subject of interest.

Impact survey and reach of this phenomenon on human behavior (not only for marketing use), is still ongoing.

In addition to digital marketing sales promotion is one of the important elements of the promotional mix for most marketing programs. Sales promotion activities are indispensable to promote incremental sales, to create brand awareness, as well as build brand equity among the consumers. As sales promotion do incur substantial cost, it will be beneficial if the effectiveness of a sales promotion can be maximized through identifying the profitable segments in the market and target them with the appropriately designed promotion tools which meet their needs. The effectiveness of the right sales promotion tool for the right product on the right target market will directly impact on sales performance (Nagle & Holden, 2002).

Brand preference is close to reality in terms of reflecting consumer evaluation of brands. Purchasing decisions are the behavioral outcome that precedes differentiation between several alternative is the purchasing decision; a subsequent outcome of consumer preferences (Dhar et al., 1999). Preference facilitates consumers' choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove et al., 2012).

Most of the researchers agree that digital marketing and sales promotion significantly affect brand preference. They believe digital marketing tools have their own role and impacts on consumers purchase decision as well as different sales promotion tools have their own role and impact. Although there are many research on this area conducted in other cases little is known on the case of coffee industry. Therefore, this study will assess the effect of digital marketing and sales promotion on brand preference the case of tarara coffee.

## **1.2 Statement of the Problem**

According to Tiago and verissimo (2014), human interactions have changed significantly due to engagement on social networks; the rapid growth of web platforms has facilitated behavioral changes related to activities, habitats and interactions. Consumer behavior changes require organizations to re-strategies their marketing activities in the digital

space (Tiago and verissimo, 2014), Thus organization must understand how digital and social media marketing impacts consumer's attitudes, values, and beliefs impact their digital marketing campaigns (Al Kailani and Kumar, 2011).

With the rise of social media, marketing departments now have various options available to them for branding their products, such as advertising, publishing of brand content, participation in social networks and developing engagement opportunities for consumers to participation with the brand (Ashiey and Tuten, 2015).

According to Stone and Woodcock (2013), applications or content for digital marketing can be designed to engage with the consumer at any place, with the purpose of informing, educating, entertaining or providing insights for the brand.

Digital marketing media, which is regarded as a new marketing tool, has much to offer academics in the field of research; the marketing science institute identified digital technology and consumers as a current trending topic and identified it as a top tire research area. Within our country very little research has been conducted, both from a consumer and an organizational perspective, on digital marketing and consumer brand preference. With the emergence of online platform, organizations need to adopt to reach out to consumers and remain competitive in the business environment.

Sales Promotion as a Marketing tool is gaining prominence over other elements in Promotion Mix viz., Advertisement, Publicity or Public Relations, Personal Selling and Direct Marketing in recent years. This is evidenced by the proliferation of sales promotional offers in the market during Festival and Off Seasons to induce trial and sometimes to shift in time the purchase decisions of consumers. Consumers are found to advance or postpone their purchase based on Sales Promotion offers. The broad agenda of this research is to study the influence of specific forms of digital marketing and sales promotion on the perceived brand preference of tarara coffee. Traditional marketing theories suggest that sales promotion results in the dilution of preference. However, the specific impact of Sales Promotion on Brand preference of competing brands on various dimensions is notable by insufficient research attention. This study attempts to bridge this gap the present study envisages to find out the effect of the two variables on Consumer Based Brand preference of tarara coffee.

According to preliminary data gathered from the company there are no significant researches carried out by the company. To the knowledge of the researcher and the company there are insufficient studies and no significant research that informs about the effect of digital marketing and sales promotion on coffee market in relation to brand preference in our country. Hence the research will try to determine the effect of digital marketing and sales promotion on brand preference in the case of tarara coffee.

### **1.3 Basic Research Questions**

- How do the various sales promotion techniques influence consumer brand preference?
- How do digital marketing elements influence consumer brand preference?

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

The general objective of this study is to examine the effect of digital marketing and sales promotion on consumer brand preference of tarara coffee.

This research also tries to achieve the following specific objectives:

- To identify the sales promotion techniques of tarara coffee.
- To determine the influence of digital marketing elements on consumer brand preference of tarara coffee.

### **1.5 Hypothesis of the Study**

- Hypothesis 1: There is null or no positive and significant effect between sales promotions techniques with brand preference
- Hypothesis 2: There is null/no positive and significant effect between digital marketing elements and brand preference
- Hypothesis 3: There is null/no positive and significant relationship between sales promotion tools such as free sampling, coupons, discount and premium or bonus packs

## **1.6 Significance of the Study**

The findings of this study will greatly facilitate to examine the effect of digital marketing and sales promotion of tarara coffee on brand preference. In particular the research will benefit tarara coffee to know how much brand preference is affected by their choice of digital marketing tools and sales promotion strategies. In general, it may help the company to figure out the existing gaps and possible solutions in digital marketing and sales promotion effect of tarara coffee. Accordingly they can shape their digital marketing and sales promotion strategies.

The findings of this study will also be used as a basis for future studies in order to measure brand preference in the coffee in Ethiopia.

## **1.7 Scope and Limitations of the Study**

The research focused on the effect of digital marketing and sales promotion on brand preference using tarara coffee as a case study. The data was collected from the selected area of Addis Ababa. The data was collected only in Addis Ababa so it may not represent the effect of digital marketing and sales promotion on brand preference in coffee in other regions of the country. So that is the limitation of the study.

## **1.8 Definition of Terms**

**Marketing:** activity of a company that includes advertizing, selling, promoting, delivering products to consumer or other businesses.

**Digital marketing:** is any form of marketing products or services that involves electronic devices.

**Sales:** is activity related to selling or the number of goods sold in a given targeted time period.

**Sales promotion:** is a process of persuading a potential customer to buy the product by using different incentives.



**Brand:** is a name, term, design, symbol or any other feature that identifies one seller's good service as distinct from those of other sellers

**Brand preference:** is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

## **1.9 Organization of the Study**

This study is organized into five chapters. The five chapters include the Introduction, Review of Related Literature, Research Design & Methodology, Result & Discussion and Summary, Conclusions & Recommendations.

The first chapter provides a general introduction of the study including background of the study, statement of the problem, basic research questions, objectives of the study, and significance of the study and scope of the study.

Chapter two covers the literature relevant to the study. It also includes concepts and theoretical framework as well as the conceptual framework.

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

Chapters four summarizes the findings of the study and discuss the findings.

Chapter five is comprised of four sections which include summary findings, conclusions, Recommendations and limitations & suggestion for further study.

## **CHAPTER TWO**

### **2 LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter aims to explain the detail impact of digital marketing and sales promotion on consumer brand preference and aims to provide a review of related literature. In line with the objectives of this study, this chapter covers concepts related to digital marketing and sales promotion, importance of digital marketing and sales promotion, brand, and concept of brand preference. In addition to these the findings of previous research from different authors as well as the theoretical framework of this study is also included.

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. (Philip Kotler and Keller, 2012).

#### **2.2 Digital Marketing and Consumer Preference**

Simply put, marketing is the creation of demand for a product/service, and the demand created should transform into sales and thereafter revenue. Digital marketing can be defined as the use of digital channels to market a brand. To build on these definitions, in digital marketing demand creation is driven by the internet, which is an interactive medium that allows for the exchange of currency and value (Stokes.R, 2011).

#### **2.3 Benefits of Digital Marketing**

With rapid technological developments, digital marketing has changed customers buying behavior. It has brought various advantages to the customers:

- (i) Stay updated with products or services

Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumer can access internet any place anytime and companies are continuously updating information about their products or services.

(ii) Greater engagement

With digital marketing, consumers can engage with the companies various activities. Consumers can visit company's website, read information about the product or services and make purchase online and make purchase online and provide feedback.

(iii) Clear information about the product or services

Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However internet provides comprehensive product information which customers can rely on and make purchase decision.

(iv) Easy comparison with others

Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different retail suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

(v) 24/7 shopping

Since internet is available all day long, there is no time restriction for when customer wants to buy a product line.

(vi) Share content of the products or services

Digital marketing gives viewers a chance to share the content of the product or service to others. Using digital media one can easily transfer and get information about the characteristics of the product or services to others.

(vii) Enables instant purchase

With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services. However, with digital marketing, customers can purchase the products or services instantly.

## 2.4 Digital Marketing Channels

**Table 2.1 Digital Marketing Elements (Stokes, 2011)**

<b>Digital Marketing Elements</b>	<b>Definition</b>
<b>Email Marketing</b>	Digital marketing that delivers messages to an audience through electronic mail
<b>Online Advertising</b>	Advertisements that are displayed on the internet
<b>Affiliate Marketing</b>	An online affiliate markets products of an organization and gets rewarded for referrals
<b>Search Engine Marketing</b>	Marketing that is related to searches on the internet
<b>Pay Per Click Advertising</b>	An online advertising system whereby the advertiser pays for clicks on their advert
<b>Social Media Marketing</b>	The creation, publication and sharing of content by individuals such as blogs, images and videos on the internet

The channels to reach consumers through digital marketing are indicated in Table 2.1 above, which are email marketing, online advertising, affiliate marketing, search engine marketing, pay per click advertising and social media channels (Stokes.R, 2011). They will be explained briefly:-

**Email marketing** is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. However, the term is usually used to refer to:

- Sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business.
- Sending emails with the purpose of acquiring new customers or convincing current customers to purchase something immediately.
- Adding advertisements to emails sent by other companies to their customers.

**Online advertising** is any type of marketing message that shows up with the help of the Internet. That means it could appear in a web browser, search engine, on social media, on mobile devices, and even in email.

- It's relatively inexpensive
- It reaches a wide audience
- It can be tracked to measure success (or failure)
- It can be personalized for a target audience

Online advertising is only growing in scope, as new avenues for marketers pop up (think ads delivered through text message or marketing messages delivered to users in a certain area, known as geo-targeting). But, while some of the ads are less common or just gaining traction, there are plenty that we're exposed to multiple times every day. Some of the most popular types of online advertising are Display Ads, Email Ads, Native Ads, and Social Media Ads

**Affiliate marketing** is one of the oldest forms of digital marketing wherein you refer someone to any online product and when that person buys the product based on your recommendation, you receive a commission.

**Search engine marketing (SEM)** is the marketing technique of placing ads on the search engine results pages (SERPs) to get website traffic.

It might seem like a simple thing to simply place ads and get traffic, but it takes a lot more than that to do it well. To be successful at SEM, you need to craft the right message, select the right keywords, and target the right audiences. If not done right, it can

turn into a money pit that delivers very low ROI on the substantial investment that you put into it.

**Pay-per-click** is a system of payment used on the Internet in which an advertiser on a website pays the website owner according to the number of people who visit the advertiser's website. Pay-per-click is an Internet advertising model used to direct traffic to websites it the faster way to boost traffic to your site than search engine optimization Pay-per-click is a system of payment used on the Internet in which an advertiser on a website pays the website owner according to the number of people who visit the advertiser's website.

**Social media marketing** (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach. One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS feeds and sharing buttons -- or promoting activity through social media by updating statuses or tweets, or blog posts.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM).

The digital marketing channels of tarara are Instagram, Facebook, Google and Email. Google marketing is done through search engine marketing and placement advertisements, whilst Facebook and Instagram and email are the social media channels.

Digital marketing performance on consumer preference can be measured through metrics such as conversion rate, engagement rate and click through rate. Conversion can be defined as the action the internet website wants the user to take, which generally leads to

revenue for the website, for example users purchase a product or subscribe to a newsletter. Conversion rate expressed as a percentage is calculated by the number of conversions divided by the number of visitors to the online marketing channel (Stokes.R, 2011).

## **2.5 Sales Promotion**

The International Chamber of Commerce (ICC) defines sales promotion as: "Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit ". (Boddewyn & Leardi, 1989, p. 365).

