



ST.MARY'S UNIVERSITY

**DEPARTMENT OF MARKETING MANAGEMENT
GRADUATE PROGRAM UNIT**

**THE EFFECT OF SALES PROMOTION ON SALES VOLUME IN CASE
OF SPORT BETTING COMPANIES IN ADDIS ABABA**

BY

GEZAHEGN YILMA

***A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE
STUDIES for PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF
MASTER OF MARKETING MANAGEMENT***

DECEMBER, 2020

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ADVISOR: ASFAW YILMA (PhD)

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BETTING COMPANIES IN ADDIS ABABA

BY

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DECLARATION

I hereby declare that this study entitled “The effect of sales promotion on sales volume: the case of sport betting companies in Addis Ababa” is my original work prepared under the guidance of my advisor Asfaw Yilma (PHD). This paper is submitted in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

By: Gezahegn Yilma

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Date _____

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Acronyms and Abbreviations

NLA: National Lottery Administration

SPSS: Statistical Package for Social Science

Abstract

sales promotion has great impact to enhance the sales of the companies that is why companies are utilize different sale promotion tools to boost their sales volume. Overall the prime motive of this study is to investigate the effect of sales promotion on sales volume sport betting companies in the case of Addis Ababa.. This research also aims in specifying to what extent bonus, rebate or refund, web book or deposit and jackpot influence sales volume. Data for this study was collected from sport betting companies employees found in Addis Ababa by using primary data collection (questionnaire). The close-ended five point Likert scale questionnaire was distributed with non-probability convenience sampling technique to 212 respondents result was get analyzed with 90.56% response rate. The analysis was done by SPSS version 20. The data were analyzed with both descriptive and inferential statistics the result indicate all independent variable are significant and had positive effect on dependent variable (sales volume). This study concludes that offering bonus ,rebate and jackpot as sales promotion are the most important influencing factors of sales volume than the other variable included. The study findings prove that sales promotion explain better sales volume of sport betting companies. Even though it should be prove by another research the study find that sales promotion has long term effect on sales volume. So researcher recommended that sport betting company has to give priority to this factor in order to get better sales volume.

Keywords: *sales promotion, sales volume, bonus, rebate or refund, web book or deposit, jackpot, long term sales volume.*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

Without marketing company's products and services cannot purchase by its customer. The organization must therefore undertake an aggressive selling and promotion effort. This is to mean that under normal circumstance customers show inertia or resistance unless they're pushed to shop for. So the company must use effective selling and promotion tools to stimulate more buying thereby increasing sales volume (Kotler, 1999).

Company should plan various marketing strategy to attract new customer, to retain loyal customer and to increase sales volume of its products and service as the result of competition between firms. This competition may be demonstrates in terms of using different sales promotion tools by allocating high budget to achieve their target sale volume for a given period of time to maximum their profit. That is why sales promotion budget has been increased recently. Andrews (2013) indicated that advertising spending as a percentage of total marketing communications expenditures has declined in recent years, whereas promotion spending has steadily increased.

Organization should know what kind of sales promotion technique should that increase sales volume that result in profit maximization. Consumer-oriented sales promotion Provide an extra value or incentive to encourage increased sales from existing customers and to attract new ones. Company more engage in sales promotion incentives may be in the form of coupons, frequent flyers miles or point of reward, discounts and free gifts.

When competitors of one company utilize more sales Promotion tools , result into decline sale volume of other company. Sales promotion tools made greater impact on sale volume of a company in short run or long run. Sometime there is a time sales promotion tool can determine the success of a company's product and services in the market which may result into huge volumes of sale for that product. In this highly competitive environments, so

keeping an eye on the competitor's moves is very important. If the company respond lately it result into disastrous consequences. Therefore, the owner of the company should be aware about which sale promotional tool is the most appropriate to increase sale volume of its company's.

In this day, sales promotion becomes important in many business activities especially in industry such as sport betting. The research gave priority the role of sales promotion on future success of sport betting firms which was found in Ethiopia. So, the owner of sport betting companies should formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favorable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales (Onyango,2014). Other than this, sport betting services is a new business or new market that have been growing in Ethiopia. Therefore for a company who enter into new markets or new business should equipped itself with specific sales promotion strategies that will ensure growth in the target market.

1.2 Statement of The Problem

In many research paper the researcher have seen that the effect of sales promotion is short term and it does not stay long term to maximize profit as well as to increase sales volume. Hardie (1991) explained sales promotion gives a short-term inducement of value offered to arouse interest in buying a good or service. Kottler P.and Keller L.K (2012) supported that sales promotions in markets of high brand similarity can produce a high sales response in the short run but little permanent gain in brand preference over the longer term. But , sales promotion may have long-term effect on sales volume on sport betting companies. If it has long term effect on sales volume of the company other sport betting who do not use sales promotion as marketing strategy they should do the same who apply sale promotion.

Sport betting company customers preferred some sport betting company to waged or to played even though there were another sport companies around the area.They preferred these companies due to they used different sales promotion tools like bonus ,rebate, web book and jackpot. Those who didn't use sales promotion their sales volumes are small and they paid less commission to NLA when we compare to who used sales promotion tools.

As we have seen at table 1 sales volume of three sport betting companies doubles from 2011 to 2012 E.C Habesha sport betting PLC 239.02% , Hulegeb online PLC 221.15% and Galaxy sport betting PLC 233.77% .we can ask do they increasing sales volume by using sales promotion tools?

Table 1.Sales volume of Habesha ,Hulegeb and Galaxy betting companies

No	Name of sport betting	2011 year sale volume	2012 year Sales volume	Commission paid to national lottery 2011	Commission paid to national lottery 2012
1	Habesha	62,380,606	149,107,614	9,357,090.90	22,366,142
2	Hulegeb online	13,262,177	29,330,000	1,989,326.55	4,399,500.53
3	Galaxy	13,330,978	31,165,102	1,999,646.7	4,674,765.3
	Total	88,973,761	209,602,716	13,346,064.15	31,440,407.83

Source NLA 2011 and 2012 unpublished plan report

Beside this, it is new business in Ethiopia that flourished rapidly and will have big transaction money in Ethiopia economy. These companies compete each other by using different sales promotion tools to attract new customer, induce loyal customer by involving in brand switching, to inform this new services around the country that result in sales volume.

The effects of sales promotion appears to be worthy of investigation in relation to sales volumes as different scholars contradicts each other and argues for diverse outcomes. Though the widespread employment of sales promotions in practice, there has been little attempt to integrate research to determine the relationship between the use of sales promotion and sales volume of sport betting organization which is operate in Ethiopia. As far as the researcher experience no research has been conducted in Ethiopia on the relationship sales promotion effect on sales volume on sport betting company.

. This study has therefore attempted to bridge the gap by seeking answer to research question; to what extent does sales promotion affect sales volume of sport betting companies in Addis

Ababa? The study is also believed to help fill the relevant gaps in the literature and advance the study of sport betting industry.

In Ethiopia sport betting companies are facing challenges with high competition. They also face challenge from social perspective, because it is new business in Ethiopia for Ethiopian people. It takes time to adapt this new business. Thus, they should introduce this new product and services. Therefore, to meet customer need is expected of them to win this competition. So, it becomes very important for sport betting firms to understand one of the most influential promotional marketing mixes tools that is sales promotion to compete in the market in order to increase sales volume.

1.3. Research question

- ✓ To what extent bonus impact sales volume of sport betting company?
- ✓ What is the correlation between sales promotion and sales volume?
- ✓ To what extent refund or rebate impact sales volume of sport betting company?
- ✓ How website booking affect sales volume of sport betting firms?
- ✓ Does sales promotion have long term effect on sales volume in sport betting companies?
- ✓ How jackpot influence sales volume of sport betting compny?

1.4 Research Objectives

1.4.1 General Objective

The general objective of this research is to investigate the effect of sales promotion on sales volume in case of sport betting companies in Addis Ababa.

1.4.2 Specific Objectives

1. To determine the effect of bonus on sales volume of sport betting companies.
2. To identify the effect of refund or rebate on sales volume of sport betting.
3. To examine the effect of web book or deposit on sales volume of sport betting companies.
4. To explore whether sale promotion on sport betting has short term or log term effect on sale volume sport betting companies

5. To investigate the role of sales promotion in sales volume.
6. To analyze the effect of jackpot on sales volume of sport betting companies.

1.5 Significance of The Study

This research paper would be step stone to give some clue on the effective of some specific variables of sales promotion on sale volume in case of sport betting companies in Addis Ababa. The results of this study would help marketers of sport betting company to know the types of sales promotion that huge impact on sale volume of their respective companies. Due to this they can choice the best and the most successful sales promotion tools to increase their sales volume in this fast growing competitive markets.

The outcome of this study would be relevant to different similar companies to determine the various factors that influence the sales volume and adjust their sale promotion strategies accordingly. It would also help the firms to utilize their resources in optimum way and increase sales volume. Furthermore, the study investigates the effects of four sales promotional instruments on sales volume. Regardless for a number of researches previously done on the issue, it will contribute its own part for reference for those who are interested to study in depth. The result of this study will also help the company to analyze its sales promotion in order to meet the planned sales volume by creating a better understanding on the sales promotion.

1.6 Scope of The Study

The scope of this study was limited only on four sales promotion tools such as bonus, refund or rebate, web book or deposit and jackpot impacting sales volume with special reference sport betting companies. The researcher was not consider other various popular sales promotion tools used by namely; free sample, coupons, free gift and so on. Methodologically, the study only use quantitative ,the data collection method not used interview

1.7 Limitations of The Study

Due to time and financial constraints in taking large sample size, it was difficult to include all sport betting companies, therefore this research was limited geographically to salesperson (cashier), marketer and marketing manager which is found in Addis Ababa. In addition, the study was depended on selected sales promotion tools only, even though there were additional facets in sales promotional tools which were left out there. In addition, sports betting wager or customer

were not participated in the to determined relationship between sales promotion and sales volume. Another limitation of the study lack of adequate empirical literature on subject matter ,specially sales promotion tools on sport betting companies.

1.8 Organization of The Study

The study of this paper organized into five chapters. Chapter one presented introduction that includes: background of the study, statement of the problem, basic research questions, and objectives of the study, significance of the study, scope and limitations of the study. Chapter two covered review of relevant related literature. In this chapter, theoretical literature related to sales promotion in relation to sales volume discussed in this chapter. The conceptual framework and model that used for the research also presented under this chapter.

Research design and methodology, population and sampling, data collection methods and analysis covered in chapter three. Justification of why such research design and methodology is chosen also explained. In chapter four results and discussion of the study is presented Chapter five presented the summary, conclusions, and direction for future study that attempt for.

CHAPTER TWO

2. Related Literature review

2.1 Theoretical Review

This chapter covered about definition of sales promotion, tools of sales promotion, reason it growth now days, source of sales volume increment and conceptual frame of sales promotion and empirical study about the previous research. According to Blumberg, a literature review serves many functions. A few of the main functions of a literature review include showing the reader “the structure of the problem” and “which theories have been applied to the problem and trying to gain new perspective on the problem (2008)

2.1.1 Term Definitions

2.1.1.1 Sales promotion

Sales promotion is the main ingredient in marketing campaign, consisting of a collection of incentive tools, mostly short-term designed to stimulate larger and faster purchase rather than particular product or service by consumers through trade (Kotler, philp,keller 2013). Philp kottler and amstrong 2009) also say that sales promotion consists of short term incentives to encourage purchase or sales of products or service.

