



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

**THE EFFECT OF PROMOTIONAL MIX-ELEMENTS ON SALES VOLUME: THE CASE
OF ANBESA SHOE SHARE COMPANY**

BY

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**JUNE, 2021
ADDIS ABABA
ETHIOPIA**

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ID: SGS/0438/2012A

**A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF ST.MARY
UNIVERSITY IN PARTIAL FULFILLMENT FOR THE AWARD OF THE DEGREE
OF MASTER OF BUSINESS ADMINISTRATION**

**JUNE, 2021
ADDIS ABABA
ETHIOPIA**

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BUSINESS ADMINISTRATION MBA PROGRAM

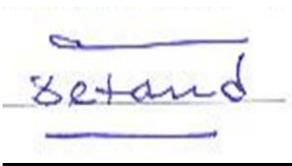
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Certification

This is to certify that Hiwot Meseret has carried out her research work on the topic entitled **the effect of promotional mix-elements on sales volume: the case of Anbesa shoe Share Company** is her original work and is suitable for submission for the award of Master's Degree in Business Administration.

Advisor: Mesfin Tesfaye (PhD.)

Statement of Declaration

I declare that **the effects of promotional mix-elements on sales volume: the case of anbesa shoe share company**. Thesis is absolutely the work of Hiwot Meseret. I have carried out the present study independently with the guidance and support of the research advisor, Mesfin Tesfaye (PhD). Also any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution. And the study has not been submitted for award of any Degree or Diploma Program in this or any other Institution. It is in partial fulfillment to the requirement of the program Master's Degree in Business Administration.

Hiwot Meseret

Date: -----

Acknowledgment

First and foremost, I would like to thank my Almighty God for his faith in my whole life. It was impossible to pass those obstacles and ups and downs without the support of him. I would also like to express my appreciation and respect to Mesfin Tesfaye (PhD) my advisor, for his invaluable, constructive comments and professional advice in the preparation of this thesis. Last but not least, my heartfelt gratitude goes to my family members and friends for their moral and material supports and engagements, without whom it would have been difficult to complete my study and thesis work.

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List of Acronyms

ASSC.....	Anbesa shoe Share Company
ANOVA.....	Analysis of variance
SD.....	Standard Deviation
SPSS.....	Statistical Package for the Social Sciences
PR.....	Public relation
VIF.....	Variance inflation Factor

Abstract

The study examined the impact of promotional mix elements exercised in Anbessa shoe Share Company on sales volume. Quantitative research approach and explanatory type of research design was used. The data required for this study has been gained from primary sources. For the purpose of this study a pre-designed questionnaire has been distributed to a purposeful sample of 222 employees of the company by using Simple Random sampling techniques. SPSS was used to process the primary data which was collected through questionnaire. A reliability Cronbach's Alpha to determine the reliability of the questionnaire as a tool to collect the necessary data was performed. Normality, linearity and multicollinearity were test. The data analysis was conducted through statistical techniques such as descriptive statistics, correlations and multiple linear regressions. A set of results has been found, and can be summarized as follows: The frequency of promotional mix elements practice in Anbessa shoe Share Company was high for advertising, personal selling, and sales promotion, while it was moderate to low for public relations and direct marketing. The relationship between independent variables is correlated with one another and with the dependent variable. There was a significant positive correlation between the five independent variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing) and dependent variable (Sales volume). Advertising has a positive strong correlation with sales volume. For sales promotion and personal selling, it has a positive moderate correlation with sales volume and for public relation and direct marketing; it has a positive but weak correlation with sales volume. There is a statistically significant effect of the following promotional mix elements: (advertising, personal selling, sales promotion) carried out by Anbesa shoe share company on sales volume. There is a statistically insignificant effect of the following promotional elements(public relations and Direct marketing) practiced by Anbesa shoe share company on sales volume reasonably those elements have significant effect on sales volume but the result indicates in contrast with the expected reason. Therefore the company should focus on better application of Advertising, personal selling and sales promotion to increase the sale volume.

Key words: Promotional mix elements (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing), Sales volume.

CHAPTER ONE

Introduction

1.1 Background of the study

Today's customer oriented market environment is characterized by a countless amount of products and brands. Globalization causes: increased competition, disappearance of national boundaries, increased customers demand, and the pressure on producers to efficiently and effectively fulfill to customer's expectations keeps increasing. For organizations to survive, these challenging conditions and to secure their growth and market share figures, proper marketing mix techniques are of greatest importance. The primary focus of this study is promotional mix elements. Though, the promotional program must be part of a practical marketing mix strategy and coordinated with other marketing activities.