Sales promotion when implemented effectively often results in an increase in short term sales figure. This explains the inclination of corporations to put in a large percentage of their funds in carrying out various sales promotion activities. However, variations occur in effects of sales promotion based on the attractiveness of the concerned brand (Alvarez, 2005). Sales promotions are useful tools which act as demand booster that do not sustain the risk associated with the new products. (Blattberg, RobertC., & Neslin, 1990).

According to Zallocco & Kincaid (2008), promotion is the deliberate attempt on the part of the individual business or other institution to communicate the appropriate information in a manner Persuasive enough to include the kind of acceptable response desired. Sales promotions are comparatively easy to apply, and are likely to have abrupt and considerable effect on the volume of sales (Hanssens, Parsons and Schultz 2001). Resultantly, according to Currim and Scheinder (1991) the finances of companies regarding the marketing increase constantly. Research conducted by Ailawadi and Neslin (1998) had revealed that consumer promotions affect the consumers to purchase larger amount and consume it faster; causing an increase in sales and ultimately profitability.

The research conducted by Hanssens (2003) depicts that the affect of sales promotion on firms" revenue which they call as first line performance, firms" income which is bottom line performance and on market to book value ratio which is named as firms" values is encouraging for the short term. According to the Promotional Products Association International (2004), sales promotion is a highly effective marketing communication

technique in that it has a recall rate of 76 percent compared to television advertisements with a recall rate of 54 percent.

Sales promotion expenditure typically accounts for the majority of the marketing communication budget for FMCG organizations (Ferrel & Hartline, 2008; Belch & Belch, 2012). Whilst sales Promotion may be trade or consumer oriented (Belch & Belch, 2012), this study focus only on consumer oriented sales promotion, which involves offering a variety of short-term incentives to end consumers in order to encourage the trial or purchase of a market offering (philip Kotler, 2003).

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

While different sales promotion techniques are focused on the same primary objective of increasing sales by inducing purchasing, each technique is unique and is set to achieve specific objectives such as to induce trial, encourage repeat purchase, increase consumption of existing brand, encourage switching from other brands, and the like (Belch & Belch, 2012). In addition, sales promotion techniques may be used to defend current customers, who may view the sales promotion as a reward for supporting the brand (Gardener & Trivedi, 1998). Regardless of the specific objectives, sales promotion is ultimately a marketer's effort to exert an influence on the buyer's reaction in order to achieve the desired response from the consumer (Gilbert & Jackaria, 2002; Ndubisi & Moi, 2006; Gamliel & Herstein, 2011).

### **2.5.1 Categories of Sales Promotion**

Smith (1998) has described that there are three main categories of Sales Promotion:

- **Consumer promotions** (premiums, gifts, competitions and prizes, e.g. on the back of breakfast Cereal boxes)



- **Trade promotions** (point-of-sale materials, free pens and special terms, diaries, competition prizes, et cetera)
- **Sales force promotions** including incentive and motivation schemes. Consumer promotion is a Category of sales promotion including free samples, winning contests, different price packs, and Sweep stakes. Sales promotion is projected to increase the sales of final ultimate consumers of the product (Kotler.P and Armstrong.G, 2002). Some kinds of sales promotion are based on some sort of benefit whereas some are very communicative in type. (Kotler.P et al. 1999: Tellis 1998).

### **2.5.2 Benefits of Sales Promotion**

Sales promotions can offer many consumer benefits; studies have concentrated on monetary saving as the primary consumer benefit (Blattberg and Neslin, 1993). However, there is evidence to suggest consumers are motivated by several other benefits, including the desire for: savings, quality, convenience, value expression, exploration and entertainment. These benefits are further classified as either utilitarian or hedonic (Babin, Darden and Griffin, 1994; Hirschman and Holbrook, 1982).

Utilitarian benefits are primarily functional and relatively tangible. They enable consumers to maximize their shopping utility, efficiency and economy. In general, the benefits of savings, quality and convenience can be classified as utilitarian benefits. By contrast, hedonic benefits are more experiential and relatively intangible. They can provide consumers with intrinsic stimulation, fun and pleasure. Consistent with this definition, the benefits of value expression, exploration and entertainment can be classified as hedonic benefits.

### **2.5.3 Techniques of Sales Promotion**

The variety of sales promotion methods that may be employed are limited only by the creativity of the organization offering the promotion (Ferrell & Hartline, 2008). Well-known techniques include free samples, coupons, rebates, discounts (price-off deals), premiums, bonus packs, loyalty programs, contests, sweepstakes and the like (Philip Kotler., 2003; Ferrell & Hartline, 2008; Belch & Belch, 2012).

Coupons, discounts, free samples and bonus packs are some of the most effective sales promotion techniques employed by marketers and retailers to increase short-term sales (Gamliel & Herstein, 2011). The major techniques of sales promotions are discussed as follows:

**Coupon:** is a certificate with a stated value, presented to the retail store for a price reduction on a specific item (Arens, Weigold & Arens, 2011), which is granted immediately at the time of purchase (Lamb, Hair & McDaniel, 2009).

Coupons are presented to consumers by direct mail, on the product's packaging, through the media, direct mail, and door-to-door leaflets and at the point of sale (Pickton & Broderick, 2005). Semenik.R.J (2002) opine that by offering coupons marketers are providing a price sensitive consumer that takes the time and effort to cut out coupons with a discount, while the product is selling at full price to the regular customer.

Reasons for using coupons include rewarding loyal customers, encouraging current customers to buy greater quantities, attracting customers that have been lost to competing brands (Pride & Ferrell, 2010), inducing the trial of new, improved or modified products among current and non-users (Belch & Belch, 2012), encouraging repurchasing and encouraging brand switching by competitor's customers (Semenik.R.J, 2002).

**Discount:** is a short term price reduction of the regular price of a product (Belch & Belch, 2012) and has several synonyms, namely price-off vouchers (Shimp.T.A, 2010), money-off vouchers (Pickton & Broderick, 2005), cents-off vouchers (Semenik.R.J, 2002) and price incentives (Du Plessis, Cook, Van Heerden, Van Rooyen, Mulder, Du Plessis, Franck & Muir, 2010).

Discounts are appealing to consumers because they provide an immediate reward (Shimp.T.A, 2010) and an easily recognized value to the consumer (Belch & Belch, 2012). The use of the discount sales promotion technique offers marketers and retailers several benefits.

A discount promotion requires minimal testing and can be implemented in a short time period (Yeshin, 2006), it can be controlled by the marketer (Semenik.R.J, 2002), and thereby ensuring that the discount will reach the intended target market and it can assist in manufacturers gaining greater trade support from the retailer (Belch & Belch, 2012).

Discounts can stimulate sales (Pride & Ferrell, 2010), encourage consumers to repurchase or to purchase greater volumes (Shimp.T.A, 2010), encourage consumers to switch brands and can persuade price sensitive consumers to buy (Lamb et al., 2009). However, discounts may attract only current and not new customers (Belch & Belch, 2012) and if continuously offered, may result in a weak brand image as customers may always expect lower prices and may perceive the brand as low cost or low quality (Pride & Ferrell, 2010).

Discounts are relatively easy to copy, which may result in price wars among competitors (Pickton & Broderick, 2005), and often result in consumers delaying purchasing until a discount is offered (Yeshin, 2006).

**Free Sample:** is a trial-size version of a product that is given to the consumer at no extra cost (Belch & Belch, 2012) in order to encourage product trial; for example, a small container of body lotion included when purchasing a magazine (Pickton & Broderick, 2005).

Sampling offers credibility, as the consumer can experience the benefits of the product first hand (Ouwensloot & Duncan, 2008). Consumers generally perceive a certain amount of risk in trying new products, and samples help mitigate that risk in that they allow the consumer to try the product prior to purchase (Lamb, Hair, McDaniel, Boshoff, Terblanche, Elliott & Klopper, 2010).

Samples can be distributed through direct mail, door-to- door delivery, on the package of another product, in retail stores or through the media (Bird, Blem, Duckles, Koekemoer, Skinner & Van der Westuizen, 1998). Sampling is beneficial in restoring a declining product and demonstrating a product that is difficult to describe in words alone (Du Plessis et al., 2010).

Sampling is especially effective when the consumer perceives the product to be different from that of competitors (Ouwensloot & Duncan, 2008), or to encourage competitor's customers to switch brands (Lamb et al., 2009). Furthermore, sampling can stimulate sales when a product is still in the early stage of the product life cycle (Pride & Ferrell, 2010) or establish a brand within an area with weak market share (Semenik, 2002).

**Premiums or bonus packs:** are defined as a sales promotion technique offering items, either free or at a small cost, as an incentive for consumers to purchase a product (Pride

& Ferrell, 2010). Premiums can include more of the product (multiple units) offered at the regular price, such as “buy one and get one free”, also referred to as „two-for-the-price-of-one“ (Lamb et al., 2010) packages that include more of the product (Du Plessis et al., 2010), or a bonus pack with a different product (Yeshin, 2006).

Premiums are used to entice consumers to buy immediately (Belch & Belch, 2012), reinforce the consumer’s purchase decision, induce trial for new or improved products, increase consumption, encourage repeat purchase (Shimp.T.A, 2010) and persuade consumers to switch brands (Lamb et al., 2010).

#### **2.5.4 Effect of Sales Promotion Techniques on Consumer Brand Preference**

Whilst consumer’s overall attitude towards sales promotion techniques is positive (Osman, Fah & Foon, 2011), the different sales promotion techniques have different effects on consumer (Shi,Cheung & Prendergast, 2005), that may include brand switching, purchase acceleration, stockpiling, product trial, brand preference and brand loyalty (Gilbert & Jackaria, 2002).

Sometimes it is possible for one sales promotion technique to affect the consumer’s brand preference in more than one way. Different types of sales promotion techniques cause different responses from different consumers, and this is frequently because of the individual characteristics of each consumer (Shi, Cheung & Prendergast, 2005).

Brand switching is the extent to which a consumer can be persuaded to preference a brand other than their usual brand (Mittal & Sethi, 2011). Shukla (2009) believes that brand switching is an impulsive occurrence where consumers often aim to save money, which then results in them switching brands. Therefore, when retailers implement a low price strategy, it encourages consumers to switch brands.

Brand loyal consumers will purchase the regular brand resulting in long-term sustainability, whereas consumers who are not brand loyal are prepared to test various brands and switch between them.

Evidence from the literature indicates that BOGOF promotions are regarded as an effective technique for encouraging brand switching (Gilbert & Jakaria, 2002; Mittal & Sethi, 2011).

Preference acceleration is the extent to which a consumer can be encouraged to purchase a product earlier than planned or needed (Mittal & Sethi, 2011). Kivetz, Urminsky and Zheng, (2006) indicate that purchase acceleration can be achieved either through motivating consumers to purchase the product more regularly or by motivating them to increase the number of products purchased.

According to Percy (2008), promotions aimed at achieving repeat preference, are often used to take consumers temporarily out of the market or to encourage purchase acceleration and brand preference.

Discounts (Gilbert & Jackaria, 2002) and premiums (Mittal & Sethi, 2011) are viewed to be successful in encouraging purchase acceleration and brand preferences amongst consumers.

Stockpiling refers to the extent to which a consumer can be enticed to purchase greater quantities of a product than are required (Mittal & Sethi, 2011).

As an added bonus to retailers, Dawes (2004) highlights that consumers tend to consume a stockpiled product faster because they have a surplus. Kristof (2012) believes that consumers are more likely to stockpile a specific product when the product is offered at a low price.