A sales promotion is any undertaking by a corporation designed to extend sales or encourage the utilization or trial of a product or service. Sales promotions take many various forms, but all of them specialize in persuading a audience to form a sale or become a client of a business. (thrivehive.com.)

From other element of promotional mix, sale promotion appeal customer to do immediate action to purchase a product and services. It induce to take action. sales promotion is about “ action”. It is about stimulating customers to buy a product. Customer buy a product or services without planning to buy it .According to (Bhakat & Muruganantham, 2013), unplanned purchase is purchase experiencing sudden impulse, powerful, and irresistible to buy a product without pre- shopping intention formed before entering the store.

Sales promotion includes a good assortment of tools -coupons, contests, cents off deals, premiums, etc. all of which have many unique qualities. They attract consumer attention, of

strong incentives to get , and may want to dramatize product offers and to spice up sagging sales. Sales promotion invite and reward quick response where as advertising says, “Buy our product”, sales promotion says, “Buy it now”. Sales promotion effects are often short -lived, however, and sometimes are not as effective as advertising or personal selling in building end of the day brands preference(kotler,2004)

Companies use sales promotion tool such as coupons, contests , premiums, and therefore like- to gain a stronger and quicker buyer response, including short-run effects like high lighting product offers boosting sales.(kotler,2012)

2.1.1.2 Sport betting is the activity of predicting sports results and placing a wager on the outcome. The frequency of sports bet upon varies by culture, with the vast majority of bets being placed on association football, basketball, hockey, track cycling, auto racing, mixed martial arts, and boxing at both the amateur and professional levels. (Wikipedia .com)

2.1.1.3 History Sport Betting People have been betting sports for more than 2000 years. It is believed to have originated in ancient Greece, where evidence of wagering on Olympic style sport exists. The trend quickly spread to the Roman Empire, where wagering on gladiator games and chariot racing became the legal at one stage.

Even though sport betting has prohibited in mediaeval Europe during at dark age, people had not stop betting. Through time betting became popular at early stage of 1800s especially horse racing in England. Then it spread in America. Not only horse racing people began bet on sport like football, rugby and cricket.

Significant public interest surged in the early 19th century with foundation of many sport governing bodies and thus more organized sport events. Odds also prepared and Wagering increased and began to emphasis on more sports options, particularly ice hockey, darts and boxing. (www.encyclopedia.com)

Before the online betting started people bet by going bookmaker organization shop or kiosks. They select their predetermined odds and buy tickets by giving money for wagers. Or they bought ticket on spot which sport event take place. It has developed in many countries especially in USA and Europe back to many years and it become culture of these countries. Today So many people participated in sport betting activities it could be more than 100

millions. This because its connectivity and accessibility through online (internet). People can wage or place bet without going shop. So the industry boosted throughout the world. According to market research company H2 Gambling Capital, the global betting industry was worth approximately €62bn in 2018, and is expected to grow to €79.4bn in 2023 (see graph right). Online is anticipated to be the fastest growing channel over this period, rising from €22bn to €30.8bn at a compound annual growth rate (CAGR) of 5.7%. (www.kambi.com)

2.1.1.4 Sport betting in Africa

As most of North Africa is Muslim, gambling is forbidden by Islamic law (known as maisir). However, dice were found by archaeologists in Egypt from as early as 3000 BC. In sub-Saharan Africa, from as early as the 17th century, thoroughbred horses were imported from China to South Africa to improve the local stock. Horse racing started there a century later and demand for thoroughbreds jumped. (e-playafrica.com)

While sports betting and lotteries have existed in Africa for thousands of years, coordinated governmental involvement has only occurred since the middle of the 20th century. Across Africa, sport betting has exploded within the last decade. In the most developed and complicated market in Africa, South Africa, nearly half all adults participate within the sports betting economy regularly. Despite there is different perception about sport betting firms in the mind of the people, it earn dollars around the world who engage in sport betting companies The sports betting market totaled nearly \$40 billion combined in Nigeria, Kenya, and South Africa in 2018.(medium.com)

2.1.1.5 Sport Betting In Ethiopia

Even though different persons or organization took the license ,the first sport betting company which operated sport betting activities in Ethiopia was Dago sports PLC in 2012 , but later closed down. Sport betting industry in Ethiopia is also growing fast in last two year with increased urbanization, population growth, rising incomes, and internet connection, increase of literacy people around the country. It has been recognized by the government as game of chance and a directive regulate the sport betting service was in acted in 2005 Ethiopian calendar after the proclamation of 535/1999 and regulation of 83/2005.

Sport betting industry in Ethiopia is not mature like another Africa countries. Even though started in 2005 E.C. under regulation of National Lottery Administration (NLA), until now

59 companies took license from NLA to operate sport betting activities , and currently 42 sport betting company operate in Ethiopia.

2.1.1.6 Some Terms of Sport Betting

- **Bookmaker:** is an organization or a person that accepts and pays off bets on sporting and other events at agreed-upon odds/Price. (Ref. <https://en.m.wikipedia.org>)
- **Physical Betting:** Includes bets placed in a physical location such as a store or kiosk
- **Online Betting:** is any kind of gambling conducted on the internet. This includes virtual poker, casinos and sports betting . (Ref. <https://en.m.wikipedia.org>)
- **Live Betting:** is one made any time after the game begins and before it ends. Like the term implies, your bet is happening while the game is live. (Ref. <https://www.wsn.com/>)
- **Bet:** Risk a sum of money or valued item against someone else's on the basis of the outcome of an unpredictable event such as a race or game. (Ref. <https://www.lexico.com/>)
- **Wager:** an amount of money that you risk in the hope of winning more, by trying to guess something uncertain, or the agreement that you make to take risk. (Ref. <https://dictionary.cambridge.org>)
- **Betting Bonus:** A conditional incentive given by bookmakers to entice new or existing account holders to betting activity. (Ref. <https://www.pinnacle.com/>)
- **Decimal Odds:** An odds expression (sometimes referred to as European odds) where the odds are shown in decimal format. (Ref. <https://www.pinnacle.com/>)
- **Odds:** A representation of the perceived frequency of an event derived from the underlying probability which enables betting.
- **Double Chance betting** player bet on two outcomes of a game. Needless to say, the only precondition is that the sport you are betting on has three different possible outcomes (e.g. Win, Draw, Loss). Compared to a regular bet where the player only bet on one of these three outcomes, in a double chance bet thier bet on two and thus decrease their risk. The downside of this, of course, is that the odds are lower than on common bets. (Ref. <https://www.livetipsportal.com/>)

- **Early Cash Out:** allows sports bettors the opportunity to get paid for a wager before the result of the event is complete. Bettors will usually choose to cash out early from a wager for two reasons. (Ref. <https://www.thelines.com/>).
- **Expected Value:** The amount a player can expect to win or lose if they are to place a bet on the same odds many times over, calculated through a simple equation multiplying your probability of winning with the amount you could win per bet, and subtracting the probability of losing multiplied by the amount lost per bet. (Ref. <https://www.livetipsportal.com/>)

2.1.1.7 Sport betting sale promotion terminology

Risk-free bet this phrase generally refer to an offer where a new registrant or better makes a bet with sport book for the first time, and if the bet loses, the player will be credited with a bonus..

Free bet Most sports books offer free bets. Get \$10 here or \$50 there. When a sports book offers a free bet, they're not going to give you money to bet with. What they're offering instead is a "risk-free" bet. They're offering insurance.

Deposit Bonus A deposit bonus is a match bonus – an offer from the sports book to match a percentage of your deposit up to so many dollars. For example, say you're offered a 100% bonus up to \$500. What this means is that for every \$1 you deposit, the sports book will give you \$1. Deposit the entire \$500 and you'll receive \$500 from the sports book, for a grand total of \$1,000.

"Welcome bonus" or "new player bonus" The Welcome Bonus and winnings generated from the Welcome Bonus will be granted to the player in bonus funds and must be wagered such at least 6 times within 30 days from the date the Deposit is made.

Initial bonuses Sports books offer a couple of different one-time bonuses to encourage players to open an account with the bookmaker. These are intended to introduce players to sports betting with less personal risk and provide an incentive to set up an account.

Welcome Bonus (Percentage) With a welcome bonus, bookmakers offer bettors a percentage of their initial deposit. For example, if a sports book offers a 50% welcome bonus, players will receive \$50 for every \$100 they deposit. (King, 2010).

Random draw sales promotion will happen ,when the players can either bet on the outcome of 13 games in English football or on the outcome of 13 games within different European football leagues.

Friendship bonus if someone told for his friend about betting and then he start bet to that betting company, the company give percent bounce.

Jackpot bonus the bookmaker select a number of bet and give extraordinary payment from the others and a few player participate if all win they divide the aggregate money.

promo if one player bet more than enough the bookmaker give bounces as gift.

Rebate or refund when players win 12 matches out of 16 even though they lose the game ,the betting company refund the money to the player to play another game if they don't want to bet another bet the firm will return the money.

2.2 Reason for the increase in sales promotion

Competition In the maturity stage of the product life cycle, sales will reach their peak. Other competitors enter the market with alternative solutions, making competition in the market fierce. The company that introduced the new product may begin to find it difficult to compete in the market. At this time it is difficult to boost sales through advertising. Consumers attention to mass media advertising continues decline. At this time marketers allocate large amount of money to sale promotion at expense of advertisement. When other competitive company use large amount of budget for sales promotion other also use large amount of money in order to survive in the market by gaining maximum profit as result of huge sale volume. (courses.lumenlearning.com)

A snowball effects in some markets –Lal(1990) suggest that practitioners markets where promotions are commonplace are virtually obliged to follow suit, or risk losing market and competitive position. The work of Fader and McAlister (quoted in Lattin and Bucklin 1989) suggest that the proliferating promotion in many markets train consumers to buy promoted goods in order to increase sales volume of the product. **Measurability** measuring sale promotion simple rather than advertisement .Assessing the impact of sales promotion can be problematic, but authors such as Doyle and Saunders

(1985) and Moriarty (1985) have proved that with the care, it can be done with some precision. The problems of measurements are fewer than for advertising (Shultz 1987)

Power shift to retailer before 1980s , manufacturer has more power than retailer. They sell their product and service by advertising through network television. The balance of power began shifting when network television dipped in effectiveness as an advertising medium and, Retailers no longer need to depend on manufacturers for data. Instead, retailers use the facts they now possess to demand terms of sale rather than merely accepting manufacturers' terms. The consequence for manufacturers is that for every promotional dollar used to support retailers' advertising or merchandising programs, one less dollar is available for the manufacturer's own advertising(Andrews 2013)

Brand loyalty; because of sales promotion the loyalty of Consumers on one products and services are changed. It easier consumers to switch among brands through sales promotion.