The ultimate goal of any business establishment is to remain in business profitably through maximum production and high sales volume of products or services. Without best profit, a business company cannot survive in this competitive marketing environment. One of the fundamental activities in a business organization is having a well-developed marketing as well as promotional mix strategy. The critical success or failure of a business organization depends on its marketing strategies (Chelliah and Kwon, 2011).

According to Onditi, (2012) the need of promotion arises because of the presence of information gap between producers (of goods, services and ideas) and potential customers. The customers need information to be aware of the existence of substitute products, its prices, availability of supply, location, etc. Abhijit (2012) agreed that Company uses promotional tools to inform, reach and persuade the existing and potential customers to buy the product for resale or ultimate consumption.

Promotional mix elements usually are used by various organizations. Marketers use numerous tools to elicit responses from target markets. These tools are known as the marketing mix that is defined as the set of tools that a firm uses to pursue its marketing objectives in the target market (Kotler, 2000). Promotion brings an interactive dialogue between an organization and its customers and it takes place during the pre- selling, selling, consuming and post- consuming stage. Such promotional elements include: sales promotion, advertising, personal selling, public relation and direct selling. Promotion is vital element of marketing mix. In selecting appropriate promotional mix, the organizations consider the target audience, the stage of the products, life cycle, characteristics of the products, and decision stages of the products and the channel of distribution (Kotler, 2000). Promotional Mix Kotler (1995) noted that in the past, the promotional elements were regarded

as separate functions handled by experts in separate departments. The sales force designed and managed its activities independently of the advertising departments and sales promotion and public relation were often the responsibility of outside agencies or specialists. Many people have also carried out researches to find out if promotional elements have impact on sales volume. Promotion brings an interactive dialogue between an organization and its customers and it takes place during the pre-selling, selling, consuming and post- consuming stage.

The universally agreed-upon elements of the promotional mix include advertising, public relations, sales promotion, personal selling, direct marketing, (Belch & Belch, 2007:17).

Advertising is a very important component of the organization's communications strategy. Wells et al. (2006:5) describe advertising as a form of persuasive communication that is paid for and that makes use of the mass media to reach target audiences. Contemporary advertising is the persuasive, "structured and composed non-personal communication of information" about product offerings; and it is paid for by the organization (Arens et al., 2011:8). Advertising, aims to communicate specific information to a particular target audience in order to persuade the audience to react in a particular manner.

Sales promotions are often confused with advertising as they often use advertisements to create awareness of the particular promotional offer. They are characterized by the provision of some form of reward for a particular behavior; they change the perception of the value of the offering. Sales promotion is defined as all marketing actions focusing on eliciting an immediate response from the target market by offering value incentives to members of the distribution channel and/or the final consumer (Arens et al., 2011:616). Therefore, the main aim is to acquire a specific response to the offer from the target audience.

Personal selling of the promotional mix is defined by Ouwersloot and Duncan (2008:12) as person-to-person communication where the sales representative "uncovers and satisfies the needs of a customer to the mutual benefit of both." Personal selling brings the customer to the organization, and in most cases the consumer is interested in buying. The personal selling process leads the consumer through the details of the product offering and aims at closing with an actual sale of the product.

Public relations area management function aimed at managing the relationships and communication between the organization and various public groups to establish common goodwill and maintain the good reputation of the organization (Arens et al., 2011).

Direct marketing is an interactive marketing system that utilizes a variety of media to elicit a response from a database of target customers (Arens et al., 2011:596).The media used in direct marketing includes direct mail, telephone, broadcast, printed media and the Internet.

Sales Volume is the sum of a number of factors including gross sales returns and delayed billing. Sales volume is the core interest of every organization that is based on sale and profit. When the volume goes up everything is manageable (margin, profit, numerical distribution). But when the volume goes down it is difficult to manage the business parameters. The sales do not go up or down without a force behind it. The company is managing and directing its sale volume through the portfolio and channel, *Haskell (1980)*.

Relationship between promotion and sales volume

Theoretically there should be a direct relationship between promotion and sale volume. Some studies have shown that this is not always true, *Engle et al (1991)* A firm may increase on promotional activities in anticipation of an increase in sales volume, market share and profits but customers may not want to buy for one reason or another say perception of the product, place and price hence promotional activities themselves are not good enough and successful. *Weigand (1997), Kotler (1998)*. The cause could be that promotional activities form an important part of the marketing mix, though the other elements of the mix also communicate, *Smith (1983)*. The product communicate something to the customers for it to be bought, customers must see it as the right one to satisfy their needs and wants. Promotion does not have magic of selling a product that a customer may perceive to be wrong due to wrong pricing. The same goes for place, if a firm promotes a product very aggressively without making it accessible to the customers, it will be a wasted efforts and money. Therefore for promotion to have a direct relationship with sales volume the entire marketing mix must be seen by the customers as the right one. *Mc Carthy & Engle et al (1991)*.