Evidence from the literature indicates that “buy one get one free” promotions (Gilbert & Jackaria, 2002), as well as discounts and coupons (Mittal & Sethi, 2011) are regarded as effective techniques for encouraging stockpiling. Product trial involves a consumer purchasing a product that they have never previously used (Mittal & Sethi, 2011). According to Ndubisi and Moi (2006), repeat purchase is an effective measurement for determining customer satisfaction and the success of the product trial. Evidence from the literature suggests that discounts (Gilbert & Jackaria, 2002), premiums (Mittal & Sethi, 2011) and sampling (Ndubisi & Moi, 2006) are successful sales promotion techniques for encouraging product trial and preference.

According to the findings of a study conducted by Ndubisi and Moi (2006), coupons were the least effective in encouraging product trial, but sampling, discounts, brand preference and premiums were successful. However, premiums are found in-store, which means that the promotion will not increase brand awareness before product trial.

Brand loyalty comprises two dimensions, namely the behavioral dimension, which relates consumers frequently and consistently purchasing the same brand within a product category, and the attitudinal dimension, which involves a consumer's commitment towards a particular brand (Schiffman et al., 2010). Brand loyalty results in positive word-of-mouth communication (Moraga, Parraga & González, 2008) and makes current customers more resistant to competitor's offerings (Jensen & Hansen, 2006). Belch and Belch (2012) suggest that loyalty programmers, discounts "buy one get one free" BOGOF promotions and premiums aid in building brand loyalty.

## **2.6 Consumer Decision Making**

Consumers have evolved and no longer make purchasing decisions in a linear approach; they enter at various points, which are dependent on their first engagement with the brand, product research or word of mouth from their social networks (Powers et al., 2012).

Brands that adopt digital and social media build relationships with consumers, and in turn gain consumer loyalty to the brand (Powers et al., 2012). Organizations must be aware of social media sites and how they influence consumer buying behavior and preference (Vinerean, Cetina, Dumitrescu & Tichindelean, 2013). According to Powers et al. (2012), consumers constantly consider potential purchases and evaluate alternatives in the market. Research undertaken by Meera and Gayathiri (2015) found that consumer expectations of interactive visual experiences such as moving images and clickable videos have increased, which allows the consumer to learn about products. Powers et al.'s (2012) research findings also indicate that consumers use social media to gather information about potential purchases and to introduce them to new products, and can also cause them to have a mind-set change about a brand. Due to digital connectivity and the time spent online by consumers, they now view shopping as an everyday activity (Powers et al., 2012). Research by Xie and Lee (2014) found that increased consumer exposure to a brand on social media increased the likelihood of the consumer to purchase the brand. In relation to this, research conducted by Rasool Madni (2014) indicated that 53% of consumers get their information from forums, social media, organizations' websites and peer reviews before purchasing a product.

**Figure 1 Consumer decision making process (Kotler & Keller, 2012)**



The consumer decision making process illustrated above is an essential aspect of the research study, as it is the next step in the Consumer Behavior Model indicated in Figure 2 taking into account the buying behavior of consumers.

The five-stage consumer decision making process was first introduced in 1910 by John Dewey (Bruner & Pomazal, 1988), and includes: problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. According to Philip Kotler and Keller (2012), consumers do not always pass through all the stages, skipping some to get to the purchasing decision. The decision making process occurs daily in consumers' minds, however the extent of this depends on whether the product is expensive or inexpensive (Noel, 2009). The consumer generally passes through more of the stages for an expensive product, whereas for an inexpensive product the consumer experiences problem recognition for the product and makes a decision to purchase the product without gathering information or evaluating alternatives. As inexpensive products are a low financial risk, consumers evaluate these products after trial (Noel, 2009).

Satisfied consumers promote the product and are likely to purchase further products, whilst dissatisfied consumers will return and complain about the product (Kotler & Keller, 2012). An organization's response to consumer complaints plays a key role in its success; on average unsatisfied consumer shares their views with approximately to ten other individuals (Noel, 2009). Digital media connects consumers and provides a platform for consumers to air their views, so organizations need to monitor post purchase behaviors via these channels to attend to consumer complaints and enable the retention and attraction of consumers. Organizations can use information derived from post purchase behavior to

understand consumers and build a relationship to entrench them and avoid consumer brand switching.

With the rise of digital technology, it is valuable to understand how the trend of digital marketing impacts consumers in influencing their brand preference. This research study aims to explore this concept from the perspective of this organization.

## **2.7 Empirical Review of Digital Marketing**

Digital marketing is one of the marketing strategies generally used to promote goods and services to customers by utilizing different channels of distribution. Digital marketing reaches out beyond web promotion by including all the channels which do not require the need for the Internet. Through digital media, purchasers can obtain information whenever and wherever they need. With the presence of digital media, customers do not only depend on what the organization says in regards to their brand or product, additionally, they can take after what the media, companions, affiliations, and peers are stating too. Digital marketing is a broad term where through the use of digital technologies, various techniques of promotion are being provided or deployed out to prospective customers. In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers (Paquette, 2013).

Digital Marketing makes sure that the marketer approaches buyers in a relevant, sensible and cost-friendly manner. The digital marketing procedure is adequately utilized as part of the push and pulls marketing strategies. Both push and pull marketing techniques are possible in digital marketing. Mark mindfulness has been demonstrated to work with more adequacies in nations that are high in vulnerability shirking, likewise for nations that have instability evasion, online networking advertising works adequately. However, marketers need to be mindful so as not to be intemperate on the utilization of this sort of showcasing, and also exclusively depending on it as it might have suggestions that could contrarily outfit their picture. Brands that speak for themselves in a humanizing way will probably prevail in circumstances where a brand is promoted. Since online networking



use can improve the information of the brand and consequently diminish the vulnerability, it is conceivable that individuals with high instability shirking.

Midde (2009) conducted a secondary research to compare the trust of consumers between traditional and digital marketing, the conclusion of which was that the major influences are family and relatives. Online advertising comes very late and digital marketing still has a long way to influence the buying decision of consumers (Clarke & Svanaes, 2012; Furrer & Sudharshan, 2001).

### **2.7.1 SWOT Analysis: Digital Marketing**

- Strengths:

1. Simple to target and tap the market at a cost-friendly manner.
2. Campaigns can be effectively recreated and be made more focused according to the marketer's objectives and requirements.
3. It helps the marketer to reach more and more people globally.
4. It is cost effective.
5. Small business promotion can be easily done.

- Weaknesses

1. Need to keep up with the change in technology.
2. Need to have a deep understanding of human nature, behavior, taste and preferences.
3. It becomes difficult to tap the market which does not use the Net.
4. It can be almost impossible for damage control due to negative online review; its biggest strength becomes the problem.
5. The more number of digital marketing options are available, the more confusion occurs to promote the brand.

- Opportunities

1. It is helpful in making our government digitized.
2. More employment opportunities for youths are created in this sector.

3. Encourages growth of small business units.
4. Government actions can be prompt.

• Threats

1. If the campaign doesn't work according to the plan, then it might adversely affect the brand name.
2. Security of data is still a questionable issue.
3. Once, something is put on the Web, it is impossible to take it off. For example, if a bad review or comment is posted on the Web against a brand, then it could adversely affect its future business.
4. Investigating the information wrongly can cause harm, which is rampant in many organizations. All the digital marketing elements have their own strength, opportunity, weakness, and threat.

Table 2.2 swot of DM elements

<b>STRAINGTH</b>	
Email Marketing	<ul style="list-style-type: none"> <li>• Has Opportunity to personalize messages and offer relevant content to the recipient.</li> <li>• No production, paper, or postage costs (cost effective).</li> <li>• It can deliver valuable information in a timely manner.</li> </ul>
Online advertizing	<ul style="list-style-type: none"> <li>• To have an advantage over other competitors</li> <li>• To Justify the reach and awareness of the business</li> </ul>
Affiliate marketing	<ul style="list-style-type: none"> <li>• It focuses only in sales and marketing</li> <li>• No product development cost</li> </ul>
Search engine marketing	<ul style="list-style-type: none"> <li>• Limited start up risk</li> <li>• Highly visible website</li> </ul>
Pay per click advertizing	<ul style="list-style-type: none"> <li>• Cost effective because payment is only made when user actually uses the website</li> </ul>
Social media marketing	<ul style="list-style-type: none"> <li>• Most cost efficient dm methods used to increase business</li> <li>• Increase brand recognition</li> </ul>
<b>WEAKNESS</b>	
Email Marketing	<ul style="list-style-type: none"> <li>• Difficult to measure media weight against your target audience.</li> <li>• Consumers are saturated with email, they might not see it at all</li> </ul>
Online advertizing	<ul style="list-style-type: none"> <li>• Lack of knowledge or skills</li> <li>• Restrictions of budget</li> </ul>
Affiliate	<ul style="list-style-type: none"> <li>• No control over the products</li> </ul>

marketing	<ul style="list-style-type: none"> <li>• Money is the only motivation</li> </ul>
Search engine marketing	<ul style="list-style-type: none"> <li>• Competitors can offer similar products quickly</li> <li>• Limited flexibility in pricing</li> </ul>
Pay per click advertizing	<ul style="list-style-type: none"> <li>• Its time consuming to monitor</li> <li>• Cost a lot if you cont manage properly</li> </ul>
Social media marketing	<ul style="list-style-type: none"> <li>• Negative feedback and tarnish brand name</li> <li>• Limited only to social media platforms</li> </ul>
<b>Opportunity</b>	
Email Marketing	<ul style="list-style-type: none"> <li>• With vision, an email marketer could pioneer new ideas</li> <li>• Innovation and growth make this an exciting time to be an email marketer.</li> </ul>
Online advertizing	<ul style="list-style-type: none"> <li>• Innovation can bring you more opportunities</li> <li>• If any realistic opportunities are available there is a an opportunity to apply it</li> </ul>
Affiliate marketing	<ul style="list-style-type: none"> <li>• There is a lot of products to choose form</li> <li>• Real passive income opportunity</li> </ul>
Search engine marketing	<ul style="list-style-type: none"> <li>• Continued expansion for online sales</li> <li>• Ability to develop additional stories</li> </ul>
Pay per click advertizing	<ul style="list-style-type: none"> <li>• Gives more time focus on the product</li> <li>• It's very easy to scale</li> </ul>
Social media marketing	<ul style="list-style-type: none"> <li>• Can directly target customers with marketing campaigns</li> <li>• Build brand awareness and interact with existing potential customers</li> </ul>
<b>Threat</b>	
Email Marketing	<ul style="list-style-type: none"> <li>• Online consumers worry their privacy is at risk online.</li> <li>• Technical issues increase as campaigns become more sophisticated.</li> </ul>
Online advertizing	<ul style="list-style-type: none"> <li>• competitors might launching a new product, is that affect the business strategies</li> <li>• innovation or dynamic markets are affecting your business planning</li> </ul>
Affiliate marketing	<ul style="list-style-type: none"> <li>• Affiliate offers can stop anytime</li> <li>• No entry barrier</li> </ul>
Search engine marketing	<ul style="list-style-type: none"> <li>• Changes in regulations can impact the business</li> <li>• Increase in price inputs can cause upward pricing</li> </ul>
Pay per click advertizing	<ul style="list-style-type: none"> <li>• Most of the clicks might be accidental hence might give wrong information</li> <li>• Consumers might think it's not safe to click on ads</li> </ul>
Social media marketing	<ul style="list-style-type: none"> <li>• less control over what the company is saying</li> <li>• not able to target the right audience</li> </ul>

## 2.8 Empirical Review on Sales Promotion

Many studies regarding behavioral and economic theory has provided supporting evidence that consumption for some product categories responds to promotion (Wansink & Despande, 1994) through experimental approach concluded that significant holding cost pressure consumer to purchase more of a product (Wansink & Despande, 1994) showed that when the product is preferred as widely substitutable, consumer will prefer more of it in place of its close substitute (P.Chandon, Brian Wansink, & Laurent, 2000) showed that stockpiling increases preference of high convenience products more than low convenience product.