Splintering of the Mass Market and Reduced Media Effectiveness; Advertising efficiency is directly related to the degree of homogeneity in consumers' consumption needs and media habits. The greater their homogeneity, the less costly it is for mass advertising to reach target audiences. However, as consumer lifestyles have diversified and advertising media have narrowed in their appeal, mass-media advertising's efficiency has weakened. On top of this, advertising effectiveness has declined with simultaneous increases in ad clutter and escalating media costs. These combined forces have influenced many brand managers to devote proportionately larger budgets to promotions at the expense of advertising.

Price sensitivity Consumers are especially price sensitive during periods of economic downturns and the presence of recessionary or inflationary forces. It is then that we see all forms of discounts and price-reducing incentives being used, such as automobile manufacturers offering 0 percent financing and home builders offering prospective homeowners the opportunity to purchase new homes without making down payments. **Reduced Brand Loyalty** Consumers probably are less loyal than they once were. This is partly because brands have grown increasingly similar, thereby making it easier for consumers to switch among brands.(Andrews ,2013)

Short term focus even though there is debate about the effect of sales promotion whether it has short term and long term sales volume for a given product and service ,brand manager

use sales promotion to increase sales for immediate effect or short term to gain reward from the owners of the organization. Belch (2001) explained many business people believe the rise in sales promotion is motivated by marketing plans and reward system geared to short – term performance and therefore the immediate generation of sales volume.

Consumer Responsiveness consumer response for sales promotion rather than advertisement due to utilitarian, or functional benefit and hedonic or non functional benefits. Among utilitarian benefit monetary saving, reduced search and decision costs, and improved product quality ,because discount allow Consumers to shop for superior brands they could not otherwise purchase. Whereas hedonic benefit of sales promotion to consumer ; a sense of being a wise shopper when taking advantage improved of sales promotions; a need for stimulation and variety when, say, trying brands they otherwise won't purchase if it weren't for attractive promotions; and entertainment value when, for instance , consumers compete in promotional contests or participate in sweepstakes. (Andrews 2013)

Fragmentation Tv audience are fragmenting as the number of channels grows making it more expensive to reach certain audiences, the decline in community identity at a local level is making it more difficult to reach particular groups(such as the young) via local media.(Blech,2001)

Increased accountability business owner has asked about their promotional expenditure. Sales promotion is give more accountably than advertising for market manager In companies struggling to meet their sales and financial goal, top managements is demanding measureable, accountable ways to relate promotional expenditures to sales and profitability (Belch ,2001)

2.3 Type of Sales Promotion

2.3.1 Consumer-Oriented Promotion Tools

The consumer–oriented tools are aimed toward increasing the sales to existing consumers, and to draw in new customers to the firms. It is also called pull strategy. The consumer can take the benefit of promotion tools either from the manufacturers or from the dealer, or from both. (www.yourarticlelibrary.com). In general, a number of the commonly used consumer-oriented promotion tools are as follows.

Free samples: In this case, small units of free samples are delivered door to door, sent through spam, attached to a different product, or given along side the acquisition of another product (e.g., soaps, soft drinks, detergents or other items). Free samples are normally provided during the introductory stage of the merchandise.

Coupons This involves offering price reduction or saving to customers on the purchase of a specific product. The coupons could also be mailed or enclosed alongside other products, or inserts during a magazine ad.

Exchange scheme: In this case, the customer exchanges the old product for a replacement one. The old product's exchange value is deducted from the price of the new product. This sales promotion tool is employed by several companies for durables. For instance, Philips came up with five-in-one offer. The offer consisted of Philips TV, two-in-one, iron, mixer-grinder, and rice cooker at an attractive price.

Discounts :It refers to reduction in price on a specific item during a specific period. It is common during festival season or during off-season period. It is very stimulating short-term sales, especially when the discount provided is genuine one. The sales promotion will active specified that the offer was open only up to a specific date.

Premium offers: These are often extra quantities of an equivalent product at the regular price. Premium offers are employed by several firms selling FMCG goods like detergents, soaps and food items. For instance, Colgate offered 125g during a tube for the worth of 100g (www.yourarticlelibrary.com).

Personality promotions: This type of promotion is employed to draw in the greater number of consumers during a store and to market sale of a specific item. For instance, a famous sports personality could also be hired to supply autographs to customers visiting a sports shop.

Installment sales: In this case, consumers initially pay smaller amount of the price and the balance amount in monthly installments over a period of time. Many consumer durables such as refrigerators and cars are sold on installment basis. For example, Washotex came up with a scheme to pay 20 per cent now and bring home Washotex washer. The consumers were offered the power of paying the balance in 24 equal monthly installments.

3.3.2 Trade-Oriented Sales Promotion

. Trade –oriented sales promotion programmers are directed at the dealer network of corporate to motivate to sell more of the company’s brand other brands. It also referred as push strategy, with is directed at the dealer’s net working order that they push the brand to consumers by giving priority over other competitor’s brands (products or services) some of the important trade-oriented promotion tools are as follows:

Cash bonuses: It is often within the sort of one extra case for each five cases ordered, cash discounts or straight cash payments to encourage volume sales, product display or in support of a price reduction to customers.

Stock return: Some firms take back partly or wholly the unsold stocks lying with the retailers, and distribute it to other dealers, where there's a requirement for such stocks.

Credit terms: Special credit terms may provide to encourage bulk orders from retailers or dealers.

Dealer conferences: A firm may organize dealer conferences. The dealers could also be given information of the company’s performance, future plans, and so on. The dealers also can provide valuable suggestions to the corporate at such conferences.

Dealer trophies: Some firms may institute a special trophy to the highest-performing dealer during a particular period of your time. Along with the trophy, the dealer may get a special gift like a sponsored tour within or outside the country.

Push incentives: It is a special incentive given to the dealer within the sort of cash or in a similar way to push and promote the sale of a product, especially a newly launched product. (www.yourarticlelibrary.com).

2.4. How Promotions Affect Sales

There has been debate about the foundational finding in the literature – sales promotions are associated with large increases in consumer sales. The question this raises is “what are the sources of incremental volume?”

Brand Switching

Earlier studies show a really high percentage of incremental promotional volume comes from switching. For example, Gupta (1988) showed that 84 percent of incremental sales was from switching. Others estimates have ranged from 43.8% to 93.9% (Bell 1999). More recently in study across many categories, Van Heerde (2003) found that the percentage of incremental attributable to brand switchers was only about one-third of the total incremental volume.

For manufacturers, incremental volume coming from brand switching are often highly profitable because it's volume that the brand wouldn't otherwise have. However, for retailers, incremental promotional volume from brand switching may or might not be profitable depending upon the brands it comes from and their profitability. Because brand does not expand category volume, it is far less advantageous to a retailer than to a manufacturer.

Purchase Acceleration and Stockpiling

When a promotion is run, consumers can react by changing their purchase timing by purchasing earlier than they normally would (purchase acceleration) and/or by purchasing more units than they would normally purchase (stockpiling). Managers generally believe that purchase acceleration and stockpiling don't expand demand and are detrimental to both retailers and makers. However, in categories in which consumption can expand due to product availability (e.g., candy), increasing household's inventory of the product or moving their purchase forward can increase consumption and long-run sales. Purchase acceleration for services like oil changes also can increase long-term sales. Studies have found that promotions can increase consumption in categories where the consumption rate is related to the amount of the product consumers have in their pantry (Ailawadi and Neslin, 1998; Nijs, 2001), especially when the promotions involve strong brands (Sun, 2005). For instance, two categories that exhibit this pantry effect are carbonated beverages and ice cream. Bell et al. (1999) quantified the proportion of the increase in sales due to a promotion that is attributable to purchase acceleration and increases in purchase quantity and found it ranged from 0.7 to 42.3%, with an average of 10.6% across 13 categories.

Category expansion

The issue of market-level category expansion thanks to promotions is extremely important because it benefits both retailers and manufacturers. The problem is that it's very difficult to measure, partly because of the data requirements and partly because of the complexity of the factors that need to be controlled such as store switching, brand switching and purchase timing effects. In general the literature has found no long-run effect of promotions on category volume, although short-term effects do exist (Ailawadi and Neslin, 1998; Nijs et al., 2001).

2.5 Empirical Review

Many studies has been taken on sales promotion tool that contribute on sales volume of a given companies or firms. Among the researchers believe sales promotion significant role in to increase sales volume especially bonus Nadeem Iqbal, Naveed Ahmad, Muhammad Ateeq and Komal Javai in their research in title roles of sales promotion sales volume in context of fast moving consuming foods in 2013 bonus and premium has significant effects on sales volume.

Ali Akbar Balaghar and M. Majidazar and M. Niromand “Evaluation of Effectiveness of Sales Promotional Tools on Sales Volume” Case Study: Iran Tractor Manufacturing Complex (2012) they found a result assure there is a significant relationship between promotional tools and sales volume.

Ibojo Bolanle Odunlami and Amos Ogunsiji Effect of Sales Promotion as a Tool on Organizational Performance A case Study of Sunshine Plastic Company confirmed in their study effective implementation of sales promotion tools lead to increase in sales volume and invariably higher profit. Ndem, Samuel Etim and Ezekiel, Maurice Sunday the impact of trade promotion on sales volume in beer industry(2019) in their journal significant relationship exist between buying allowance and the sales volume of Guinness brands by distributors of the product. Ifeanyi-Obi C.C.J.Lemchi and B.I.Isife effect of sales promotion on the sales volume of agro-product Royco (2008) journal a positive relationship between sales volume leading of null hypo thesis in trying to find out whether sales promotion increase sales volume, a 100% positive response was gotten. This is a strong indication that sales promotion help to increase the sales volume of Royco. Mohamed Dawood Shamout “The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market overall sales promotion tools are laying an important role to stimulate customers towards buying any promoted product, and that will definitely increase dealers and retailers profit and market share.

Festus Walton(CEMBA) .The impact of sales promotion on organizational performance a case study of Guinness Ghana breweries limited 2016 the researcher found a positive and significant relationship between sales promotion and profitability. The study concluded that 1 percent increase in sales promotion was associated with 0.44 percent increase in sales turnover.

Amusat W., Iree Adejumo D.A Iree Ajiboye F.A Sals promotion as an antcedet of sales volume a study of selected manufacturing industry in Ibadan ,south western, Nigeria. 2008 that sales promotion dimensions were significantly factors in predicting sales volume.

Amusat W.A, et.al. the effect of sales promotion dimensions on sales volume The result shows that all sales promotion dimensions are independently and jointly predict sales volume. This implies that coupon, premiums, bonus, free samples and price promotion have significant effect on sales volume.Elias Tesfaye (2019) ,in his research the Effect of Sales Promotion on sales volume: the case of St. George Beer confirm there is a positive relationship between sales promotion tools and sales volume.

2.6 Conceptual Framework

The researcher designed this framework based on the theories in the literature review. Currently the sport betting companies uses different Promotion instrument to achieve organizational stated objectives. Thus, the study has shown the effect of sales promotion on in sport betting companies sales volume in Addis Ababa. There are a number of sales promotion tools used by sport betting companies but only four sales promotion tools adopted by researcher that is rebate, bonuses , web book or deposit and jackpot. The researcher selected these sales promotion tools because most sport betting companies have used to, these sales promotion tools to increase their sales volume, to attract new customer and to retain old customer .this give to provide for research more reliability to conducted the research .Therefore, the researcher used these sales promotion tools under classification of independent variable and sale volume as dependent variable. Therefore, it assessed the effect of sales promotion on sale volume of sport betting companies.