Thus *Kotler (1998)* emphasized a strong relationship between promotional activities and sales volume. He observed that for there to be perfect performance of the product, then a combination of two or more promotional activities have to be performed and their performance should be done putting into consideration the marketing mix element so as to aid the consumer make a decision to buy or not to buy the product.

Therefore this study seeks to evaluate the effects of promotional mix elements on sales volumes in case of Anbessa shoe Share Company.

1.2 Background of the Company

Anbessa shoe is the first modern shoe manufacturing company in Ethiopia. The company was established in 1935. It has been in the shoe business for over 80 years. In 1974 Anbessa shoe was nationalized and became state owned company; after 37 years, in 2011 the company was privatized to the current shareholders; since then, the company is managed by board of directors with various experience in the business Main products of the company is Casual shoes for Gents, ladies and

children; Military and safety shoes. The Market destinations of The Company serve both the domestic and international market like USA, EU, Asia and Africa.

Mission of Anbessa Shoe Share Company

The company's mission is to add value to their livestock resource through processing natural leather in to various leather-footwear, leather-articles and leather-shoe upper that meet the requirements of both local and export market and utilize the revenue derived from it to boost profitability of the organization which in turn ensures the government its deserved dividend and provide job security for their employees.

To fulfill customer's expectations by providing a durable, fashionable and comfortable footwear and leather articles at a competitive price

Vision of Anbessa Shoe Share Company

The company's vision is to be a number one producer of high quality leather footwear and leather articles using natural leather, the latest technology and skill of the company's experienced personnel's for both local and export market.

To be globally recognized brand in footwear and leather articles by 2027

1.3 Statement of the problem

Marketing strategy is a set of specific idea and action that out line and guide decisions on the best chosen way to create distribute and promote your products and service. If the organization is not promote and announce its product and service the company loss its market share. So promotion is the back bone of running the business successfully in the current market for many local and international organization .Anbessa is one of the profit making organizations which produce different kind of shoe products. To make the profit increasing sales volume has significant role. In fact when you run a business, everything might not be easily accomplished. Marketing success is the lifeblood of any business company. Everyone knows that a promotion influences the company's ability to generate profits or to stay in business. Having goods or services of superior quality does not necessarily mean increases in sales volume. Some companies do not survive due to poor promotion strategies. Similarly, Anbessa shoe might face with some problems while practicing/implementing the promotion mix elements. This paper focuses on the effects of promotional mix elements in increasing the effectiveness of product promotion and their role to increase the sales volume. The study attempted to identify the extent to which Anbessa shoe share company use of promotional mix elements, and these

elements effect on sales volume. The problem can be expressed more clearly by asking the following research questions.

1.4 Research questions

- What is the effect of advertising in sales volume increment?
- What is the effect of personal selling in sales volume increment?
- What is the effect of sales promotion in sale volume increment?
- What is the effect of Public relation in sales volume increment?
- What is the effect of direct marketing in sales volume increment?

1.5 Objectives of the Study

1.5.1 General objective

The general objective of the study was to determine the effects of promotional Mix-Elements on sales volume: The case of Anbessa shoe Share Company.

1.5.2 Specific objectives

- To investigate the effect of advertising on sales volume of Anbessa shoe Share Company.
- To find out the effect of personal selling on sales volume of Anbessa shoe Share Company.
- To determine the effect of sales promotion on sales volume of Anbessa shoe Share Company.
- To examine the effect of public relation on sales volume of Anbessa shoe Share Company.
- To examine the effect of direct marketing on sales volume of Anbessa shoe Share Company.

1.6 Scope and Limitation of the study

1.6.1 Scope of the study

1.6.1.1 Geographical scope

This study was carried out at Addis Ababa manufacturing sector; in case of Anbesa shoe share factory. In spite of the fact that a large number of local shoe manufacturing are operating in the various localities of the country, only one manufacturing organization, i.e., Anbessa shoe share company (ASSC), is selected for the case study under consideration. The study covered the staff of ASSC. The study was done in Ethiopia located on Addis Ababa.

1.6.1.2 Subject scope

The study focused on the findings of the effect of promotional Mix-Elements on sales volume: The case of Anbessa shoe Share Company. The study focused on promotional mix elements as an independent variable and sales volume as a dependent variable in ASSC.

1.6.2 Limitations of the Study

During the study, various limitation and challenges were encountered. Among this, lack of support from respondents in filling and returning the questionnaire, the respondents took so much time to send back the questioner and that brought lag of time in finalizing the study. Absence of keeping promises and providing information required at the right time from the side of the management were some of the limitations that the researcher faced.