In another analytical study, (Assunção & Meyer, 1993) shows that preference is an indigenous decision variable driven by promotion and promotion induced stockpiling resulting from forward looking behavior. There has not been enough research done regarding the preference strategies that the consumer adopts in response to particular promotion or to study how pervasive these promotions are in population of interest.

Blattberg & Neslin (1990) define a purchase strategy as a general buying pattern which "incorporates several dimensions of buying behavior such as brand loyalty, private brand proneness and deal proneness." A greater understanding of the different types of consumer responses to promotions can help managers to develop effective promotional programs and also provide new insights for consumer behavior theorists who seek to understand the influence of different types of environmental cues on consumer behavior. (R., Eppen, & Lieberman, 1981) and (Wilson, Newman, & Hastak, 1979) find evidence that promotions are associated with purchase acceleration in terms of an increase in quantity purchased and, to a lesser extent, decreased inter purchase timing. Marketers use different kinds of price-oriented promotions such as coupons, rebates, price discounts to increase sales and market share, encourage trial, and encourage brand switching. Non-price promotions such as sweepstakes, frequent user clubs, and premiums add excitement and value to brands and may encourage brand preference (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 (P. Chandon et al., 2000).

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 preference.

Customers look for more fun from the brands they buy. Sales promotion offers novelty, excitement and humor at the point of purchase which they respond to (Cummins, 2008). Moreover, sales promotion changes temporary consumer's perception towards the price and value of the product.

Sales promotions are a key factor when developing marketing communication activities, which Marketers and retailers frequently use to influence consumers' purchases along with brand decisions and to provide added value in order to encourage the consumer to do an immediate purchase (Ailawadi et al., 2009; Valette-Florence et al., 2011; Józsa and Keller, 2012; Weng and Run, 2013; Hui et al., 2013).

Sales promotions contribute to stimulation and provide the consumer with the opportunity to switch brands within a target product category, additionally the response to these types of promotions might influence the consumers to make unplanned purchases. It has been demonstrated that the consumers' need for innovativeness, variety seeking and impulsiveness, when making in-store decisions about a just-discovered promotion, can be satisfied by the exploration benefits of both monetary and non monetary promotions (Ailawadi et al., 2009). Price discounts and free samples are the most widely employed sales promotion strategies, both online and offline (Chen et al., 2012; Yin and Jin-Song, 2014).

Marketers use advertising and sales promotion for consumers to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits (Philip Kotler and Armstrong, 2003; Belch & Belch 2009).

## **2.9 What is Brand?**

The word brand is derived from the Old Norse word brand, which means "to burn" as were and still are a means by which owners of livestock mark their animal to identify

them (Keller 2004). The definition of brand in various marketing literature is given from different perspectives. Therefore, it is difficult to find a concise definition.

According to the American Marketing Association (AMA) a brand name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition. According to Choudhury (2001) a brand is essentially the sum total of the particular satisfaction that it delivers to the customer who buys that specific brand, the sum total being its name, ingredients, price, packing, distribution, reputation and ultimately to its performance.

### **2.9.1 The Concept of Brand Preference**

The notion of preference has been considered in different disciplines such as economists, psychologists, sociology. However, there is no commonly agreed definition of preference among these disciplines. For example, economists believe that preferences are exogenous, stable, and unknown with adequate precision and are revealed through choice behavior. The economic view of preference has been criticized for assuming that preference had been criticized for assuming that preferences are stable and endogenous. An individual's preference is not stable and can be endogenous, (Ebrahim, 2011).

In marketing literature, the word preference means the desirability or choice of an alternative. Preference is above all behavioral tendencies (Zajonc and Markus, 1982). Brand preference is defined variously as the consumer's predispositions towards a brand that varies depending on the salient beliefs that are activated at a given time; the consumer biasness towards a certain brand; the extent to which a consumer favors one brand over another. For this study a working definition for brand preference is offered: "the biased behavioral tendencies reflecting the consumer's predisposition toward a brand" (Ebrahim, 2011).

The term "Brand Preference" means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is that respondents preferred and intended to stay with their service provider (Holbrook, 2001).

Rossiter and bell man, (2005) suggest different levels of preference and their corresponding states of loyalty. There is strong brand preference for single or multiple brands; the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state of brand switching, where there is no inclination towards a certain brand and consumers are more likely to switch from one brand to another. Neutral preference refers to how consumers can be unaware of the brand or loyal to other brands. Negative brand preference occurs when consumers are not, and will not become, loyal. Each brand preference level represents a market segment; therefore, marketing managers design strategies, targeting consumers at each segment based on the level of preference. Consumers' moderate or neutral brand preferences can be loyal; rather they can end up with a weak or moderate preference level.

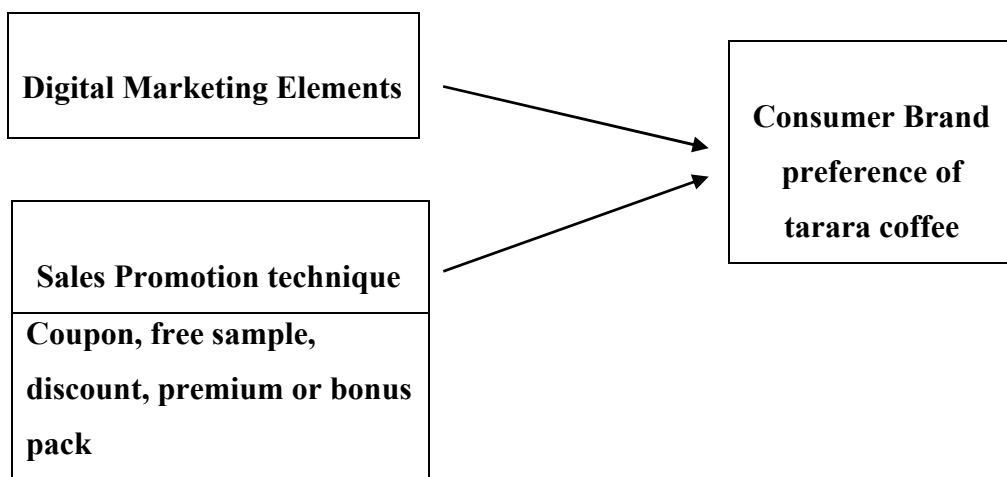
There has been a long standing interest from marketers to understand how consumers from their preference towards a specific brand. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preference across the population is critical input for designing and developing innovative marketing strategies. It also uncovers the heterogeneity of consumer choice leading to efficient market segmentation strategies. However, forecasting consumer's preference between brands is not an easy task. Most of the early models focused on brand attributes in preference in preference construction (e.g. fishbein, 1965). Thus the evolving marketing strategies focus on analyzing and communicating information about products attributes,(Ebrahim, 2011).

According to Aacer (1996), for new or nich brands, recognition can be important. For well known brands recall and top-of-mind are the most sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall.

## 2.10 Conceptual Frame Work

The following conceptual frame work is developed for this study. In developing the conceptual model, the concepts were taken from various conceptual frame works developed by different researchers. The frame work shows that the independent variables such as digital marketing elements, media used by the company, sales promotion. And brand preference as dependent variable.

**Figure 2 Conceptual Framework:**



**Independent Variable**

**Dependent Variable**

Source: Adopted from (Adeolu, Haghirian, and Madlberger, 2005; Gezachew, Singh et al., and Michael, 2012) and (Chandrima, 2009; Vivekananthan, 2010).



## **CHAPTER THREE**

### **3 RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 RESEARCH DESIGN**

Developing an effective research design or strategy can be seen as fundamental to the research process, (Creswell, 2009). The research methodology chosen for this study is a hybrid approach explanatory and descriptive as not much research has been done on digital marketing and consumer decision making from an organizations perspective in the coffee industry in Ethiopia. The researchers choose hybrid approach it seemed appropriate as it is a mixed approach of qualitative and quantitative testing, which leverages exploratory and descriptive research (Edmondson and Mcmanus.2007). Descriptive research aims to gain a more accurate description of situations, persons and events, and can be conducted through interviews, sampling, and questionnaires surveys and the reanalysis of secondary data. ,explanatory research focuses on the study of a situation to explain the relationships between variables, and can be conducted through case studies, statistical surveys, observations attitude surveys and historical surveys (saunders and lewis, 2012).

#### **3.2 Research Approach**

There are two broad methods of reasoning, which are deductive and inductive approaches, (Trochim, 2006). The main difference between the two approaches is that whilst a deductive approach tests theory, an inductive approach creates theory emerging from data. There for the researcher used deductive approach it did not create new theories it deduced hypotheses from existing theories, and then observations were collected to be able to test hypotheses with specific data. Therefore, a deductive research approach is adopted to conduct this study, (Ghauri & Grønhaug 2010).

### 3.3 Target population

The populations of the study encompassed consumers of tarara coffee in Addis Ababa. Sampling units were the target population elements available for selection during the sampling process. The sampling units for this study will be tarara coffee. The reason was that the researcher believed that the consumer's of tarara coffee knew or experienced the product due to some reasons, so that they have been exposed to the digital marketing or sales promotion of tarara coffee.

The sampling frame refers to the list of all units of population from which the sample will be selected (William, 1991). The sampling frame for this research was undefined because there is no statistical data that list or even estimate the number of tarara coffee consumers in Addis Ababa and it is impossible to identify. tarara coffee distributes its products in Addis Ababa city to different hotels, embassies , super markets, cafes and restaurants but that doesn't gives us the exact number of individual tarara coffee users so there is no estimated number.

#### 3.3.1 Sample size

Sampling is the process of selecting a number of study units from study units from a defined study population (Abiy, 2009). It is economical to take representative sample for the intended investigation when conducting census is unrealistic. Since the population of Tarara coffee customers are unknown or infinite, Cochran formula is applied. Accordingly, the sample size for diaper users is computed as follows.

Z Score (Confident Level =96%)	1.96
Margin of Error (E)	5%
Proportion (P)	0.5
Q value	0.5

Where: n- Sample size

z- Standard deviation given a corresponding confidence level of 96%

p- Estimated proportion of incidence (success rate = 0.5)

q- (1 -p) or assumed failure rate (0.5)

e- Proportion of sampling error or error margin in a given situation (5%)

$$\text{thus } n = \frac{Z^2 pq}{e^2} \quad n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16$$

So there are 384 respondents

### **3.3.2 Sampling Techniques**

A non probability sampling technique, which is convenience sampling, will be used to undertake the study to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study. Time, money, and resources are three limiting factors that make this unlikely. Therefore, most researchers are forced to study a representative subset, a sample of the population of interest (Marczyk, DeMatteo, and Festinger, 2005).

In order to use this survey, one criterion that needs to be met in defining the qualified respondent is: respondents who have had purchased or experienced tarara coffee. In addition, this method was selected because it is not realistic to use a probability sampling techniques, as it is difficult to take in to account all tarara coffee consumers in Addis Ababa who tried tarara coffee at least ones.

### **3.4 Sources of data and data collection techniques**

Both Primary and secondary data were used. The primary data was collected from the participants using survey questionnaire. Sekaran suggests that questionnaires are an efficient data collection mechanism provided the researcher knows exactly what is required and how to measure the variables of interest, (Sekaran, 2001).

The questionnaires in this research consist of general and specific questions. The general questions are concerning to gather general information about the respondents gender, age, and education. The specific questions construct measures are based on extensive review of the literature on digital marketing and sales promotion on brand preference. The respondents were asked to rate their level of perceptions based on Likert scale.

### **3.4.1 Procedures of Data Collection**

Yoo et al. (2000) stated that respondents who are exposed to or had experience with the particular brand are better suited to provide a reliable and valid response to questionnaire. In this study, respondents were consumers of tarara coffee located in various area of Addis Ababa city. They were asked if they have tried tarara coffee and if they are willing to participate in the survey. Then they were given questionnaires to fill in their thoughts based on their perceptions, experience and prior exposures.