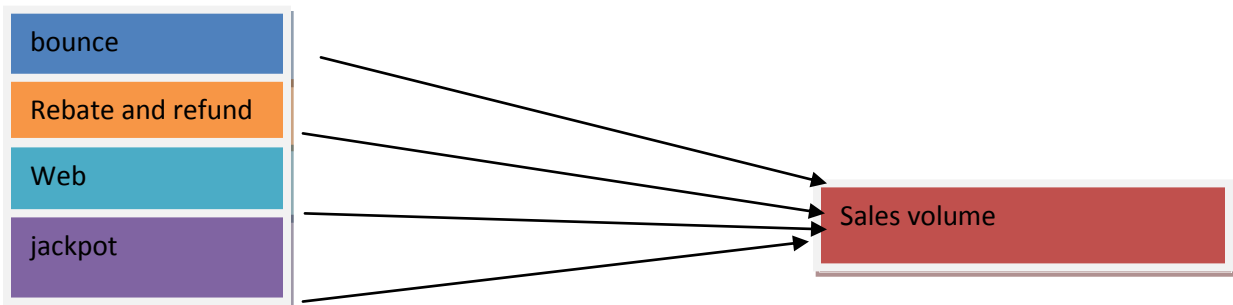


Figure 2.1: Conceptual Framework developed by researcher 2020

CHAPTER THREE

3. Research Methodology

This chapter presents details of the research design and methods. This includes the research design, research approach, population and sampling, data collection tools, study variables, validity and reliability of instrument, data analysis techniques, and ethical considerations.

3.1 Research Design

Research design is the blueprint for fulfilling research objectives and answering research questions. In other words, it is a master plan specifying the methods and procedures for collecting and analyzing the needed information. (John A. etal 2007). McCombes, (2020) also define the research design is a framework for planning your research and answering your research questions. It provide a way of direction to our research. There are three types of research design i.e. exploration, descriptive, and explanation.

When we have a new or relatively under researched topic, exploratory research is a way of learning about that topic. Exploratory research can help us fill a gap in our knowledge about a new or under researched topic, or approach the topic from a different perspective to generate new and emerging insights. (Patricia Leavy,2017)

When we want to describe individuals, groups, activities, events, or situations, descriptive research is appropriate. Descriptive research aims to generate what Clifford Geertz (1973) referred to as “thick descriptions” of social life (those that provide details, meanings, and context), typically from the perspective of the people living it. (Patricia Leavy,2017)

To explain causes and effects, correlations, or why things are the way they are, explanatory research is appropriate. This type of research can also provide evidence for causal relationships, suggesting that A causes B, or that A causes B only under certain circumstances. we may want to study correlations between A and B, showing, for example, that A is positively associated with B. Explanatory research is useful when we want to explain why things are the way they are, with respect to the phenomenon under investigation. (Patricia Leavy,2017)

The researcher used explanatory research design. Research that establish causal relationships between variables may be termed explanatory research. The emphasis here is on studying a situation or a problem in order to explain the relationships between variables. (Saunders.M, etal 2009). In this research we have both independent that is sales promotion used in sport betting companies and dependent variable which explain sale volume.

3.2 Research Approach

The selection of a research approach is based on the nature of the research problem or issue being addressed, the researchers' personal experiences, and the audiences for the study.(Croswel 2018.) Scholars have divided research approach into three parts, that is ,qualitative , quantitative research and mixed research approaches. To conduct this research the researcher use quantitative method or approach. Quantitative analysis deals with data in the form of numbers and uses mathematical operations to investigate their properties. Some of the primary purposes of quantitative analysis are to: measure, make comparisons , examine relationships , make forecasts , test hypotheses , construct concepts and theories , explore ,control and explain. (William ,2011)

3.3 Population and Sampling Technique

Sampling is the statistical process of selecting a subset (called a “sample”) of a population of interest for purposes of making observations and statistical inferences about that population. Social science research is generally about inferring patterns of behaviors within specific populations.(Anol ,Bhattacharjee 2012) We cannot study entire populations because of feasibility and cost constraints, and hence, we must select a representative sample from the population of interest for observation and analysis. It is extremely important to choose a sample that is truly representative of the population so that the inferences derived from the sample can be generalized back to the population of interest. (Anol ,Bhattacharjee etal .2012) To do this we can use either probability sampling method or non probability technique. The researcher choose non probability sampling to select the population and from non probability sampling typically convenience. Non probability sampling is a sampling technique in which some units of the population have zero chance of selection or where the probability of selection cannot be accurately determined. Typically, units are selected based on certain non-random criteria, such as quota or convenience. (Anol ,Bhattacharjee etal .2012) Convenience sampling also called

accidental or opportunity sampling, this is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient.(Anol ,Bhattacharjee.2012)

The target population in this research was employee of sport betting companies i.e. marketing managers, sales person(cashier), and marketer of sport betting which is found in Addis Ababa.

All sport betting companies head office have

been found in Addis Ababa except two sport betting firms. These companies have 450 branches including head office. So to conduct the research it is appropriate determine the sample size of sport betting companies branch under study. it is convince for researcher select the area of research therefore to got the target population. From 450 branches , 47.11 % of the branches of sport betting companies available at Bole,Nifasilk Lafato, Addis ketma , and Gulele and Arada sub-city. To determine the appropriate sample size ,the purpose of the study population size, level of precision ,level of confidence and degree of variability in the attribute measured(miaous and Michener,1976).

It was very expansive in terms of time and money to collect data from the whole population, therefore the researcher had to decided sample that was representative the total population. Due to the target population is finite the researcher use the formula of Yamane (1973) to calculate the sample size.To conducted the research 95% confidence level was assumed. The sample size $e=0.05$. it was determined by the following formula.

Where N is the population size ,n is the regular sample size and e is the level of precision.

Based on the above the sample of the research was calculated by using Yamane 1973 formula with 95% confidence level as follows.

$$n = N/ 1+N(e)^2$$

Where

N= population

n =sample size

e= sample error

with 95% confidence level

Hence, $N = 450$

$e=0.05$

$$n = \frac{N}{1+N(e)^2} = \frac{450}{1+450(0.05)^2} = \frac{450}{1+450 \times 0.0025} = \frac{450}{1+1.125} = 212$$

$n= 212$

3.4 Type of data and Method of data collection

In this research, data was collected from both primary sources and secondary sources. The secondary data has been collected from National Lottery Administration unpublished report 2012, e books, research papers, journals, different web pages and other published material. The primary data will be collect through a self-administered questionnaire that prepare by the researcher. The questionnaire has two parts. The first part comprises questions to acquire the demographic profile of the respondents and the second part comprises questions to acquire the effect of sales promotion on sales volume. Primary data is will be collect using questionnaires. Questionnaires will be distribute to salesperson and marketing manger of the company. The variables measured using Likert scale with five response categories (strongly disagree, disagree, Neutral, and agree strongly, agree). Likert scale method preferred by respondents. It enhanced their cooperation that result in maximum response rate. (Robson Colin, 2002).

3.5 Study Variables

In explanatory study there are two variables that the researcher examined their relationship and cause and effect. These variables are called dependent and independent variables. The dependent variable is the variable of primary interest to the researcher. The researcher's goal is to understand and describe the dependent variable, or to explain its variability, or predict it. (Uma S. and Roger B.2016)

An independent variable is one that influences the dependent variable in either a positive or negative way. That is, when the independent variable is present, the dependent variable is also present, and with each unit of increase in the independent variable, there is an increase or decrease in the dependent variable. (Uma S. and Roger B.2016)

In other words, the variance in the dependent variable is accounted for by the independent variable. A change on the independent variables causes a change on the dependent variable.

3.6 Reliability and Validity of the Instrument

3.6.1 Validity

Validity refers to whether a measure actually measures what it is supposed to measure. (Dennis H. and Duncan C. 2000) the researcher questionnaires, adapted from research that conducted by different researcher. After the first draft of questionnaire prepared by the researcher disseminated to some sport betting companies market manager then from their feedback the researcher made some correction then distributed to the respondents.

3.6.2 Reliability

A reliability test was performed to assess consistency in measurement items. If a research tool is consistent, stable, predictable and accurate, it is said to be reliable. The greater the degree of consistency and stability in an instrument, the greater its reliability (Bhattacharjee,2012).defined reliability as the degree to which the measure of a construct is consistent or dependable. Internal consistency reliability test was used to determine reliability of the questionnaire by calculating Cranach’s Alpha which is used to measure the internal consistency of the measurement items. If a coefficient alpha is between 0.6 and 0.7 it indicates that there is fair reliability, Higher Alpha coefficients indicate higher scale reliability. (Joseph & rosemary, 2003). Hence, to prove reliability of the instrument, the researcher has distributed some questionnaires as a pilot test and then made some adjustment if there was any inconsistency. Finally, reliability of the questionnaires has been tested by using Cranach Alpha, therefore, as stipulated on the table below the SPSS result shows that the questionnaire’s reliability is 0.864 which is reliable.

Case Processing Summary.

		N	%
Cases	Valid	192	100.00
	Exclude	0	0
	Total	192	100

Cranach’s	Cranach’s
Alpha	Items
0.864	22

(Source: Survey result,2020)

3.8. Methods of Data Analysis

Data collected through the instrument was structured questionnaire, organized and framed to suit for analysis. The data was analyzed using descriptive and inferential statistics with the help of statistical package for social scientists (SPSS) version 20 software. In descriptive statistics, the gathered data was summarized using a descriptive statistic method through tables, frequency distributions and percentages to analyze demographic characteristics of the respondents. To test the gap between perceived and expected on sales volume sport betting companies, a mean score, standard deviation were used to offer a condensed data. The reason for this choice of analysis method was because data was collected quantitatively and the objective of the study was to examine the influence of sales promotions on sales volume on the structured questionnaires.

In addition, inferential analyses like Pearson correlation analysis was used to explore the relationship between sales promotion dimension and sales volume, whereas, a multiple linear regression analysis ANOVAs, R^2 square, was processed to find out the influence of independent variables on the dependent variable in order to determine the relationship between independent and dependent. Moreover, in order to test the model fitness some analyzed undertaken.

3.9. Ethical consideration

According to; Bhattacharjee, (2012) research ethics include voluntary participation and harmlessness, informed consent, anonymity and confidentiality and research obligation in disclosure. Based on this, all ethical consideration listed above is applied throughout the research process. The research has not been exposed to any other person other than the principal investigator and the entire study subject will be assured their responses are kept confidential. People must participate in research by their willingness and not push by the researcher or by investigator when the research conducted. And also the researchers should protect the dignity of participants in their research. More over research participants should not be subjected to procedures involving a tangible physical risk. It is the responsibility of all researchers to consult with colleagues and other peers about the ethics of their research and to encourage their active comments and to consider this advice carefully and act on it appropriately. (D. Hewitt and D.cramer,2000).