1.7 Significance of the study

The paper is significant because it enables one to know the impact of promotional Mix-Elements on sales volume of the study organization and help managers in identifying the gap which needs to be bridged and also in their decision making and other concerned body and stakeholders of organization. Hence, the expected output of the study is believed to motivate and guide managers of the study organization in particular and shoe manufacturing in general to work on the identified need gaps on a consistent way so as to ensure their survival and sustainable success of their interventions. Besides to this, the result of the study is also enhance the need for further investigations on the subject, and in turn provide the initial information required for conducting more comprehensive and inclusive studies on the issue under consideration and those other related aspects of impact of promotional Mix-Elements on sales volume. Depending on this the papers create the following significant.

- ✓ It helps the company to enhance its effective usage of promotional mix-elements to increase sales volume in relation to other competitive shoe company.
- ✓ It helps any researcher who is interested to study similar and related topics.

1.9. Organization of the paper

The research paper contained five chapters. The first chapter contained the introduction part, the second chapter contained the review of literature, the third contained research design methodology, Analysis interpretations of data were included in the fourth chapter, and the fifth chapter given the main findings, conclusion and recommendation. Finally Reference and Appendices are attached.

CHAPTER TWO

Review of related literature

2.1. Theoretical review literature

2.1.1. Definitions of promotional mix elements

Promotional Mix According to Swastha and Irawan (2008), promotional mix is information flows or one way persuasion which directing someone, people, or organization to make a demand. Promotional mix is used to expand and penetrate the market, build the company's image, provide information, increase and stabilize sales, add value to product and differentiate the products (Williamson, 2012). Tanner and Raymond (2012) declare that there are several factors that might influence selection of promotional mix such as budget, product life cycle, product and type of purchase decision, target market characteristics and consumer's readiness to purchase, what way consumer wants to be reached, the regulations, competitors and environmental factors and the last is the availability of media. In order to be able to market the product, budget that available in the firm should be considered. Budget that is available could influence number of people who got influence by the promotion and how often the promotion influences the people. Furthermore, each product that usually has different life cycle, thus it will result in different promotion. Products that have high quality or require technical procedure should be promoted by personal selling, thus customer will be more understand on how to operate and maintain the products. At last, a company could use all kind of media for one product at the same time. According to Tanner and Raymond (2012), promotional mix consists of Five variables, there are; firstly, advertising is an activity that involves identification spreading of a brand using different medium at the same time during the promotion period. Secondly, personal selling is an activity that involves interaction between buyers and seller. Thirdly, sales promotion which has to be done in order to get quick response, huge number of sales and repeating purchases. Fourthly, Publicity is a way to promote and improve image of a company by putting positive perception by public relations. The last, is direct marketing which involves the delivering of personal promotion material directly to individual customer through mail, catalogs, internet, e-mail, telephone, or direct response advertising Internet Marketing.

2.1. 1.1Advertisement

Advertising is basically a form of non-personal communication which the different organizations used to promote their products, services, ideas, commodities, goods and different brands. Different media channels are used to promote these brands and service. TV, radio, internet, websites and print media are important sources to create the awareness among the people of target market through advert

(Prasanth and Jeevanandham 2014). TV advertising is stated as the king of all advertising tools. TV is the most popular source of media channel in all types of target market. The advertising through TV is done through using the mix different colors, voices, songs, jingles, emotional messages and slogans etc. All these components influence the consumer perception and its buying behavior powerfully (Clarke 2005). Advertising is the most important component of 4P's. Advertising creates the more awareness as compare to other mass media communication tools like sales promotion, personal selling and public relations etc. Out of all media channels, TV are the most advertising tools which influence the buying behavior of all customers either they are potential or regular users of the product (Amin and Bashir 2014). It is seen that the consumers are not only conscious to the price strategies or the product quality of a company, but they are also sensitive to different advertisement techniques used by the organization to influence the perception. The rapid technology development and the rise of new media and communication channels tremendously changed the advertisement business landscape. However, the growing need on internet as the final source information and communication, make it a leading advertisement platform. The opening of online advertising was in 1994 when Hot Wire sold first Banner on the company's own site, and soon online advertising evolved to become a key factor in which companies achieve reasonable returns for their products and services of consumers (Hall 2004). Consumer perception about any brand is generally influenced by the different media advertising tools. The communication through the media advertising is considered as most important instrument to determine the perception of consumers about a product or service. A level is developed to measure the use of advertisement having seven indicators. Price of the product and the quality perceived by consumer about the product is considered two major indicators (Karunanithy and Sivesan 2013). Advertising is most necessary tool to create awareness, loyalty and long term relation with customer (Ambler2000) quality the product advertised the present research paper is focus on the impact of advertising on consumer's buying behaviors. Brand image, persuasiveness and celebrity endorsement in the advertising are the key factors, which raise the consumers' intention towards the product and buying behaviors. The buying behavior is influenced by image of the product which is built by the advertisers.