For more reliable response the researcher gave out the questionnaires for the instagram followers of tarara coffee. The online questionnaires were converted through Google Doc.

### **3.5 Methods of Data Analysis**

Nominal data will be used to describe the different categories. SPSS statistical data analysis will also be employed to analyze the nominal data in terms of descriptive statistics such as frequencies and percentages.

Before analyzing the data that were collected using structured survey/quantitative approach and it is used to edit, coded, cleaned and entered in to software. This process is essential and saves a lot of time latter, according to pallant, (2005).

Then, the screened data will be analyzed and interpreted using software package for social science (SPSS). As result, a descriptive analysis is conducted by employing different methods. The descriptive statistical analysis, such as frequency and percentage are used to analyze the demography data of tarara coffee digital marketing and sales promotion. Regression and correlation analysis will also used to analyze the impact and the relationship between the dependant and independent variables.

### **3.6 Validity and Reliability**

**Validity:** - is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It can also be thought of as utility. In other

words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004).

Numbers of different steps took place to ensure the validity of the study:

- The study was tested the validity of the questionnaire by taking 62.2% of the distributed questionnaires
- Data was collected from the reliable sources, from respondents who have experiences in using Tarara Coffee
- Survey questions were used based on literature reviews and frame of references to ensure result validity.

In addition to asking if a measure is valid, we should also ask if it is reliable. A measure is considered reliable if it yields the same results each time it is used. In other words, reliable measures do not fluctuate- they yield consistent results (Ruane, 2005).

**Reliability:** - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). In order to check the internal consistency of the instrument, a pilot study was conducted on respondents and reliability test was conducted using Cronbach-Alpha. Cronbach-alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum (Oluwatayo, 2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency (Malhotra & Birks, 2007).

### **3.7 Ethical Consideration**

In the context of research, ethics is defined as the appropriateness of the researcher's behavior in relation to the rights of the participants or subjects of the research work (Saunders, Lewis, & Thornhill, 2009). Respondents were requested to provide information on voluntary basis, there was prior communication about the purpose of the study, and confidentiality of the information was guaranteed. And the purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements were avoided, in the questionnaires.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSION

In this chapter, the collected data from consumers of Tarara coffee are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to investigate the effect of digital marketing and sales promotion on brand preference in the case of Tarara coffee. A total of 384 questionnaires were distributed to the potential respondents. Among 384 questionnaires a total 239 (62.2%) questionnaires were returned and analyzed, while the remaining 145 (37.8%) questionnaires were not included due to incompleteness of the questionnaire and unable to collect due to the recent pandemic covid 19(corona virus). To observe what demographic trend the sample population has, the questionnaire begins with demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in table.

#### 4.1 Reliability and Validity Test

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure. (Bryman and Bell, 2003). So before analyzing the collected data the reliability of the main items of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature.

First reliability of the independent variables of (digital marketing and sales promotion) and the dependent variable (brand preference) was checked, and then overall reliability for all items which were important for the research was performed by using SPSS.

**Table 4.1 Cronbach’s alpha test for independent variables**

<b>Construct</b>	<b>Cronbach’s alpha</b>	<b>No. of items</b>
<b>Digital marketing elements</b>	<b>0.913</b>	<b>13</b>
<b>Sales promotion techniques</b>	<b>0.779</b>	<b>16</b>
<b>Brand preference</b>	<b>0.866</b>	<b>6</b>

**Source: - survey result, 2020**

Cronbach’s alpha is a measure of internal consistency that is how closely related a set of items are as a group. It is considered to be a measure of scale reliability.

Reliability analysis was calculated to test whether the scale used in the study is internally Consistent. As cited by (Hailu 2013) according to George and Mallery (2003) Cronbach’s Alpha result which is greater than 0.70 is acceptable. From data analysis the Cronbach’s Alpha of all items is above 0.70 which is acceptable according to the standard set by George and Mallery, this indicates that there is internal consistency between the items and measures the dimension of the variables.

#### **4.2 Demographic Profile of Respondents**

In the following table the respondents’ demographic profile is presented with their respective frequency of occurrence and percentage.

**Table 4.2 Demographic Profile of Respondents**

<b>MEASURE</b>	<b>CATEGORY</b>	<b>FREQUENCIES</b>	<b>PERCENTAGE%</b>
<b>GENDER</b>	<b>Male</b>	<b>112</b>	<b>46.9</b>
	<b>Female</b>	<b>127</b>	<b>53.1</b>
	<b>total</b>	<b>239</b>	<b>100</b>

<b>EDUCATION</b>	<b>Primary</b>	<b>18</b>	<b>7.5</b>
	<b>Secondary</b>	<b>23</b>	<b>9.6</b>
	<b>Diploma</b>	<b>22</b>	<b>9.2</b>
	<b>Degree</b>	<b>126</b>	<b>52.7</b>
	<b>Masters degree and above</b>	<b>50</b>	<b>20.9</b>
	<b>total</b>	<b>239</b>	<b>100</b>
<b>OCCUPATION</b>	<b>Student</b>	<b>38</b>	<b>15.9</b>
	<b>unemployed</b>	<b>31</b>	<b>13.0</b>
	<b>employed</b>	<b>124</b>	<b>51.9</b>
	<b>Personal business</b>	<b>46</b>	<b>19.2</b>
	<b>total</b>	<b>239</b>	<b>100</b>

**Source: - survey result, 2020**

Based on the survey, out of the 239 valid respondents, there were 46.9% male and the remaining 53.1% were female. This shows that the number of female respondents were greater than the male counter parts. From the 239 respondent, the majority 52.7% of the respondent are degree holders. Followed by 20.9% that had master's degree and above, 9.6% of the respondent completed their secondary schools, 9.2% of the respondents are diploma holders and 7.5% of them completed their primary school. As shown in the table majority of respondents are degree holders and all of the respondents were able to read and write. When we come to occupation out of the 239 respondents, 51.9% of them were employed, 19.2% owned their own personal business 15.9% of them were student and the other 13.0% of the respondent were unemployed. So this study implies that most consumers of Tarara coffee are employees.



### 4.3 Descriptive Statistics Results

The first part deals with tarara coffee consumers' results of digital marketing and sales promotion. The second part is brand preference. In order to compare the digital marketing tools and sales promotion techniques effect on brand preference descriptive statistics, mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. Mean value shows the average of all customers' responses on each dimension, the higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. While standard deviation shows how diverse the responses of customers are for a given construct. For instance, high standard deviation shows that the data is wide spread meaning customers gave variety of opinion and low standard deviation means customers have close opinion.

**Table 4.3 Mean and standard deviation of variables**

	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
Digital marketing elements	<b>239</b>	<b>3.1487</b>	<b>1.08577</b>
Coupon	<b>239</b>	<b>3.3106</b>	<b>0.87332</b>
Discount	<b>239</b>	<b>3.2008</b>	<b>1.0036875</b>
Free sample	<b>239</b>	<b>3.3022</b>	<b>1.02581</b>
Premium or bonus packs	<b>239</b>	<b>3.3933</b>	<b>0.9610825</b>
Brand preference	<b>239</b>	<b>3.2894</b>	<b>0.940985</b>
Valid n	<b>239</b>		

**Source: - survey result, 2020**

Premium or bonus packs scored the highest with mean value of 3.39 meaning consumers of tarara coffee are highly influenced by Premium or bonus packs for making brand preference. Coupon also scored well with mean values of 3.31. Free sample scored mean

value of 3.30 as perceived by the respondents. Discount follows with a mean value of 3.20 and finally digital marketing by a mean value of 3.148 this shows all items of media used for advertising scored above the cut of point 3.00 this implies consumers are highly influenced by digital marketing tools and sales promotion techniques.

#### 4.4 Inferential Analysis

##### 4.4.1 Pearson Correlation Analysis.

The Pearson correlation coefficient ( $r$ ) is used to test if a linear relationship exists between two variables. The correlation coefficient is a statistical measure of the association between two numerical variables (Zikmund, 2003). The value of “ $r$ ” ranges from +1.0 to -1.0, where a positive “ $r$ ” value indicates a direct relationship and a negative “ $r$ ” value represents an inverse relationship between two variables. When “ $r=0$ ” it implies that there is no relationship between the two variables. When “ $r=+1$ ” it implies that there is a perfect direct relationship between the variables. When “ $r=-1$ ” it implies that there is a perfect negative/inverse relationship between the variables. When “ $r$ ” is in between 0.10-0.29, it implies that variables have weak relationships and when “ $r$ ” value is in between 0.3-0.49, it implies that the variables have moderate relationship. When “ $r$ ” value becomes greater or equals to 0.5 it indicates the relationship is strong. The relationship between digital marketing and sales promotion with brand preference were tested by using a correlation analysis.

**Table 4.4.1 Pearson Correlation analysis**

		<b>Consumer Preference</b>
<b>Digital Marketing</b>	Pearson Correlation	0.506**
	Sig. (2-tailed)	<b>0.000</b>
	<b>N</b>	<b>239</b>
<b>Coupon</b>	Pearson Correlation	0.607**

	Sig. (2-tailed)	<b>0.000</b>
	N	<b>239</b>
<b>Discount</b>	Pearson Correlation	0.472**
	Sig. (2-tailed)	<b>0.000</b>
	N	<b>239</b>
<b>Free Sample</b>	Pearson Correlation	0.514**
	Sig. (2-tailed)	<b>0.000</b>
	N	<b>239</b>
<b>Premium or Bonus Packs</b>	Pearson Correlation	0.574**
	Sig. (2-tailed)	<b>0.000</b>
	N	<b>239</b>
<b>Brand Preference</b>	Pearson Correlation	<b>1</b>
	Sig. (2-tailed)	<b>0.000</b>
	N	<b>239</b>

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

**Source:** - Own survey result, 2020

The study revealed that there was positive and strong relationship between brand preference and digital marketing, with value of “r”=0.506 and “p” =0.000 which means the correlation was significant at 0.05 significant level (2-tailed). There was positive and strong relationship between coupon and brand preference with “r” value 0.607 and “p” value 0.000. Furthermore, there was moderate relationship between discount and brand preference having “r” value 0.472 and “p” value 0.000. there was positive and strong relationship between free sample and brand preference having “r” value 0.514 and “p” value 0.000, there was positive and strong relationship between Premium or Bonus Packs

and brand preference having “r” value 0.574 and “p” value 0.000. Hence it could be concluded that all the independent variables were positively and strongly correlated with brand preference (dependent variable).

#### 4.4.2 Multiple Regression Analysis

##### 4.4.2.1 Normality Test

The normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution.

Normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by two terms i.e. kurtosis and skewness using SPSS so there exist normal values for kurtosis as well as skewness. For kurtosis the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar and Saleh 2012).

**Table 4.4.2 Normality measurement table**

	Digital marketing elements	coupon	discount	Free sample	Premium or bonus banks
<b>Valid</b>	239	239	239	239	239
<b>Missing</b>	0	0	0	0	0
<b>Skewness</b>	-0.380	-0.402	-0.336	0.367	0.606
<b>Std. Error of Skewness</b>	0.157	0.157	0.157	0.157	0.157
<b>Kurtosis</b>	-0.517	0.384	-0.183	0.385	0.110
<b>Std. Error of Kurtosis</b>	0.314	0.314	0.314	0.314	0.314

Source: - survey result, 2020

The values from table 4.2.2 shows that skewness values are all under three for all independent variables and the same thing exists for kurtosis values which are under six for the existing independent variables listed above. Therefore, from the results shown above we can say that the data was normally distributed among the sample population.

#### 4.4.2.2 Multi Collinearity test

Before running regression, one should check for the problem of multi-collinearity which is present if there is high correlation between some of the independent variables. The study checks this with the variance Inflation Factor (VIF) which calculates the influence of correlation among the independent variables on the precision of regression estimates. The VIF should not exceed 10. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula  $1-R^2$  for each variable. If this value is less than 0.1 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.1 it means that there is no multi-collinearity problem with in the model.