CHAPTER FOUR

4.1 DATA ANALYSIS AND INTERPRETATION

This chapter presents detailed analysis and interpretation that was collected during the data collection. It begin from the preliminary analysis and interpretation of the respondent rate , gender, monthly salary ,level of education, employee status ,and age.

Data was collected to examine the effect of sales promotion and sales volume on sport betting companies. The survey was conducted using a close-ended questionnaire with a 5 point Likert scales. The questionnaire had 5 rating scales ranging from 1= strongly disagree, 2=disagree, 3=neutral, 4=agree, and 5=strongly agree. The response was analyzed by utilize statistical software called SPSS Version 20.

4.1.1 Response rate

Table 4.1. Responses rate

Questionnaire	Number of responses
Collected	192
Rejected	5
Expected	212
Uncollected	15
Response rate	90.31%

As we have seen above on table 2 Questionnaires was distributed to 212 respondents, but 192 questionnaires are returned to the researcher. From all questionnaires that distributed 90.31% questionnaires are responded. Therefore the response rate is acceptable because Sekeran has said more than 30 % is acceptable for most studies.(Sekeran ,2001)

4.2. Descriptive analysis of Demographic Characteristics of Respondents

In this part, demographic variables of respondents such as gender, age, education, income, and employee status of the respondent was included to gather basic demographic information from respondents, and the results were described by using descriptive analysis such as frequency tables and percentage.

Table 4.2 Gender of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	68	35.4	35.4	35.4
	female	124	64.6	64.6	100.0
	Total	192	100.0	100.0	

(Source: survey result, 2020)

the results in the above table 4.2 shows that out of 192 respondents 124 (64.6%) of the respondents were female and 68 (35.4%) were male. The sample shows that female is more employed in sport betting companies than male. Or it was concluded that the female respondents participated more in the study compared to the male respondents.

Table 4.3 Educational level of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Certificate	22	11.5	11.5	11.5
	Diploma	51	26.6	26.6	38.0
	Degree	103	53.6	53.6	91.7
	above 1st degree	16	8.3	8.3	100.0
	Total	192	100.0	100.0	

(Source: survey result, 2020)

Regarding the educational qualification of respondents, the highest number of respondents 103 (53.6%) was degree holder followed by 51 (26.6%) of the respondent were complete diploma, 22(11.5%) of the respondents were certificate holder and, the last 16(8.3%) of the respondent were above 1st degree holder.

Table 4.4 Employment status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
valid	salesman	108	56.3	56.3	56.3
	marketer	33	17.2	17.2	73.4
	market manager	51	26.6	26.6	100.0
	Total	192	100.0	100.0	

(Source: survey result, 2020)

From the above table 4.4, when we see employment status salesman level category of the highest respondents 108 (56.3%) of the respondents had gotten. And market manger the second which constitute 51 (26.6%) and the third one is marketer 33(17.2%) of the respondent.

Table 4.5 Monthly Salary of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below 3,000 and above	27	14.1	14.1	14.1
3,001 - 6,000	102	53.1	53.1	67.2
6,001-10,000	33	17.2	17.2	84.4
10,000 and above	30	15.6	15.6	100.0
Total	192	100.0	100.0	

(Source: survey result, 2020)

From the above table 4.5, when we see the monthly salary level category of the highest respondents 102 (53.1%) of the respondents had gotten monthly salary 3,001-6,000 Ethiopian birr. 33 (17.2%) of respondents were categorized as those who get between 6,001-10,000 birr

per month and the highest monthly salary that is above 10,000 birr was 30 (15.6%) of the respondent. Those who earn below 3,000 birr per month cover the rest 27(14.1%) of the sample. We can say that majority of the respondents got monthly salary between 3001- 6,000 birr.

Table 4.6 Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20_24	53	27.6	27.6	27.6
	25-35	127	66.1	66.1	93.8
	36-45	11	5.7	5.7	99.5
	>46	1	.5	.5	100.0
	Total	192	100.0	100.0	

(Source: survey result, 2020)

Table 4.6 indicates that 53 (27.6%) of the respondents age were 20- 24 years old, 127 (66.1%) of the respondents were between 25-35 years of age, 11 (5.7%) of the respondents were between 36-45 years, and 1 (.5%) of the respondents were above 46 years. This shows that majority of the respondents were aged between 25- 35 years.

Table 4.7 Martial status of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	108	56.3	56.3	56.3
	Married	82	42.7	42.7	99.0
	Divorced	2	1.0	1.0	100.0
	Total	192	100.0	100.0	

(Source: survey result, 2020)

Table 4.7 shows the responses for the marital status of the respondents. Majority of respondents were single with that encompassed 56.3%. Those who married with covered 42.7%. divorce

respondents encompassed 1.0% . Therefore, it was concluded that most of the respondents who participated in the study were single.

4.2 Descriptive Statistics Analysis

In order to see the general perception of the respondents questions were designed to indicate the level or extent to which they agreed to statement regarding to the effect of sales promotion on sales volume of the sport betting companies using a five point likert scale that ranges from strongly disagree to strongly agree indicated in the tables as 1= Strongly Disagree (SDA) and 2= Disagree (D) which are below average, while 3=Neutral (N) mean or average point, 4= Agree (A) and 5= Strongly Agree (SA) are above average.

The variables analyzed using descriptive statistics with the respective frequencies, percentages, means and standard deviations. The mean indicates to what extent the sample group averagely agrees or disagrees to different statements stated in the tables. The higher the mean, the more the respondents agree whereas the lower the mean, the more the respondents disagree with the stated statements.

In order to overcome the limitation of five point likert scale in determining and categorizing the fraction result between each scale, the suggested mean range decision rule by Ajan (2015) has been applied using the following formula i.e.

$$\text{mean scale range} = \frac{\text{maximum} - \text{minimum}}{\text{maximum scale}}$$

Accordingly, and also the exact mean value for every scale has been presented with in table below.

Table 4.8 Mean scale range

S.N ^o	Scale ranges	Interpretation
1	1.0 - 1.80	Strongly Disagree (SDA)
2	1.81 - 2.60	Disagree (DA)
3	2.61 - 3.40	Neutral (N)

4	3.41 - 4.20	Agree (A)
5	4.21 - 5.0	Strongly Agree (SA)

Source: Ajay, 2015

Standard deviation was also used to determine the significant differences among the various scores of the promotional mix aspects. On the other hand, standard deviation (SD) shows the variability of observed responses from a single sample Marczyk, Dematteo and Festinger (2005). Accordingly, the descriptive statistical analysis has been discussed in the following sections.

Table 4.9 Bonus related statement on sales volume

No	Bonus related statement	Mean	Std. Deviation	Scale interpretation
1	a bonus helped sale of the brand earlier than planned	3.96	.855	Agree(A)
2	a bonus enhanced sale of more quantities than the previous	4.15	.825	Agree(A)
3	a bonus made sale of the brand easy way which has never tried before	3.86	.985	Agree(A)
4	high value of a bonus assisted for repeated sale	4.20	.876	Agree(A)

(Source: survey result, 2020)

The respondents were asked four questions to measure the effect of bonus on sales volume and they level their bonus effect in the following manner.

As shown in table 10 the scored mean value of the first statement i.e. a bonus helped sale of the brand earlier than planned was 3.96 with SD 0.855, indicate that the respondents agree, and this result prove that the respondents believe that bonus has impact on sales volume. The Second statement mean score is 4.15 with SD 0.825, shows that respondents agree with the to enhance the sale more quantities than the previous one using bonus by sport betting companies. The third statements mean score is 3.86 with SD 0.985, indicates that the respondents agree that the sale of brand easy way that never tried before.. The fourth statements mean score was 4.20 with SD

0.876, shows that the respondents agree with high value of bonus assisted for repeated sale. So , in all question bonus related on sales volume all respondents are agreed that bonus can has impact on sales volume of sport betting companies.

Table 4.10 Rebate or refund related statement on sales volume

No	Rebate or refund related statement	Mean	Std. Deviation	Scale interpretation
1	rebate or refund contributed for better sale	3.58	.951	Agree(A)
2	customer tend to buy more quantities than usual when offered rebate or refund	3.77	1.060	Agree(A)
3	rebate or refund could be reason to sell more quantities than the usual	3.44	.985	Agree(A)
4	rebate or refund let a continues sale of the brand	3.36	.899	Neutral (N)

(Source: survey result, 2020)

The respondents were asked five questions to measure the effect of rebate or refund on sales volume and they level their perception in the following manner.

As shown on table 11, mean score of the first statement is 3.58 with SD.,951 indicate that the respondents agree by overall rebate or refund can contributed for sales.. The mean score of the second statements is 3.77 with SD 1.060, shows that the respondents agree with that rebate or refund influence customer to buy more quantities from the usual time .The third statements mean score is 3.44 with SD 0.985, this reveal that the respondents also agreed on influence of rebate but on fourth statements the respondents feel neutral about rebate or refund let continues sale of the brand because the mean score is 3.36 with SD .899, this indicate that the respondents agree with that

Table 11.Web book or deposit related statement on sales volume

No	Web book or deposit related statement	Mean	Std. Deviation	Scale interpretation
1	web book/deposit enhances sale during off-seasons	3.08	.994	Neutral (N)

2	Web book/deposit remind the brand and compel the customers to purchase the product	3.54	1.210	Agree(A)
3	web book/deposit increased sales volume	3.76	1.047	Agree(A)

(Source: survey result, 2020)

Table 11 indicates, respondents' perception toward web book or deposit to change in sales volume, and the level of their response is presented as follows;

The respondents were asked to level their general perception toward contribution web book or deposit on sales volume during off- seasons, the result mean score was 3.08 with std. 0.994, and it implies that the respondents feel neutral. This shows it needs a great effort for sport betting companies towards web book or deposit. The second statements mean score was 3.54 with std. 1.210, the result shows that the respondents agree about web book or deposit to remind the brand and push the customers to purchase the product that result in sale volume on sport betting companies. This means their feeling toward web book or deposit contribution on sales volume is proportional. On the third statements respondent responses mean score result was 3.76 with std. 1.047, it reveals that the respondents agree with web book or deposit to make impact on sales volume we can infer that all respondents agreed on web book effects on sales volume of sport betting companies.

Table 12 Jackpot related statement on sales volume

No	Jackpot related statement	Mean	Std. Deviation	Scale interpretation
1	jackpot enhances sales performance	4.26	.789	Strongly Agree(A)
2	jackpot encourages sale of the more quantities of the same brand	4.28	.741	Strongly Agree(A)
3	jackpot let frequent sales of the brand	3.93	.877	Agree(A)
4	jackpot encourages sales of more quantities earlier than the planned	3.86	.972	Agree(A)

. (Source: survey result, 2020)

Table 12 indicates, respondents' perception toward jackpot to change in sales volume, and the level of their response is presented as follows;

The respondents were asked to level their general perception toward contribution jackpot on enhancing sales performance of sport betting companies, and the result mean score was 4.26 with std. 0.789, and it implies that the respondents strongly agree if betting companies use to increase sales performance. It also replied strongly agree from respondents when they rate the level of the second statements and the mean score was 4.28 with std.741, the result shows that the respondents highly agree about jackpot greater impact on sale volume sport betting companies. On the third statements respondent responses mean score result was 3.3 with std..877, it reveals that the respondents agree with jackpot to make influence frequent sale of the brand. Finally ,the level of the fourth statement mean score was 3.86 with std .972.