2.1.1.2 Personal selling

Personal selling is a major element in the marketing communication program of a business firm. Increasing sales force productivity is a major concern for modern organizations. The role of selling has become increasingly analytical, and it is a central topic on the agenda of senior management in business markets (Terho, Eggert, Haas, & Ulaga, 2015). It is related to multiple variables, such as the working environment and morale. The majority of research to date on personal selling, incentives and

motivation has empirically examined this construct, and some studies develop theoretical frameworks and measurement tools. Great efforts have been made to understand the input variables that help to have committed salespeople who can perform in a proper way. Among these, we can mention several: compensations, sales contests, managers and leaders, sales force control, the ethical climate, and morale. At the same time, we can mention that academia has made a great effort to study output variables such as exhaustion and turnover. Currently, there does not exist a comprehensive summary of empirical studies exploring how motivation and incentives in organizational settings affect salespeople. Personal offering

Individual offering is vis-à-vis or balanced correspondence between the merchant or moderator of the association and the customer. Individual offering assembled the immediate connection between the seller and the buyer. It is a standout amongst the most expensive and compelling devices of special blend (Prasanth and Jeevanandham 2014). Individual offering is the individual to individual correspondence between the buyer and seller. The significant goal of the individual offering is to drive the purchaser to purchase an item, giving the full data to the customer and to make the mindfulness. In spite of the fact that the individual offering, the criticism of the buyer may likewise be noted for facilitate procedures (Kazmi and Batra 2009). Individual gatherings, electronic sends, and the showcasing through phone calls are some essential instruments for individual offering. Through the individual offering, the seller can comprehend the standards, traditions, characteristics and estimations of the objective buyer. So dealer will give those advantages in item which will impact the purchaser recognition and its purchasing conduct (Homer 2006).

2.1.1.3 Sales promotions

Before going further, it is useful to define sales promotions. Blattberg and Neslin (1990)

Define a sales promotion as “an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm’s customer.” There is also an important distinction between sales promotions and a permanent price reduction. Sales promotions are temporary and a “call-to-action.” If customers do not take advantage of promotions within specified time frames, they will lose the benefit offered by the promotions. Sales promotions are almost always combined with some type of communication (e.g., a retailer ad) that the price is reduced and that the time period is limited (price is reduced only up to some point in time). Long-term price reductions may be accompanied by a price reduction signal (e.g., Walmart rollbacks in the US) but the time period is “until further notice.” A consumer can wait to make a purchase when price is reduced without a time limit with the only risk being that the consumer may not accurately estimate when before going further, it is useful to define sales promotions. Blattberg and Neslin (1990) define a sales promotion as “an action-focused

marketing event whose purpose is to have a direct impact on the behavior of the firm's customer." There is also an important distinction between sales promotions and a permanent price reduction. Sales promotions are temporary and a "call-to-action." If customers do not take advantage of promotions within specified time frames, they will lose the benefit offered by the promotions. Sales promotions are almost always combined with some type of communication (e.g., a retailer ad) that the price is reduced and that the time period is limited (price is reduced only up to some point in time). Long-term price reductions may be accompanied by a price reduction signal (e.g., Walmart rollbacks in the US) but the time period is "until further notice." A consumer can wait to make a purchase when price is reduced without a time limit with the only risk being that the consumer may not accurately estimate when before going further, it is useful to define sales promotions. Blattberg and Neslin (1990) define a sales promotion as "an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm's customer." There is also an important distinction between sales promotions and a permanent price reduction. Sales promotions are temporary and a "call-to-action." If customers do not take advantage of promotions within specified time frames, they will lose the benefit offered by the promotions. Sales promotions are almost always combined with some type of communication (e.g., a retailer ad) that the price is reduced and that the time period is limited (price is reduced only up to some point in time). Long-term price reductions may be accompanied by a price reduction signal (e.g., Walmart rollbacks in the US) but the time period is "until further notice." Sales promotions are, traditionally, defined in the most textbooks as activities such as deals, discounts, coupons, loyalty programs, refunds, contest, sampling and special displays that are encouraging the target audience to act in a particular way by reducing the perceived value of the product being promoted usually to achieve short term goals (Fill, 2006; Pickton and Broderick, 2001). According to Institute of Sales Promotion (2004; cited in Yeshin, 2006, p1), sales promotion is defined as ' a planned and implemented marketing activity that both enhances product and service appeal and changes customer behavior positively in return for an additional benefit for purchase or participation.' Lamb et al. (2004, p323) also interpret sales promotion as 'generally a short run tool used to stimulate immediate increase in demand'. Most definitions underpinned the immediate encouragement to buy the product and service at the time. Nevertheless, the definitions do not convey the same message whether it has short term or long term effects. Most of the definitions above agree that sales promotion is a short term tool. Similarly, Shimp (2000, p508) considers that sales promotion has a short term nature by stating that 'in contrast to advertising, which typically, though not always, is relatively long term in orientation and best suited to enhancing buyer attitudes and augmenting brand equity, promotion is more short-term oriented and capable of influencing behavior (rather than just attitudes or intentions).' Fill (2006, p635) is another supporter of this school of thought. He believes that 'just

as advertising seeks to work over the long term, sales promotion can achieve short term upward shifts in sales.’ When comparing advertising and sales promotion, Kotler (2008, p85) underlined that ‘whereas advertising offers a reason to buy a product or service, sales promotion offers reasons that would achieve immediate sale.’