**Table 4.4.3 Multi Collinearity test**

Independent Variables	Collinearity Statistics		
	N	Tolerance	VIF
Digital Marketing	239	0.698	1.433
Coupon	239	0.506	1.974
Discount	239	0.698	1.433
Free Sample	239	0.546	1.833
Premium or Bonus Packs	239	0.532	1.879

Source: - Own survey result, 2020

The above multi-collinearity statistics shows the tolerance value to be greater than 0.1 and VIF value to be significantly below 10. This shows that there is no multi-collinearity problem with in the model.

**Table 4.4.4 ANOVA Result for sales promotion and consumer trial purchase**

<b>Model</b>		<b>Sum of squares</b>	<b>df</b>	<b>Mean square</b>	<b>f</b>	<b>sig</b>
<b>1</b>	<b>Regression</b>	<b>67.527</b>	<b>5</b>	<b>13.505</b>	<b>53.150</b>	<b>0.000<sup>b</sup></b>
	<b>Residual</b>	<b>59.206</b>	<b>233</b>	<b>0.254</b>		
	<b>Total</b>	<b>126.733</b>	<b>238</b>			

**Source: - Own survey result, 2020**

Anova tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome variable

As indicated in table 4.5.3 there is statistically significant effect between independent variable (digital marketing and Sales promotion) and dependent variable (brand preference ) where, (F) value was (53.150) at sig=0.000 which states that there is significant effect of digital marketing and sales promotion on consumer preference.

**Table 4.4.5 Model Summary**

					Change Statistics		
<b>Model</b>	<b>R</b>	<b>R square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the estimate</b>	<b>R Square Change</b>	<b>F Change</b>	<b>Sig. F Change</b>
<b>1</b>	<b>0.730<sup>a</sup></b>	<b>0.533</b>	<b>0.523</b>	<b>0.504</b>	<b>0.533</b>	<b>53.150</b>	<b>0.000<sup>b</sup></b>

**Source: - Own survey result, 2020**

The R2 value tells us how much of the variation in the dependent variable (brand preference) is explained by the model (the dimensions of digital marketing and sales

promotion). In the above table, the model summary shows that the R2 value is 0.533 which means that 53.3% of Tarara Coffee brand preference is explained by the variation in brand preference could be explained by the digital marketing and sales promotion (coupons, discounts, Free Samples, premium or bonus packs) and other unexplored variables may explain the variation in brand preference which accounts for about 47%, shown in table 4.4.5

**Table 4.4.6 Multiple Regression of digital marketing and sales promotion on brand preference**

Model	Unstandardized coefficients		Standardized Coefficients	T	Sig.
	B	Std.error	Beta		
<b>Digital marketing</b>	<b>0.243</b>	<b>0.051</b>	<b>0.253</b>	<b>4.719</b>	<b>0.000</b>
<b>Coupon</b>	<b>0.228</b>	<b>0.065</b>	<b>0.220</b>	<b>3.495</b>	<b>0.001</b>
<b>Discount</b>	<b>0.127</b>	<b>0.058</b>	<b>0.117</b>	<b>2.188</b>	<b>0.030</b>
<b>Free sample</b>	<b>0.170</b>	<b>0.069</b>	<b>0.149</b>	<b>2.453</b>	<b>0.015</b>
<b>Premium or bonus packs</b>	<b>0.253</b>	<b>0.064</b>	<b>0.243</b>	<b>3.959</b>	<b>0.000</b>

**Source: - Own survey result, 2020**

As shown in the table, the study revealed that some of the independent variables have significant level below and some above 0.05 ( $p < 0.05$ ). Also beta values which mean individual independent variables influence on dependent variable. The result indicated that digital marketing has the strong influence on brand preference with beta value 0.253. It explains that 25.3% variation in Consumer brand preference cause due to digital marketing, which is significant at 0.000. Therefore, the study concluded that digital marketing positively and significantly affects consumers brand preference of tarara coffee. Based on the result similarly premium or bonus packs and coupon have strong influence on brand preference, with beta value 0.243 and 0.220 respectively, which is significant at 0.000 and 0.001. That means, they have positive and significant effect on consumer's brand preferences of tarara coffee. However, from the above regression, free sample and discount does not have significant effect on consumer's brand preference with the value of 0.149 and 0.117 and also with significant value of 0.015 and 0.030

respectively. In general brand preference is primarily predicted by higher level of digital marketing and premium bonus packs, and to a lesser extent by free sample and discount. From the above regression, an increase in digital marketing dimension by one unit would result in an increase in brand preference by 0.253 unit of value. As premium or bonus packs increases by one unit, brand preference will increase by 0.243 units. Also one unit increase in coupon would result in an increase of brand preference by 0.220 units. Free sample increases by one unit, brand preference will increase by 0.149 units. One unit increase in discount would result in an increase of brand preference by 0.117 units.

#### 4.5 Hypothesis Testing

**Table 4.5 Summery of Hypothesis Result**

Hypotheses	Beta	T	P<0.05	Results
H1: There is positive and significant effect between sales promotions techniques with brand preference	<b>0.182</b>	<b>3.023</b>	<b>0.011</b>	<b>supported</b>
H2: There is a positive and significant effect between digital marketing elements and brand preference	<b>0.253</b>	<b>4.719</b>	<b>0.000</b>	<b>supported</b>
H3: There is a positive and significant effect between premium or bonus packs and brand preference	<b>0.243</b>	<b>3.959</b>	<b>0.000</b>	<b>supported</b>
H3: There is a positive and significant effect between coupon and brand preference	<b>0.220</b>	<b>3.495</b>	<b>0.001</b>	<b>supported</b>
H3: There is a positive and significant effect between free sampling and brand preference	<b>0.149</b>	<b>2.453</b>	<b>0.015</b>	<b>Not supported</b>
H3: There is a positive and significant effect between discount and brand preference	<b>0.117</b>	<b>2.188</b>	<b>0.030</b>	<b>Not supported</b>

**Source: - survey result, 2020**



## Hypothesis testing

The above table displays the result of the hypothesis test based on the standardized coefficient (beta value) and P-value to see whether the hypothesis is accepted or rejected.

**H1: There is positive and significant effect between sales promotions techniques with brand preference.** Sales promotion techniques has a positive and significant effect on tarara coffee with beta value 0.182, and p-value 0.011 which is greater than 0.05. Therefore, the study supports the hypothesis.

**H2: There is a positive and significant effect between digital marketing elements and brand preference.** According to the result digital marketing has a positive and significant effect on tarara coffee preference with beta value of 0.253 and p-value of 0.000 ( $p < 0.05$ ). Therefore, the study supports the hypothesis.

**H3: There is a positive and significant relationship between the sales promotion tools premium or bonus packs and brand preference,** from the study findings, free sampling has a positive and a significant effect on tarara coffees brand preference with beta value of 0.243 and p-value of 0.000 ( $p < 0.05$ ) Therefore, the study supports this hypothesis.

**There is a positive and significant relationship between the sales promotion tool coupon and brand preference,** from the study findings, free sampling has a positive and a significant effect on tarara coffees brand preference with beta value of 0.220 and p-value of 0.001 ( $p < 0.05$ ) Therefore, the study supports this hypothesis.

**There is no positive and significant relationship between the sales promotion tool free sample and brand preference,** from the study findings, free sampling doesn't have a positive and a significant effect on tarara coffees brand preference with beta value of 0.149 and p-value of 0.015 ( $p < 0.05$ ) Therefore, the study does not support this hypothesis.

**There is no positive and significant relationship between the sales promotion tool discount and brand preference,** from the study findings, free sampling does not have a positive and a significant effect on tarara coffees brand preference with beta value of 0.117 and p-value of 0.030 ( $p < 0.05$ ) Therefore, the study does not support this hypothesis.

## CHAPTER FIVE

### 5. SUMMARY CONCLUSION AND RECOMMENDATION

This chapter presents the summary, conclusion, and recommendation derived from the data analysis carried out in the previous section.

#### 5.1 Summary

The purpose of this study was to evaluate the effect of digital marketing and sales promotion on digital marketing the case of tarara coffee In order to achieve this purpose; the following basic questions were set:

- 1) How do the various sales promotion techniques influence consumer brand preference?
- 2) How do digital marketing elements influence consumer brand preference?

The data were gathered mainly through questionnaire from the respondents of the study. The data obtained from questionnaires were analyzed in percentages, so the following results were found:

1<sup>st</sup> the result of the findings indicates that the highest percentage of the respondent chose digital marketing for choosing tarara, from the sales promotion technique respondents 2<sup>nd</sup> chose premium or bonus packs as there reason for choosing to tarara coffee, 3<sup>rd</sup> is coupon, 4<sup>th</sup> free sample and finally ,5<sup>th</sup> discount

#### 5.2 Conclusions

DM and SP are big marketing weapons that attract customers and stay in customers mind, and also it has significant impact on consumers brand preference of Tarara Coffee. Consumers do recall and rely on DM and SP of their brands. This recall helps them in decision making while making a purchase. It is imperative that the products or service of any business received the proper exposure, and the way to achieve exposure is through DM and SP.

The study was carried out to evaluate the effect of digital marketing and sales promotion on brand preference the case of tarara coffee to achieve this study; the following specific objectives have been designed.

Examine the effect of digital marketing and sales promotion on consumer brand preference of tarara coffee.

Identify the sales promotion techniques of tarara coffee.

To determine the influence of digital marketing elements on consumer brand preference of tarara coffee.

In order to attain these objectives, relevant data were gathered through questionnaire from 239 respondents. The data were analyzed with the aid of descriptive statistics (percentage). Based on the discussion of the data, the following conclusions were drawn:

The company spends thousands of birr for different promotion; the customers choose the coffee by highly with their digital marketing thus, it can be concluded that the promotion activity of tarara coffee achieved the first intended objectives.

The company uses different sales promotion techniques like premium or bonus packs, coupons, free sampling, and discounts with those respective orders of choice by the customers; this shows the research achieved the second intended objective.

All elements of DM and from SP tools premium or bonus packs and coupons have significant impact on consumer's brand preference the other elements of SP free sampling and discount doesn't have a significant impact on consumers brand preference. The result of correlation analysis revealed that all components of DM and some tools of SP are positively and strongly correlated with brand preference of Tarara Coffee. The result of regression analysis also shows that variables have positive and significant effect on consumers' of Tarara Coffee preference. In general it can be said that the objectives are achieved in this study.

### **5.3 Recommendation**

In general, DM and SP have great impact on consumers brand preference of Tarara Coffee.

Based on the major findings of the study and the conclusions drawn above, the following recommendations are made. From the finding it was observed that the reasons for majority of the customers choosing digital marketing. This implies that the promotion

activity of the tarara coffee attend its objective. Therefore, it is important to recommend that tarara coffee should increase their DM promotion cost to keep attracting more customers.

The result of the study shows that there was a good out come on premium or bonus packs and coupons so the company should invest more in those sales promotion techniques. But the other two sales promotion techniques discount and free sample tools did not affect customers to choose tarara coffee so the marketers should work on making them as effective as premium or bonus packs and coupons techniques or drop them from its marketing activity it can also consider television advertizing to get more awareness out there because the coffee market is very competitive.

Furthermore the company should conduct Marketing research to identify other promotional activity related to their problems and other things that have direct or indirect influence on their marketing activities. Regarding to the message, it is necessary to remark the company to work aggressively to maintain positively the identified quality of promotion message, which refers to clarity, artistic and ethical on the other hand, to solve problems in relation to the attractiveness, convincing, appealing, and flexibility, updating the message, credibility and imposing variables of the message. Therefore, the company must evaluate the designed message before implementing and the company also prepare promotional plan and hire marketing personnel to solve the problems.