Table 13. Over all sales promotion related statement on sales volume

No	Sales volume related statement	Mean	Std. Deviation	Scale interpretation
1	bonus are a significance sources of sales volume	4.26	.822	Strongly Agree(SA)
2	rebate or refund has differential effects on sales volume	3.42	1.304	Agree(A)
3	web book/ deposit has sound effects on sale volume	3.73	1.101	Agree(A)
4	jackpot have greater effects on sales volume	4.26	.984	Strongly Agree(SA)
5	sales promotion have dramatic immediate effects on sale volume	3.82	1.075	Agree(A)
6	sales promotion in sport betting have long term effects on sale volume	4.23	.765	Strongly Agree(SA)
7	sales promotion in sport betting have short term effects on sales volume	2.94	1.196	Neutral (N)

(Source: survey result, 2020)

Table 13. indicates, respondents' perception toward sales promotion towards to sales volume, and the level of their response is presented as follows;

The respondents were asked to level their general perception the significance of bonus on sales volume and they strongly agree, the result mean score was 4.26 with std. 0.822, and it implies that the respondents understood that bonus has major impact on sales volume of betting companies. The second statements mean score was 3.42 with std. 1.304, the result shows that the respondents agree about rebate or refund has differential effects on sales volume that result in to increase sale volume on sport betting companies. This means their feeling toward rebate or refund contribution on sales volume is proportional. On the third statements respondent responses mean score result was 3.73 with std. 1.101, it reveals that the respondents agree with web book or deposit to make impact on sales volume. On fourth statements the respondent strongly agree on the influence of jackpot because the mean score is 4.26 with std .984. on the fifth statement the respondent agree i.e. the mean score is 3.82 with 1.075.on sixth statement the respondent strongly agree about sales promotion has long term effect on sport betting companies. The mean score indicated that 4.23 with std .765. The respondent felt neutral about sales promotion has short term effect on sport betting sale volume. The respondents strongly supported that jackpot and bonus has huge impact on sales volume they also strongly supported that the effect of sales promotion on sales volume on sport betting has long term not short term.

Table 14. coefficient of variance

	N	Mean	Std. Deviation
Bonus	192	3.9013	.67576
Rebate	192	3.6282	.77265
Web book	192	3.4583	.77068
Jackpot	192	4.0517	.61368
Valid N (listwise)	192		

(Source: SPSS result, 2020)

Table 14 shows descriptive statistics of the computed variable of this study and their effect on sales volume with mean score and standard deviation. from this jackpot has the highest mean

score of 4.0517 with a standard deviation of 0.61368 followed by bonus and rebate with a mean score of 3.9013 , 3.6282 with a standard deviation of 0.67576,0.77265 respectively. Web book was the least variable with a mean score of 3.4583 and a standard deviation of 0.77068. It's possible to conclude this study with descriptive statistics by ranking the values of means score and std. generally the study result shows jackpot has the highest impact on sales volume of sport betting companies ticket and also the other variables grand mean result indicates respondents agree with their effect on sales.

4.3. Analysis of Inferential Statistics Study Findings

4.3.1 Correlation Analysis

Correlation shows the relationship between two variables. It measures the degree to which two sets of data how they are related each other. Coetzee (2003) indicate that the higher correlation value indicates stronger relationship between both sets of Data. Correlation Analysis is to show the strength of the association between the variables involved.

Positive correlation: A positive correlation between two variables means that both variables change in the same direction (either both increase or both decrease. Negative (inverse) correlation: A negative correlation between two variables means that as one variable increases, the other variable decreases. In other words, the variables change in opposite directions. (Geoffrey M., David D., and David F. 2005)

The output of correlation matrix can be the correlation coefficient that lies between -1 and +1 within this framework, a correlation coefficient of +1 indicates a perfect positive relationship, and a correlation coefficient of -1 indicates a perfect negative relationship; whereas a coefficient of 0 indicates no liner relationship. According to Gaur, A., & Gaur, S. (2009) Value of coefficient Relation between variables 0.01-0.09 negligible association, 0.10-0.29 very low association, 0.30-0.49 low association, 0.50-0.69 moderate association and 0.70-1.00 very strong association.

Table 15. correlations coefficient

Correlations

		bonus	Rebate	Web book	jackpot	Sales volume
Bonus	Pearson Correlation	1	.585**	.557**	.776**	.739**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	192	192	192	192	192
Rebate	Pearson Correlation	.585**	1	.620**	.519**	.698**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	192	192	192	192	192
Web book	Pearson Correlation	.557**	.620**	1	.403**	.626**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	192	192	192	192	192
Jackpot	Pearson Correlation	.776**	.519**	.403**	1	.668**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	192	192	192	192	192
Salesvolume	Pearson Correlation	.739**	.698**	.626**	.668**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	192	192	192	192	192

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

(Source: SPSS result, 2020)

Based on the above table, the coefficient show that all independent variables were positively related with dependent variable (sales volume) within the range of .403-0.776, were all have positive correlation with dependent variable(sales volume).

The independent variable bonus shows highest and strong positive correlation with p-value less than 0.05 and $r=0.739$.while rebate and jackpot have moderate associations of positive relation at p-value less than 0.05 and $r= 0.698$ and 0.668 respectively with sales volume. Among all variables only web book shows that least positive associations to sales volume with result $p<0.05$ and $r=.626$

Jackpot has strong positive correlation with bonus and has moderate correlation with rebate but low correlation with web book. Also ,web book moderate correlation with bonus and rebate. And rebate also has moderate correlation with bonus.

Overall , the Table also shows that there is positive correlation of the independent variables within themselves. It can be assured that all independent variables are positively correlated with each other and significant at 95% confidence interval with dependent variable or with sales volume.

4.3.2 Multiple linear regression analysis and its model test

Regression analysis is employed to predict the value of the variable based on the worth of a second Variable which is controlled by the experimenter. Multiple regression analysis was employed to evaluate constraints to sales volume by determining the magnitude and or direction of the relationship between the study variables. The analysis was carried out at a 95% confidence level. Before the multiple regression analysis, some assumptions of variables were tested for checking errors i.e. normality, collinearity and homoscedasticity.

4.3.2.1 Normality test

The normality of the population distribution is that basis for creating statistical inferences about the sample drawn from the population (Kothari, 2004). Most studies, which involve statistical method, work under the idea that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic (Marczyk, etal., 2005). The skewness value provides a sign of the symmetry of the distribution. Kurtosis, on the opposite hand, provides information about the ‘peakedness’ of the distribution. If the distribution is perfectly normal, a skewness and kurtosis value are 0. Positive skewness values shows positive skew ,the scores clustered to the left at the low values and negative skewness values shows a clustering of scores at the high end ,at right-hand side of a graph.

Table 16. Normality test

Variables	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Bonus	-.671	.148	.407	.295
Rebate	-.928	.148	.083	.295
Web book	-.594	.148	-.188	.295
Jackpot	-.731	.148	.251	.295
Sales Volume	-.725	.148	.328	.295

Valid N (list wise)192(Source: SPSS result, 2020)

The table above described the level of skewness and kurtosis variables. The test of normality varied depending on the nature of the research. The common one mostly suggested in literature for both kurtosis and skewness to be between -2 and +2 (George & Mallery, 2010). As indicated above, skew and kurtosis measures for this study are well within that range between -2 and +2 values. Therefore, the data for this study was normally distributed.

4.3.2.2 Multi-collinearity test

The eigenvalues of scaled and un-centered cross-product matrix for the independent variables within the equation are computed by the QL method (Wilkinson and Reinsch, 1971). The collinearity diagnostics confirm that there are serious problems with multi-collinearity if eigenvalues are near to 0, indicating that the predictors are highly inter-correlated and which small changes in the data values may result in large changes within the estimates of the coefficients. The condition indices are computed because the square roots of the ratios of the biggest eigenvalue to every successive eigenvalues. The condition index Values greater than 15 show a possible problem with collinearity; greater than 30, a significant problem.

Table 17. Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index
1	1	4.934	1.000

2	.029	12.964
3	.017	16.831
4	.014	18.467
5	.005	31.082

a. Dependent variable: sales volume(Source: SPSS result, 2020)

From the above collinearity diagnostics table the Eigenvalue was listed from 0.005 to 4.93 this indicates that there is no serious multi-collinearity problems within data and the condition index also confirm this even though one dimensions greater than condition index greater than 30. For better illustration the most common collinearity coefficient statistics is presented as follow.

Tables 18 .tolerance Coefficients^a

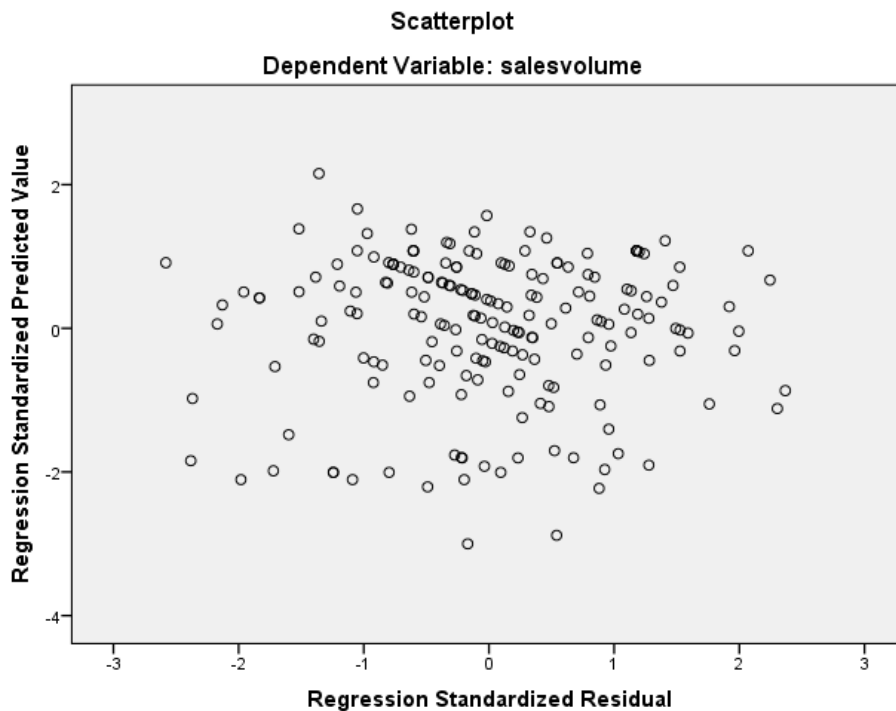
Model	Collinearity Statistics	
	Tolerance	VIF
Bonus	.771	1.296
Rebate	.801	1.248
Web book	.517	1.934
Jackpot	.574	1.743

a dependable variables sales volume. (Source: SPSS result, 2020)

An important assumption for the multiple regression model is that independent variables don't seems to be perfectly multicollinear. One repressor should't be a linear function of another.(Napaphat sukanantasak,2014) When multicollinearity is present standard errors may be inflated. A vif > 10 or a 1/vif < 0.10 indicates trouble.(Stock and Waston,2003)

Table 18 tolerance coefficients indicate that VIF value less than 10 and the tolerance value to be greater than 0.1. This shows there is no problem with in the model in regards to multi-collinearity. It could happen when there are high inter correlations among some set of the

predictor variables. Since neither of the independent variables have a variance inflation factor (VIF) greater than ten, there were no clear multi collinearity problems; this means, there was no variables in the model that was calculating similar relationship as measured by another variables or groups of variables.