However, Yeshin (2006) opposes to the views stated above and claims that objectives of sales promotion have dramatically changed in recent years. Wilmschurt and Macay supported Yeshin (2006) by stating that ‘companies have increasingly realized, however, that whilst sales promotion has tactical uses it has strategic implications’ (2002, p211). According to Gupta et al. (1997 cited in Yeshin, 2006), many empirical researches have focused on identifying short-term effects of sales promotion. Thus, most practitioners and, in particular, academics failed to see long term effects of sales promotion. Schultz et al. suggested that sales promotion can be strategic by stating ‘sales promotions are marketing and communications activities that change the price / value relationship of a product or service perceived by the target, thereby generating immediate sales and altering long – term brand value’ (1998, p7). Kotler and Armstrong (2008, p502) suggest that ‘in general, rather than creating only short term sales or temporary brand switching, sales promotions should help to reinforce the product’s position and build long term customer relationship.’ In addition, they (Kotler and Armstrong, 2008, p.502) claim that ‘if properly designed, every sales promotion tool has the potential to build both short term excitement and long term consumer relationship.’ Mullin and Cummins (2008) believe that a good sales promotion should prompt a customer to consider a product or service and help them to make a decision after the promotion campaign. Brassington and Pettitt’s (2003, p720) definition covers all the characteristics of sales promotion. They believe sales promotion is ‘a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. This extra value may be of a short-term tactical nature or it may be part of a longer term franchise building programmed. Finally, Boone and Kurtz (2001, p509) noticed the shift in the usage of sales promotion in recent years by stating that ‘today, however, marketers recognize them as integral parts of many marketing plans, and the focus of sales promotion has shifted from short-term to long-term goals of building brand equity and maintaining continuing purchase.’ They supported their argument with frequent-flyers programs that can create a base of loyal customers. It should be noted that sales promotion is a great tool to get immediate affects. However, sales promotion’s capability of creating a long term affects should not be ignored.

2.1.1.4 Public Relation

Public Relation exercises enable the association to position its items and administrations in the objective to showcase. Fundamentally the goal of the advertising is to make the mindfulness and the great picture about the items and administrations of the organization. In advertising, exposure is the real apparatus which is utilized by various associations (Prasanth and Jeevanandham 2014). Through advertising, associations refresh their objective market about its new items, administrations, arrangements and the rebate crusades and so on. Associations utilize diverse news discharge, declaration and the announcements to investigate data and pass on messages to their objective market about the organization's strategies, operations, items, accomplices, offices, administrations and incomes created by the organization (Weitz 1979). Advertising are an endeavor to deal with the stream of data about the organization items, administrations and strategies to the objective market. It is viewed as that the general population connection is most dependable information hotspot for the clients about the diverse items and administrations propelled by the organization. A wide range of associations benefit or non-benefit is utilizing the advertising to impact the shopper purchasing conduct and the buyer recognition about the association (Goffman 2009). Advertising is for the most part connected with correspondence exercises intended to art and protect an association's picture and associations with its publics. As of late, the part of hierarchical advertising has extended as prove in the obscuring of the once exact limits between advertising, promoting, and showcasing correspondence exercises. The merging of these correspondence exercises are because of a developing business condition described by lost investor esteem and declining client certainty and authoritative support which, thusly, has driven numerous associations to reconsider their center correspondence procedures and methods for getting things done. (Baltimore, Baskin, Heisman, and Thoth, 2009, p. 383). This correspondence union including advertising by corporate belt fixing because of the current financial subsidence. For instance, American Airlines, one of the world's biggest air bearers, trusts that advertising can expand contracting promoting spending plans in tight financial circumstances (Bush, 2009). Advertising is utilized for although advertising is utilized for a wide assortment of purposes in authoritative correspondence that of the portrayal of the association, its objectives, and its self-comprehension has been progressively persuasive with publics (Frederickson, 2009). This has turned out to be progressively vital given the commercial center change to a purchaser driven, discussion economy described by two-route (rather than one-path) discussion amongst buyers and between the shopper and the association. Also, there is expanding social awareness among buyers who now put more significance on what an association is about instead of essentially what that association creates as administrations or items. Additionally, across the board buyer doubt and loss of customer trust and

certainty driven by occasions of the previous decade have constrained organizations to overhaul their showcasing and publicizing correspondence techniques.