Finally, it is recommended that the promotion activities must be coordinated with product planning, price and distribution. It is so because promotion may influence, by the uniqueness of the product and price competition. So, promotion must go in line with the other marketing mix element.

### **5.3.1 Recommendations for Future Research**

This study has yielded significant results and produced substantial contributions to the existing body of knowledge; however, there are also significant limitations which require further research to be conducted. In this study, the researcher was forced to build up on the theoretical literature reviews from different sources and on previous works in other countries. The respondents' unwillingness to fill the questionnaires because of lack of

understanding about the usefulness of the study was a challenge but the main limitation of the study was not being able to collect the questionnaires the old fashion way because of the recent pandemic covid 19 (corona virus). The results, therefore, are to be treated cautiously and future they respond research should be conducted with the general population. In line with this, the sample size was not large. Therefore, future studies can analyze effect of DM and SP on BP in the Coffee industry with wide range of factors by using large sample size. Second, the study analyses only one Coffee brand due to lack of financial capacity and time. The case product taken in this study may limit the applicability of the findings to the Coffee industry in general. Thus, the researcher suggests that further studies can examine Coffee industry considering the whole population in Addis Ababa, which would provide a wider basis of analysis and identify more influential factors and investigate the effect of DM and SP on BP.

## REFRANCE

Aaker, D. A. (1991). *Building strong brands*: 3rd edition. New York: free press

Ailawadi, Kusum, & Neslin, S. (1998). The Effect of Promotion on Consumption: Buying More and Consuming it Faster. *Journal of Marketing Research*, 390-398.

Al Kailani, M., & Kumar, R. (2011). Investigating uncertainty avoidance and perceived risk for impacting Internet buying: A study in three national cultures. *International Journal of Business and Management*, 6(5), 76.

Alvarez, Begoiia and Casielles, Vhquez, Rodolfo (2005), "Consumer Evaluations of Sales Promotion: The Effect on Brand Choice", *European Journal of Marketing*, Vol. 39, Number: 1 pp. 54 - 70.

Ashley, C., & Tuten, T. (2015). Creative strategies in social medmarketing: An exploratory study of branded social contentand consumer engagement. *Psychology & Marketing*, 32(1), 15-27.

(Assunção & Meyer, 1993) *journal of consumer research*, 21, 219-235

Belch, G. E., & Belch, M. A. (2012). *Advertising and promotion: an integrated marketing Communication perspective*. (9th ed.). New York: McGraw Hill.

Bird, S., Blem, N., Duckles, R., Koekemoer, L., Skinner, C., & Van der Westuizen, B. (1998). *Promotional strategy: marketing communications in practice*. Kenwyn: Juta.

Blattberg, C., R., & Neslin, S. A. (1990). *Sales Promotion, Concepts, Methods and Strategies*. Englewood Cliffs, New Jersey: Prentice Hall.

(Boddewyn & Leardi, 1989, p. 365). *Modeling multinational diffusion imttoriis*

Bruner, G. C., & Pomazal, R. J. (1988). Problem recognition: the crucial first stage of the consumer decision process. *Journal of Consumer Marketing*, 5(1), 53-63.

Chaudhuri A. and Holbrook M. B. (2001), The chain of effects from brand trust and brand effect to brand performance: The role of brand loyalty. *Journal of Marketing* 65(April): 81-93.

Creswell, J. W., & Miller, D. L. (2009). Determining validity in qualitative inquiry. *Theory into practice*, 39(3), 124-130.

Dawes, J. (2004). Assessing the impact of a very successful price promotion on brand, category and competitor sales. *Journal of Product and Brand Management*, 13(5), 303-314.

Du Plessis, F., Cook, G., Van Heerden, N., Van Rooyen, R., Mulder, D., Du Plessis, L., Franck, A., & Muir, C. (2010). *Integrated marketing communication: a contemporary approach*. (3rd ed.). Pretoria: Van Schaik.

Ebrahim,r.(2011). *A Study of Brand Preference: AnExperientak View*.london: Bruel Universty of London.

Edmondson, A. C., & McManus, S. E. (2007). Methodological fit in management field research. *Academy of Management Review*, 32(4), 1246-1264.

Ferrell, O. C., & Hartline, M. D. (2008). *Marketing Strategy*, (4th ed.). Mason: Thomson South-Western.

Gardener, E., & Trivedi, M. (1998). A communication framework to evaluate sale promotion strategies. *Journal of Advertising Research*, 38(3), 67-71.

Gilbert, D. C., & Jackaria, N. (2002). The efficacy of sales promotions in UK supermarkets: a consumer

Hanssens, Parsons, L. J., & Schultz, R. L. (2001). *Market Response Models*, 2nd Edition. Boston:Kulwer Academic Publisher view. *International Journal of Retail and Distribution Management*, 30(6), 315-322.

Jensen,J,m.,& HANSEN,t.(2006). An empirical examination of brand loyalty. *Journal of Product and Brand Management*, 15(7), 442-449.

(Kannan & Li, 2017) *Digital Marketing: A Framework, Review and Research Agenda*. *International journal of research in marketing*, 34, 22-45.

Kothari,C.R.(2004). *Research Methodology*, (2nd ed., pp.58-60). Jaipur, India, published by new age international (p) Ltd., publishers.

Kotler, Ph. And Armstrong, G. (2003) *Principles of Marketing*. 10th ed., Charlotte, North Carolina, United States.

Kotler, P. and Keller, K.L (2012). *A Framework for Marketing Management*. 5<sup>th</sup> edition.Pearson Education

Lamb, C. W., Hair, J. F., McDaniel, C., Boshoff, C., Terblanche, N., Elliott, R., & Klopper, H. B. (2010). *Marketing*. (4th ed.). Cape Town: Oxford.

(Mangold & Faulds, 2009). "Social media: the new hybrid element of the promotion mix,"vol 52(4), page357-365, july.

Marczyk, G., DeMatteo D. and Festinger, D. (2005), *Essentials of Research Design and Methodology*, Published by John Wiley & Sons, Inc., Hoboken, New Jersey

Meera, V., & Gayathiri, P. (2015). *Digital Marketing and Enhancing Consumer Experience in Online Shopping*. *The International Journal of Business & Management*.

Mittal, M., & Sethi, P. (2011). The effectiveness of sales promotion tools among Indian

Moraga, E. T., Parraga, A. Z. V., & Gonzalez, J. Z. (2008). Consumer satisfaction and loyalty: start with the product, cuminate with the brand, *Jornal of consumer Marketing*, 25(5), 302-313.

(Nagle & Holden, 2002). P.91)

Ndubisi, N. O., & Moi, C. T. (2006). Awareness and usage of promotional tools by Malaysian consumers: the case of low involvement products. *Management Research News*, 29(1/2), 28-40.

Noel, H. (2009). *Basics marketing 01: Consumer behaviour* (Vol. 1). AVA Publishing.

Ouwensloot, H., & Duncan, T. (2008). *Integrated marketing communications*. London: McGraw- Hill.

Osman, S., Fah, B. C. Y., & Foon, Y. S. (2011). Simulation of sales promotions towards buying 59

PALLANT, J. (2005). *SPSS SURVIVAL MANUAL A step by step guide to data analysis using SPSS for Windows*. Australia: Allen & Unwin.

(P.Chandon, Brian Wansink, & Laurent, 2000) *hornal of markrting*, October 2000

Percy, L. (2008). *Strategic integrated marketing communications*. Amsterdam: Butterworth- Heinemann.

Pickton, D., & Broderick, A. (2005). *Integrated marketing communications*. (2nd ed.). New York: Prentice Hall.

Powers, T., Advincula, D., Austin, M. S., Graiko, S., & Snyder, J. (2012). Digital and social media in the purchase decision process. *Journal of Advertising Research*, 52(4), 479-489.

Pride, W. M., & Ferrell, O. C. (2010). *Marketing*. (15th ed.). Mason: South-Western Cengage Learning.

Rasool Madni, G. (2015). Consumer's Behavior and Effectiveness of Social Media. *Global Journal of Management and Business Research*, 14(8).

Rossiter, J.R., and Bellman, S. (2005). *Marketing Communications: theory and applications*, Pearson.

(R., Eppen, & Lieberman, 1981) and (Wilson, Newman, & Hastak, 1979) *jornalof business*

Saunders, M., & Lewis, P. (2012). *Doing research in business and management: An essential guide to planning your project*. Harlow, UK: Financial Times Prentice Hall.

Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer behavior* (10th ed.). New Jersey: Pearson Prentice Hall.

Semenik, R. J. (2002). *Promotion and integrated marketing communications*. Cincinnati: Thomson Learning.

Shimp, T. A. (2010). *Advertising, promotion, and other aspects of integrated marketing communications*. (8th ed.). Mason: South- Western Cengage Learning.

Stokes, R. (2011). *eMarketing: The essential guide to digital marketing* (4<sup>th</sup> ed). Quirk Pty Ltd.



(Smutný, Rezníček, & Pavlíček, 2013). Interaction of social media and its use in marketing management, in: 21<sup>st</sup> interdisciplinary information management talks (IDIMT), prague.pp167-174

Tiago, M. T. P. M. B., & Veríssimo, J. M. C. (2014). Digital marketing and social media: Why bother? *Business Horizons*, 57(6), 703-708.

Van Kerckhove, A., Geuens, M. and Vermier, I. (2012). Intention superiority perspectives on preference-decision consistency, *Journal of Business Research*, 65(5),692-700.

Vinerean, S., Cetina, I., Dumitrescu, L., & Tichindelean, M. (2013). The effects of social media marketing on online consumer behavior. *International Journal of Business and Management*, 8(14), 66.

(Wansink & Despande, 1994)“out of sight out of mind“, The impact of household stockpiling on usage rates,” *marketing letters*,5:1(january),91-100

William, C. a. (1991). *Business Research Methods*. Bosten: Richard D. IRWIN INC.

Xie, K., & Lee, Y. J. (2015). Social Media and Brand Purchase: Quantifying the Effects of Exposures to Earned and Owned Social Media Activities in a Two-Stage Decision Making Model. *Journal of Management Information Systems*, 32(2), 204-238.

Yoo, B., Donthu, N. & Lee, S., 2000. An Examinaton of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science* , 28(2), pp.195-211.

Zajonc, Robert B., & Markus, Hazel. (1982). Affective and cognitive factors in preferences. *Journal of Consumer Research*, 9, 123.

Zikmund,W.Babin,B.,Carr,J.,Griffin,M.(2003),*BusinessResearchMethods*.8thedition,South-Westrn, CengageLearning

# APPENDIX

## APPENDIX- RESEARCH QUESTIONNAIRES

### Appendix A (English Questionnaire)

St. Marry University School of Graduate Studies, Questionnaire on "The Effect of Digital Marketing and Sales Promotion on Brand Preference: The case of Tarara Coffee in Addis Ababa.

Dear Respondents.

The questionnaire is designed to seek information on the effect of digital marketing and sales promotion on brand preference: the case of tarara coffee in Addis Ababa in partial fulfillment for the award of Master of Arts in Marketing Management. The overall objective of this questionnaire is to gather first-hand information on the mentioned issues. The information gathered will be accessed only by the student researcher and will be kept strictly confidential and please don't write your name. Your contribution to this research is very greatly appreciated. Thank you in advance for your cooperation.

#### Part I. Demographic Information

In answering this part of the questionnaire, please use (X) in the boxes provided.