Convention dictates that you simply plot the dependent variable which means, the variable that changes in response to changes in the independent variable – against the vertical axis. The strength of the relationship is indicated by the nearness of the points to an imaginary straight line. If, as the values for one variable increase, it increase the other, result in, a positive relationship. If the values for one variable decrease, those for the other variable increase, result in a negative relationship.(sunders etal,2007)

According to Mohammed Musah (2014) homoscedasticity refers to the assumption that the dependent variable indicates similar amounts of variance across the range of values for an independent variable. In the above plot the Assumption of Homoscedasticity is satisfied.

4.4 Multiple linear regression analysis

The correlation coefficient squared (known as the coefficient of determination of R^2) is measure the amount of variability in one variable that explained by other. It indicates the reliability of independent variables to predict dependent variables. Usually we need a p-value lower than 0.05 to show a statistically significant relationship between independent and dependent. R-square shows the amount of variance of dependent explained by independent.

Table 19 R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828 ^a	.686	.679	.33037

a. Predictors (constant) jackpot, web boo, rebate, bonus

b. Dependent variables: sales volume(Source: SPSS result, 2020)

The value of R represents by the column "R" ,that is the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable sales volume. A value of 0.828 shows that a good level of prediction. The R² value (also called the coefficient of determination) represents by the "R Square" column , which is the proportion of variance in the dependent variable that can be explained by the independent variables. The value 0.686 that the independent variables explain 68.6% of the variability of the dependent variable, sales volume.

The model or the predictor variables have accounted for 0.686 (adjusted R square of 67.9% with estimated standard deviation 0.33037) indicated that only 68.6 percent of the overall sales volume was explained by the model or the dimensions of sales promotion. The independent variables that were not taken in this study influence about 31.4% of the variability of sales volume sport betting companies.

Table 20 ANOVA^a

Sum of Squares	Df	Mean Square	F	Sig.
44.549	4	11.137	102.044	.000 ^b
20.410	187	.109		
64.959	191			

a. Dependent Variable: salesvolume

b. Predictors: (Constant), jackpot, webbook, rebate, bonus (Source: SPSS result, 2020)

ANOVA indicate to us whether the model, generally, 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 it can be seen from the above table, the variables of sales promotion tools (independent variables) significantly predict the dependent variable (sales volume) with $F(4,187) = 102.044$ and $\text{sig} = 0.000$. it means that the regression model is a good fit of the data. F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance. The F-test result of the study was 102.044 with a significance of 0.000 meaning that the probability of these results occurring by chance was less than 0.05 that means the variation that was explained(indicated) by the model was not simply by chance.

Even though ANOVA table is useful to test the model's ability to explain any variation in the dependent variable, it does not directly articulate the strength of that relationship. Standardized coefficient (beta value) indicated the degree of importance of each of independent variables dimensions to sales volume. The regression result showed that all the dimensions contribute to sales volume, bonus being the largest predictor with coefficient 0.299, followed by rebate or refund 0.297, under the jackpot 0.204 and web book or deposit being the smallest predictor with coefficient 0.194. The t-tests were used to test the significance of the coefficient of each independent variable (George & Mallery, 2010). The t-values of the variable are given by bonus (4.128), rebate or refund (5.799), web book or deposit(3.505), and jackpot (3.090). The significant levels of all the variables were less than 0.05.

Over all, a multiple regression was run to predict sales volume from bonus, rebate or refund, web book or deposit and jackpot. These variables significantly predicted sales volume. $F(4,187) = 102.044$, $p < .05$, $R^2 = .686$. All the four variables added significantly to the prediction $p < .05$.

Table 21 . t value Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.696	.167		4.166	.000
Bonus	.258	.063	.299	4.128	.000
Rebate	.224	.043	.297	5.209	.000
Web book	.147	.042	.194	3.505	.001
Jackpot	.194	.063	.204	3.090	.002

A dependent variable of sales volume

R= .828 a , R² = .686, F= 102.044

(Source: SPSS result, 2020)

Interpretation of the result

According to the table above, the regression standardized coefficient for the four independent variables i.e. bonus, rebate or refund, web book or deposit, and jackpot are 0.299, 0.297, 0.194 and 0.204. The sig. levels of bonus, rebate or refund, web book or deposit, and jackpot are 0.000, 0.000, 0.001 and 0.002 respectively, which are less than 0.05. This indicated significant relationship between them (the four independent variables) and the dependent variable (sales volume). Since the coefficients of the variables are statistically significant at less than 5 percent, all are statistically significant.

The low p-values indicated that both bonus, rebate or refund, web book or deposit, and jackpot were statistically significant. The coefficient for bonus indicates that each additional bonus increased the sales volume by 0.258 while controlling everything else in the model. Moreover, an additional unit of rebate or refund increased sales volume by 0.224 while holding the other variables constant.

Seeing at the Beta value of each independent variables in the model after taking out standard error effect, it can be inferred that bonus constitutes the most significant beta value of 0.299 followed by rebate , 0.297; jackpot, 0.204 and web book, 0.194 respectively. This implied that

bonus play important role in predicting sales volume with ($\beta = 0.299$; $t = 4.128$; $P < 0.05$) rebate also contribute significantly to both short and long sale volume with ($\beta = 0.297$; $t = 5.209$; $P < 0.05$) while jackpot with ($\beta = 0.204$; $t = 3.090$; $P < 0.05$) and web book with ($\beta = 0.194$; $t = 3.505$; $P < 0.05$) also play sufficient role in predicting sales volume.

The model fit regression equation of sales volume became:

$$Y = \beta_0 + \beta_1 B + \beta_2 RR + \beta_3 WD + \beta_4 J + \mathcal{E}$$

The implication is that the above model can be used to predict sales volume where:

Y = Sales Volume

β_0 = Constant

$\beta_1, \beta_2, \beta_3, \beta_4$ = coefficients of the variable

B = Bonus

RR = Rebate or refund

WD = Web Book or Deposit

J = Jackpot

\mathcal{E} = Residual Error

$$\text{Sales Volume} = 0.696 + 0.258B + 0.224RR + 0.147WD + 0.194J + \mathcal{E}$$

The coefficient for bonus indicates that each additional bonus made by sport betting companies increased the sales volume of services by 0.258 while controlling everything else in the model. An additional unit of rebate or refund made increased sales volume by 0.224 while holding the other variables constant. Each cost of that expense through web book or deposit increase sales volume of birr by 0.147 by holding other variables constant. For every achievement sport betting companies made with jackpot the sales volume is increased by 0,194.

Looking at the Beta value of each independent variable in the model after taking out standard error effect, it can be inferred that bonus constitutes the most significant beta value of 0.299 followed by rebate, 0.297; jackpot, 0.204 and web book 0.194 respectively this indicate that each variables are significant at 95% confidence interval and it also multiple linear regression coefficient shows the degree that the independent variables predicting the sales volume of birr. The multiple linear regression coefficients of this study result shown bonus has great and positive impact on sales volume of sport betting per birr or per tickets followed by the other independent variable.

CHAPTER 5

5.Summary of Findings, Conclusion and Recommendation

This chapter presents the summary of what the findings entails answers to research questions, conclusions of the researcher findings and then after gives the recommendation of the research study so as to assist the sport betting companies increase their market share. Finally the study has provided the suggestions for further research to this study.

5.1. Summary of the major findings

The purpose of the study the effect of sales promotion on sale volume of sport betting companies using among sales promotion tools bonus, rebate or refund , web book or deposit and jackpot. From the demographic characteristics of respondents, Majority of the respondents were female Besides, Majority of respondents participated in the survey were age group of 25-35. Regarding salary, the largest group of respondents have salary level of 3001 -6,000 birr. And majority of employee status from respondent were sales person which constitute 56.3% among the respondents. Regarding educational level and marital status majority were degree holder and single respectively.

The descriptive statistics indicate that the mean score values of the independent variables (i.e. bonus, rebate or refund, web book or deposit, and jackpot) ranges from 3.45 to 4.05 and jackpot has the highest mean score value. Moreover, the respondent strongly agree regarding on bonus has significant of sales volume, jackpot have greater effect on sales volume and sales promotion in sport betting have long term effects on sale volume with mean score 4.26,4.26 and 4.23 respectively.

The Pearson correlation coefficient reveals that bonus ($r=0.739$); rebate ($r=0.698$); web book ($r=0.626$.) and jackpot ($r=0.668$) are all positively correlated with sales volume. The strength of correlation is highest for bonus followed by rebate or refund; jackpot; and web book.

Finally, the multiple regression result, estimate of regression weight shows that the independent variables bonus ($\beta=0.299$), rebate or refund ($\beta=0.297$), web book or deposit ($\beta=0.194$) , and jackpot ($\beta=0.204$), significantly predict and explain sales volume of sport betting companies.

Bonus and rebate or refund are the most sales promotion dimensions influencing sales volume of sport betting companies.

5.2 Conclusion

The main objective of this study is to investigate that the effect of sales promotion tools on sport betting companies in case of Addis Ababa sale volume from employee perspective.

Therefore, the study tried to test the relationship that exists between sales promotion dimensions and sales volume. Bonus appeared to be the most correlated construct with sales volume with correlation coefficient of 0.739. It is also the most dominant factor in predicting sales volume with a beta coefficient of 0.299. Therefore, bonus is the most effective tools in to increase sales volume. This implies that when sport betting companies prepared different bonus strategies to perform better sales volumes. Rebate is the second most correlated construct with sales volume with a correlation coefficient of 0.698. It is also the second most dominant factor in predicting sales volume with a beta coefficient of 0.297. Therefore, rebate is the second most effective sale promotion technique to improve sales volume of sport betting companies. The implication is that as rebate or refund applied or used by sport betting companies , wagers or customers incline to buy or to play more and more in that sport betting company. So increasing rebate or refund offer will increase sales volume. The third most correlated construct with sales volume with a correlation coefficient of 0.668 is jackpot. It is also the third most dominant factor in predicting sales volume with a beta coefficient of 0.204. Therefore, jackpot is placed third in its effectiveness to increase sales volume. This implies that as jackpot offer presented players tend to play more games. Thus, increased jackpot offer leads increased sales volume. According to the findings, web book were found to be less considered in the sales volume, there is a significant positive but moderate relationship between web book and sales volume with a correlation coefficient of 0.626 and a beta coefficient of 0.194. This shows that wagers or players give less attention for web book. Therefore, web book are the least effective technique to increase sales volume. Finally, sales promotion in sport betting have long term effects on sale volume with mean score 4.23 respectively. This shows that the respondent strongly supported sales promotion on sport betting companies has long term effects of sales volume.