2.1.1.5 Direct Marketing

Coordinate advertising is additionally called client centered showcasing. Goal of the association is to specifically concentrate on the client, understanding its needs and needs and gave that him the item as indicated by the will of the client. So it is tweaked advertising apparatus. Phone calls, sends by means of web, sites, online ad and the show of items are some critical instruments for coordinate showcasing (Stone and Jacobs 1988). Philanthropic associations for the most part utilize the immediate showcasing to focus on their clients. The real device which is utilized for the immediate showcasing is sending content to client through cell mobiles telephone. Coordinate show casing is completely in view of the criticism of clients. The seller gives full data about the item or administration and tries to produce a positive reaction from shopper (Brinson, Lee et al. 2011). Through the immediate showcasing, the estimation of results is mandatory. Various associations are utilizing the web for the estimation of results and reactions produce from the objective market clients. For this target, the limited time material is being transferred on a particular site and the guests are requested to give the particular reaction in the wake of going to the notice (Smith, Dinev et al. 2011).

2.2. Empirical review literature

Drucker (1999) noted that marketers use numerous tools to elicit response from the target markets. These tools include: Place, Price, Products and Promotions also referred to as 4Ps of marketing (McCarthy, 1996). Marketing mix decisions must be made for influencing the trade channels as well as the final consumers and in return sales. Typically a firm can change any of the marketing mix to achieve the desired response from the potential buyers. For instance, a firm can change its price, sales force size and advertising expenditures in the short run. It can develop new products and modify its distribution channel only in the long run. Kotler (2000) indicated that the 4Ps represent the sellers' view of the marketing tools available for influencing buyers. From the buyers' point of view, each marketing tool is designed to deliver a customers' benefit. Lauter (1990) suggested that the seller's 4Ps correspond to the customer's four Cs that include: customer solution, cost, convenience and communication. Winning companies will be those who can meet customer needs economically and conveniently and with effective communication. Marketing mix is a controllable factor that the marketing manager can take to solve a marketing problem (Bekowitz et al., 1997).

Promotional elements

Bekowitz et al. (1997) defined promotion as a means of communication between the seller and buyer. To communicate with consumers, a company can use one or more of the promotional alternatives that

is personal selling, advertising, sales promotion and public relation. Fische (1996) noted that three of these elements, which include advertising, sales promotion and public relation, are often said to use mass selling because they are used with groups of prospective buyers. In contrast, personal selling uses person-to-person interaction between a seller and a prospective buyer. Personal selling activities include face-to-face, telephone and interactive electronic communication.

Advertising

Benette (1995) defined advertising as any paid form of non-personal communication about an organization, a good, service or an idea by an identified sponsor. The paid aspect of this definition is important because the space for the advertising message normally must be bought. The non-personal component of advertising is also important as it involves mass media such as (TV, Radios and Magazines) which are non-personal and do not have an immediate feedback loop as does personal selling (McCarthy, 1996) There are several advantages to a firm using advertising as its promotional mix. It can be attention getting. A company can control what it wants to say and to whom the message is sent. It also allows the company to decide when to send its message to all receivers in a market segment. Most firms concentrate on product advertisement and institutional advertisement as explained below.

Product advertisement: This is focused on selling a good or service. It is used in the introductory stage of the product life cycle. Pioneering advertisement tell people what a product is, what it can do and where it can be found. Basically, it informs the target market about the product. Comparative advertising shows one brand's strength relative to those of competitors. It also attracts more attention and increases the perceived quality of the advertiser's brand. Reminder advertising is used to reinforce a previous knowledge of product. It is good for products that have achieved a well-recognized position and are in a mature phase of their product life cycle. It also ensures current users that they made the right choice.

Institutional advertisements: This builds goodwill or an image for an organization rather than promoting a specific good or service. Four alternative forms of institutional advertisements often used, which, include advocacy advertisements, which states the position of a company on an issue, secondly, is pioneering institutional advertisement, which are used for announcement about what a company is, what it can do, or where it is located, third is competitive institutional advertisement, which promotes the advantages of one product class over another and are used in markets where different product classes compete for the same buyers and lastly reminder institutional advertisement, which brings the company's name to the attention of the target market again. The advertisement decision process is divided into developing, executing and evaluating the advertisement program. In developing the advertising program, a firm identifies the target audience, that is, group of prospective buyers toward

which advertising program is directed. It also needs to specify the advertising objective. The objectives should be designed for a well-defined target audience, be measurable and cover a specified time period (Magid and Loorsh, 1990). Kotler (1995) stresses that the firms also need to set budget though; there is no precise way to measure the exact results of spending advertising dollars.