##### 1. Gender

Male

Female

##### 2. Age

18-30

31-40

41-50

51 and above

##### 3. Education

Primary

Secondary

Diploma

Degree

Masters Degree and above

4. Occupation

Student  Unemployed  Employed  Personal business

5. What is your reason for choosing of tarara coffee?

Easy availability  Digital marketing  Quality   
 Price  Sales Promotion

**Part II: Specific Information**

This part of the questionnaire collects information to your perceptions on tarara coffee. Below are statements that are designed to collect data on how you perceive the digital marketing and sales promotion of tarara coffee. Please indicate the level of your agreement or disagreement on the statements by putting (x) mark on the space below the options provided: Specific Information

No		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>Digital marketing elements</b>						
1	I have gotten messages delivered to me though electronic mail					
2	I stay updated with the product and services of trara coffee through its Digital marketing elements					
3	I engage greatly with the product or service of tarara coffee through its Digital marketing					
4	I get a clear information about the product or service of tarara coffee through digital marketing					

5	I can easily compare Tarara coffees product and services with the other competitors with digital marketing elements					
6	I can shop any time 24/7 using Digital marketing					
7	I can share content of the products or services of tarara coffee through Digital marketing					
8	I can get instant purchase of tarara coffee products through digital marketing					
9	I have seen ads of tarara coffee on Search engine marketing when searching for other products					
10	Tarara coffees Facebook page has made it easier to get information about the product					
11	Tarara coffee uses Affiliate and pay per click marketing as a digital marketing elements					
12	Tarara coffees Email marketing and google are key element to communicate with customers					
13	The Instagram digital marketing page of tarara coffee always reminds me of the brand.					
<b>Sales promotion techniques</b>						
<b>Coupon</b>						
14	Tarara coffee have Coupon giveaways					
15	coupon offering is used as a promotion for customers to purchase tarara coffees product					
16	coupons are distributed at a point of sale to incur instant change of preference on the customers					

17	Coupons value is higher to make the product of tarara coffee chosen more often					
<b>Discount</b>						
18	Tarara coffee provides discounts on its products to its customers					
19	I shift to competing brands if discount is available					
20	My brand preference is based on the price discount on the products					
21	The sales promotion offered by tarara coffee are good					
<b>Free Sample</b>						
22	Tarara coffee provides Free samples as a sales promotion					
23	If a premium promotion required buying more than one product I still like to participate in the promotion					
24	I only try a new product offering free sample					
25	I just don't take free samples, if I like the product I will come back and purchase that product					
<b>Premium or Bonus Packs</b>						
26	I make repeat purchase when tarara coffee gives bonus packs or premium as a promotion					
27	My consumption amount increases when Tarara coffees offers Bonus packs					
28	I make instant purchase decisions when Bonus packs or premiums are available					
29	I switch brands when Premium or bonus packs are offered					

<b>The effect of Digital marketing elements and sales promotion techniques used by tarara coffee on Brand preference</b>						
30	Tarara coffee has different, user friendly Social media marketing practices being applied that makes customers choose the brand					
31	The digital marketing of tarara coffee makes the product and service on top of customers mind					
32	Social media marketing played a big role of my choice of the tarara coffee brand					
33	Coupon give aways significantly contributed to my brand preference					
34	Tarara coffees Discounts and free sampling have made me switch from the coffee I used to purchase					
35	Premium or bonus packs have direct effect on my choice of product.					

**Thank you for your cooperation!**

**APPENDIX 1B (Amharic Questionnaire)**

ቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ዝግጅት  
የንግድ አስተዳደር ትምህርት ክፍል  
ውድ ተሳታፊ

ስሜ መልካም አሳምነው ይባላል ቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ዝግጅት የማርኬቲንግ ማኔጅመንት የማስትሬት ዲግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ጽሁፌን በማዘጋጀት ላይ እገኛለሁ። ጥናቱ የሚያተኩረው በ ተራራ ቡና ላይ ነው።

ይህ መጠይቅ ሁለት ክፍሎች ያሉት ሲሆን የመጀመሪያው ክፍል ስለ እርሶ አጠቃላይ መረጃ ለመሰብሰብ የሚጠቅም ሲሆን ቀጣዩ ክፍል ደግሞ ተራራ ቡና የሚጠቀመው የድህረ ገጽ ግብይት እና የሽያጭ ማስታወቂያ ያሉትን አጠቃላይ ግንዛቤ ለማወቅ ይረዳል። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞሉልኝ እየጠየኩኝ የሚሰጡኝ መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጣለሁ።

የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጾ እንደሚያደርግ እየገለፅኩ ለሚያደርጉልኝ ትብብር ከልብ አመሰግናለሁ።

ክፍል አንድ: አጠቃላይ መረጃ

በዚህ ክፍል የሚገኙ ጥያቄዎች ለመመለስ ከታች በተቀመጡት ሳጥኖች ውስጥ ምልክት ያስቀምጡ ።

1. ጾታ

ወንድ  ሴት

2. ዕድሜ

18-30  31-40  41-50  51 እና ከዛ በላይ

3. የ ትምህርት ደረጃ

1ኛ ደረጃ  2ተኛ ደረጃ  ዲፕሎማ   
ዲግሪ  ማስተር እና ከዛ በላይ

4. የ ስራ ሁኔታ

ተማሪ  ስራ አጥ  ቅጥረኛ  የ ግል ስራ

5. ተራራ ቡናን የምትመርጡበት ምክንያት ምንድን ነው?

በቅርብ ስለሚገኝ  በ ድህረገጽ ግብይት  የዕቃው ጥራት   
ዋጋ በ ሽያጭ  ማስታወቂያ



ክፍል ሁለት፡ ስለመረጡት ብራንድ ያሎትን አስተያየት የተመለከቱ ጥያቄዎች ከዚህ በታች የተዘረዘሩት ዐረፍተ ነገሮች እርሶ ስለ ተራራ ቡና ያሎትን አመለካከት ለመረዳት የተቀመጡ ናቸው። ከእነዚህ አርፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደሚይስማሙ ከዐረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች አንዱ ላይ ምልክት በማድረግ ያሳዩ፡

No		በጣም አልሰማማም	አልሰማማም	ገለልተኛ ነኝ	እሰማማለሁ	በጣም እሰማማለሁ
<b>ድህረገጽ ግብይት</b>						
1	በድህረ ገፅ ግብይት መልክት ደርሶኝ ያውቃል።					
2	የ ድህረ ገጽ ግብይት ስለ ተራራ ቡና አቅርቦት እና አገልግሎት አሰጣጥ ወቅታዊ መረጃ ይሰጠኛል					
3	የ ድህረ ገጽ ግብይት ከተራራ ቡና አቅርቦት እና አገልግሎት ጋር ጥብቅ ቁርኝት እንዲኖረኝ አድርጓል።					
4	ድህረ ገጽ ግብይት ስለ ተራራ ቡና ግልፅ መረጃ እንዳገኝ ረድቶኛል					
5	የ ድህረ ገጽ ግብይት የተራራ ቡናን አቅርቦት ከሌላ ቡና አቅራቢዎች ጋር በቀላሉ ለማወዳደር ጠቅሞኛል።					
6	በተራራ ቡና ድህረ ገፅ ግብይት 24 ሰዓት 7ቱንም ቀን ግዢ መፈፀም አቻላለሁ።					
7	በድህረ ገጽ ግብይት በተራራ ቡና አቅርቦት እና አገልግሎት ላይ ያለኝን ፍሬ ሀሳብ እና አስተያየት አካፍላለሁ።					
8	አስቸኳይ ግዢ በድህረገጽ ግብይት ማካሄድ እችላለሁ።					
9	የ ተራራ ቡና ማስታወቂያ በ ድህረገጽ ሲተላለፍ አይቻለሁ።					
10	የተራራ ቡና ፌስቡክ ገጽ መረጃ እንዳገኝ አቅልሎልኛል					
11	ተራራ ቡና ፔይፐርክሊክ (Pay per click) እና አፊሊዩት ድህረገ ጽግብይትን ይጠቀማል					
12	የ ተራራ ቡና ኢሜል እና ጉግል ከ ደንበኛ ጋር ለመነጋገር ወሳኝ ቁልፍ ነው					
13	የ ተራራ ቡና ኢንስተግራም ድህረገጽ ስለ ብራንዱ ሁሉ እንዳስታውስ አድርጎኛል					

ሽያጭ ማስታወቂያ ዘዴዎች

ኩፎቶች						
14	ተራራ ቡና ኩፎቶችን በስጦታ መልክ ይሰጣል					
15	ኩፎቶችን እንደ ግዢ ማበረታቻ ወደ ሚሰጠው ብራንድ አዘነብላለሁ					
16	በመሸጫ ቦታዎች ላይ ኩፎቶችን ወደሚሰጠው ብራንድ ወዲያው አዘነብላለሁ።					
17	የኩፎቶችን ዋጋ መጠኑ ወደሚጨምረው ብራንድ አዘነብላለሁ					
ዋጋ ቅናሽ						
18	ተራራ ቡና ለደንበኞቹ የዋጋ ቅናሽ ያደርጋል					
19	ከተራራ ቡና የበለጠ ዋጋ ቅናሽ ካገኘው ወደ ተፎካካሪ ብራንዶች እሄዳለሁ					
20	የ ብራንድ ምርጫ የሚወሰነው በሚደረግልኝ የዋጋ ቅናሽ ነው					
21	የተራራ ቡና የሽያጭ ማስታወቂያ ዘዴዎች በጣም ጥሩ የሚባሉ ናቸው					
ነጻ ሳምፕል						
22	ተራራ ቡና ነጻ ሳምፕል እንደ ሽያጭ ማስታወቂያ ያቀርባል					
23	ከ አንድ እቃ በላይ ለገዛ ብቻ የፕሪሚየም ፕሮሞሽን ይሰጣል ቢባል ተሳታፊ አሆናለሁ					
24	አዲስ አገልግሎት ወይም አቅርቦት የምሞክረው ነጻ ሳምፕል ካለው ብቻ ነው					
25	ነጻ ሳምፕል ከወሰድኩ በሁላ አቅርቦቱ እና አገልግሎቱን ከወደድኩት እሱን መግዛት እጀምራለሁ					
ፕሪሚየም/ ቦነስ ስጋክ						
26	ተራራ ቡና ፕሪሚየም/ ቦነስ ስጋክ ሲሰጥ ተደጋጋሚ ግዢ እፈጽማለሁ					
27	ተራራ ቡና ፕሪሚየም/ ቦነስ ስጋክ ሲሰጥ የግዢ መጠኔ ይጨምራል					
28	ፕሪሚየም/ ቦነስ ስጋክ ሲኖር ቅጽጳታዊ የግዢ ውሳኔ አረጋለሁ					
29	ፕሪሚየም/ ቦነስ ስጋክ ካለ ወደ ሚሰጠው ብራንድ አቀይራለሁ					

ተራራ ቡና የሚጠቀመው ድህረገጽ ግብይት እና የሽያጭ ማስታወቂያ የብራንድ ምርጫ ላይ ያለው ተጽኖ						
30	የ ተራራ ቡና ለአጠቃቀም ምቹ የሆኑ የድህረገጽ ግብይት አማራጮች በደንበኛ ተመራጭ አንዲሆኑ አድርጎታል					
31	የተራራ ቡና ድህረገጽ የተራራ ቡና አቅርቦቶች እና አገልግሎቶች በደንበኛው ዘንድ ቅድሚያ እሳቤ እንዲኖራቸው አድርጎታል					
32	ባጠቃላይ የተራራ ቡና የአንላይን ማስታወቂያ በ ብራንድ ምርጫ ላይ ትልቅ ሚና ተጫውቷል					
33	የኩፖን ስጦታ በዋነኝነት በ ብራንድ ምርጫ ላይ አስተዋጽኦ አድርጎታል					
34	የ ተራራ ቡና ዋጋ ቅናሽ እና ነጻ ሳምፕል ድሮ ከምጠቀመው ቡና አይነት ወደ ተራራ ቡና እንድቀይር አድርጎኛል					
35	ፕሪሚየም/ ቦነስ ፓክ በ ብራንድ ምርጫ ላይ ቀጥታ ቁርኝት አለው					