5.3. Recommendation

The focus of this study was on that could provide useful insights for concerned bodies especially for the sport betting companies marketing managements, and researchers. Based on the findings of the study the recommendations that can improve the sport betting firms sales volume was stated as follows;

From the findings and conclusions of this study rebate and bonus are the most important influencing factors of betting sales volume. Betting companies should take into consideration that on these important determinants in improving the sales volume of battings. Not only concentrate bonus and rebate this study prove that both web book and jackpot have great impact on sales volume so as to attain maximum sales volume should also concern the on web advertisement.

Finally, the sport betting companies have to work on the addressability and effectiveness of web book .In general sport betting companies has to give priority in improving its sales promotion tools in order to increase sales volume why because study findings prove that this factor explain better the dependent variable (sales volume).

5.4 further implication for future study

The study survey conducted only in Addis Ababa the result of the findings has limitation to generalize sport betting companies regional side employee perception on the sales volume. The other unexplained factors that determine dependent variable variation in this study 31.6% remain hidden. Beside this the research indicate that sale promotion on sport betting companies has long-term effect which is contrast from other study and theoretical implication. Therefore, future researcher should be undertake in generalize the findings at country level and also can investigate other unexplained variation as it would be effective research.

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Appendix 1

St' Marry University Graduate studies Program Department of Marketing Management

Dear Respondent This survey is part of the research course for masters program in Marketing Management on "The Effect of Sales Promotion on Sales Volume: in the case of sport betting company in Addis Ababa". Through this research, I wish to analyze the determinants factors of sales promotion on sales volume. The research is anonymous and all the information provided will be kept confidential and will not be shared with any other party in any case. I greatly appreciated your help for completing the " mark on the appropriate choice that best research! Please complete the following by placing " represent your level of agreement or disagreement.

Thank you very much in advance

Section I: Demographic Profile.

1. Sex

Female Male

2. Age

20 -24 25-35 36-45 46 and above

3. Educational level

. Certificate Diploma Degree Above 1st Degree

4. Marital status:

Single Married Divorced Others

5. Employment status:

Salesman marketer market manager

6. Monthly Salary/Income

Above 10,000 Birr Birr 6,001-10,000 Birr 3,001-6,000 Birr 3,000 and below

Section II: Determinant of sales promotion and sales volume

" mark on the appropriate box for the number of your choice. Adopted from other researchers and Please rate your level of agreement/disagreement to the following questions by placing " self developed.

Strongly Disagree (SD), 2. Disagree (D), 3. Neutral (N), 4. Agree (A), 5. Strongly Agree (SA)

No	Sales Promotion Tools	SD	D	N	A	SA
I	Bonus					
1	A bonus helped sale of the brand earlier than planned					
2	A bonus enhanced sale of more quantities than the previous					
3	A bonuse made sale of the brand easy which has never tried before.					
4	High value of a bonus assisted for repeated sale					
II	Rebate or refund					
5	Rebate or refund contributed for better sale					
6	Customer tend to buy more quantities than usual when offered rebate or refund					
7	Rebate or refund could be a reason to sell more quantities than the usual					
8	Rebate or refund let a continues sale of the brand					
III	Web book /deposit					
9	Web book /deposit enhances sale during off-seasons					
10	Web book /deposit remind the brand and compel the customers to purchase the product					
11	Web book /deposit increased sales volume					
IV	Jackpot					
12	jackpot enhances sales performance					
13	jackpot encourages sale of more quantities of the same brand					
14	jackpot lets frequent sale of the brand					
15	jackpot encourages sale of more quantities earlier than the planned					
V	Sales Volume.					
16	Bonus is a significance source of sales volume.					
17	Rebate or refund has differential effects on sales volume.					
18	Web book /deposit has sound effects on sales volume					
19	jackpot have greater effects on sales volume.					
20	Sales promotions have dramatic immediate effects on sales volume.					
21	Sales promotions in sport betting have long term effects on sales volume					
22	Sales promotions in sport betting have short term effects on sales volume					

ቅድስተ ማሪያም ዩኒቨርሲቲ የድህረ ምረቃ ጥናቶች ፕሮግራም

የማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

የተከበሩ መልስ ሰጪ፣ ይህ ጥናት በማርኬቲንግ ማኔጅመንት ድህረ ምረቃ ፕሮግራም የሚወሰደው የምርምር ኮርስ አካል በመሆን “በሽያጭ መጠን ላይ የሽያጭ ማስታወቂያ ውጤት፣ በአዲስ አበባ በሚገኝ የስፖርት ውርርድ ኩባንያ ረገድ “ላይ የተሰራ ነው”። በዚህ ምርምር በሽያጭ መጠን ላይ የሚሰራ የሽያጭ ማስታወቂያ ወሳኝ ጉዳዮችን መተንተን እፈልጋለሁ። የምርምር ስራው ላይ የማንም ግለሰብ ስም አይጠቀስም እና የሚቀርቡ ሁሉም መረጃዎች በሚስጥር የሚያዙ እና በማንኛውም መንገድ ለማንም ሌላ አካል ተላልፎ የማይሰጥ ይሆናል። የእርስዎ በሆነ ምርጫ ላይ ምልክት በማድረግ ይህንን መጠየቅ ለመሙላት ላሳዩት ትብብር ከፍተኛ አድናቆት አለኝ! እባክዎን ቀጥሎ የተመለከተውን የስምምነት ወይም ያለመስማማት ደረጃውን በምልክት በማስቀመጥ ይሙሉ።

አስቀድሜ አመስግናለሁ

ክፍል I: የስነ ህዝብ መረጃ

- 1. ጾታ:
 ሴት ወንድ
- 2. እድሜ:
 20-24 25-35 36-45 46 ከዚያ በላይ
- 3. የትምህርት
 ደረጃ
 ስርተፍኬት ዲፕሎማ ዲግሪ ከመጀመሪያ ዲግሪ በላይ
- 4. የጋብቻ ሁኔታ
 ያላገባ ያገባ የተፋታ ሌሎች

5.

የቅጥር ሁኔታ

የሽያጭ ሰራተኛ ማርኬት የገበያ ስራ አስኪያጅ

6.

ወርሃዊ

ደመወዝ/ገቢ

ከ10,000 ብር ላይ ከ6001-10,000 ብር 3,501 - 6,000

ብር 3,000 እና ከዚያ በታች

ክፍል II: የሽያጭ ማስታወቂያ እና የሽያጭ መጠን ወሳኞች

ለመረጧቸው ምርጫዎች ቁጥር በተገቢው ሳጥን ውስጥ ምልክት ያድርጉ። ከሌሎች የምርምር ሥራዎች የተወሰኑ ካሉ እባክዎን ቀጥሎ ለተመለከቱት ጥያቄዎች ምልክት በማስቀመጥ የስምምነት/ያለመስማማት ደረጃውን ይለኩ።

ፊፅሞ አልስማማም (ፈአ)፣ 2. አልስማማም (አ)፣ 3. ገለልተኛ ነኝ (ገ)፣ 4. እስማማለሁ (እ)፣ 5. ፊፅሞ እስማማለሁ (ፈእ)

ቁጥር	የሽያጭ ማስታወቂያ ግብዓቶች	ፈአ	አ	ገ	እ	ፈእ
I	ጉርሻዎች					
1	ጉርሻዎች የብራንዱ ሽያጭ ከታቀደው በፊት እንዲሆን ይረዳል					
2	ጉርሻዎች ከቀደመው ይልቅ የበለጠ ቁጥር ያላቸው እቃዎች እንዲሸጡ ያበረታታል					
3	ጉርሻዎች የብራንዱ ሽያጭ ከዚህ ቀደም ባልተሞከረ ደረጃ ቀላል ያደርጉታል					
4	የጉርሻዎች ክፍተኛ ዋጋ በተደጋጋሚ ሽያጭ ለማከናወን ድጋፍ አላቸው					
II	የዋጋ ቅናሽ ወይም ተመላሽ					
5	የዋጋ ቅናሽ ወይም ተመላሽ የተሻለ ሽያጭ ለማስመዘገብ አስተዋፅኦ አለው					
6	ደንበኛ የዋጋ ቅናሽ ወይም ተመላሽ በሚሰጠው ጊዜ በአብዛኛው የበለጠ ቁጥር ያላቸውን እቃዎች የመግዛት ዝንባሌ ያሳያል					
7	የዋጋ ቅናሽ ወይም ተመላሽ ከቀድሞ ይልቅ የበለጠ ቁጥር ያላቸውን እቃዎች ለመሸጥ እንደ ምክንያት ሊያገለግል ይችላል					
8	የዋጋ ቅናሽ ወይም ተመላሽ የብራንዱን ሽያጭ ያስቀጥላል					

III	የድረገጽ ደብተር /ተቀማጭ					
9	የድረ ገጽ ደብተር /ተቀማጭ ሽያጮች ዝቅ በሚሉበት ጊዜ የሚኖሩ ሽያጭ መጠን ከፍ ያደርጋል					
10	የድረገጽ ደብተር /ተቀማጭ ብራንዱን በተመለከተ በገዢዎች አእምሮ ላይ ስለምርቱ ትውስታን ይፈጥራል እና ደንበኞች ምርቱን እንዲገዙ ያሳምናቸዋል					
11	የድረገጽ ደብተር /ተቀማጭ የሽያጩን መጠን ከፍ ያደርገዋል					
IV	ሽልማት					
12	ሽልማት የሽያጭ አፈፃፀምን ከፍ ያደርጋል					
13	ሽልማት ተመሳሳይ ብራንድ የበለጠ ቁጥር ያላቸው ምርቶች እንዲሸጡ ያበረታታል					
14	ሽልማት የብራንዱ ሽያጭ በተደጋጋሚ እንዲከናወን ያደርጋል					
15	ሽልማት ከታቀደው ይልቅ ከዚህ ቀደም ሲሸጥ ከነበረው መጠን ምርቱ እንዲሸጥ ያበረታታል					
V	የሽያጭ መጠን					
16	ጉርሻዎች የሽያጭ መጠን ጉልህ ምንጭ ናቸው					
17	የዋጋ ቅናሽ ወይም ተመላሽ በሽያጭ መጠን ላይ ልዩነት መፍጠር የሚችል ተፅእኖ ያመጣሉ					
18	የድህረ ገጽ ደብተር/ተቀማጭ በሽያጭ መጠን ላይ ጉልህ ውጤት አላቸው					
19	ሽልማት በሽያጭ መጠን ላይ ከፍተኛ ውጤት አላቸው					
20	የሽያጭ ማስታወቂያዎች በሽያጭ መጠን ላይ ከፍተኛ እና አፋጣኝ ውጤት አላቸው					
21	በስፖርት ውርርድ ላይ የሚሰሩ የሽያጭ ማስታወቂያዎች በሽያጩ መጠን ላይ የረጅም ዘመን ውጤት አላቸው					
22	በስፖርት ውርርድ የሚሰሩ የሽያጭ ማስታወቂያዎች በሽያጩ መጠን ላይ የአጭር ዘመን ውጤት አላቸው					