Sales promotion

Sales promotions attempt to turn positive attitudes into behavioral responses, such as product trials, repeat purchases and increased product usage (O'Guinn et al., 2009:563). Trade promotions focus on distribution channel members. These promotions may include contests, trade allowances, point-of-purchase displays, training programmers, trade shows and co-operative advertising. Promotions aimed at consumers include a wide variety of incentives, such as samples, coupons, premiums and bonus packs. Other consumer promotions incorporate contests, refunds or rebates, price-offs and loyalty programmers (Belch & Belch, 2007:508).

According to Keller (2008) sales promotion can be defined as short term incentives to encourage trial or usage of a product or service. Whole Kohler (2002) provides various reasons for sales promotion, he says that sales promotions to end customers increase short term sales and help building long term relationships, while trade promotions aimed on distributors and retailers so that they buy large volumes and advertise the product more. Similarly The American Marketing Association (AMA) defined it as, sales promotion is a non-media marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand or improve product quality.

The major techniques of sales promotions

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

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

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

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

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

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

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

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

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

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

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

Premiums or bonus packs: are defined as a sales promotion technique offering items, either free or at a small cost, as an incentive for consumers to purchase a product (Pride & Ferrell, 2010). Premiums

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

Premiums are used to entice consumers to buy immediately (Belch & Belch, 2012), reinforce the consumer’s purchase decision, induce trial for new or improved products, increase consumption, encourage repeat purchase (Shimp, 2010) and persuade consumers to switch brands (Lamb et al., 2010).

Rebate: are popular with both consumers and the manufacturers that provide them. When you get a rebate, you are refunded part (or all) of the purchase price of a product back after completing a form and sending it to the manufacturer with your proof of purchase. The trick is completing the paperwork on time. Many consumers forget or wait too long to do so. Consequently, they do not get any money back. This is why rebates are also popular with

Manufactures Rebates sound great to consumers until they forget to send it back (Belch & Belch, 2012).

Fairs and exhibitions: Trade shows, fashion shows or parades, fairs and exhibitions are important technique/tools of sales promotion. They provide a forum for the exhibitions or demonstration of products. Free literature can be distributed to introduce the firm and its products to the public. Fairs and exhibitions are organized usually by big firms or trade associations. At these fairs and exhibitions, business firms are allotted stalls wherein they display their products. Fairs and exhibitions have wide appeal as several people visit there. Customer can be attracted through gifts, special concessions and free demonstrations of technical and specialty products. They provide an opportunity to the visitors to observe the competing products and help to promote sales. (Gednek et al. 2002).

Personal selling

Personal selling is a strategy that salespeople use to convince customers to purchase a product. The salesman uses a personalized approach, tailored to meet the individual needs of the customer is given the opportunity to ask questions, and the salespersons, and the salesperson addresses any concerns he has about the product (Owomoyela et al, 2013). Personal selling is where businesses use people (the sales force) to sell the product after meeting face-to-face with customer. The sellers promote the product through their attitude, appearance and specialist product knowledge. They aim to inform and encourage the customer to buy, or at least trial the product. Personal selling is the most expensive form of advertising and to be effective one should use a step by step process to gain the most benefit. The personal selling process consists of 5 stages:

1) Prospecting - The process of looking for and checking leads or determining which firms or individuals could become customers.

2) Pre-approach - This stage involves the collecting of as much relevant information as possible prior to the sales presentation. The pre-approach investigation is carried out on new customers but on regular customers.

3) Approach - This is done using the product's features and advantages i.e. the physical characteristics such as size, taste etc. The salesperson should always focus on the benefits for the customer.

4) Sales Presentation - After the prospects interest has been grasped, the sales presentation is delivered. It should be done in a relaxed atmosphere to encourage the prospect to share information in order to establish requirements. This involves a persuasive vocal and visual explanation of a business proposition.

5) Follow-Up - The sale does not complete the selling process. Follow-up activities are very important and are useful for the establishment of long-term business relationships. It is important to check if the products have been received in good condition, to establish the customer is satisfied etc.

Public relation

The concept of public relations is very important promotion tool for business organizations because positive relations built with the public can directly and indirectly affect the business organization activities. Public relations is the process of "building good relations with the firm's various publics by obtaining favorable publicity, building up a good corporate image, and handling off unfavorable rumors, events and stories" (Bernays, 1955).

Brassington and Pettit (2000) posit that the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation.

Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market (Brassington, 2000). Meidan, (1996) states that another part of public relations is the publicity gained through magazines. It is seen as a vital part of maintaining the firm's image and of communicating its message to its customers, investors and the general public. A positive perception of a company or non-profit can increase its sales and improve its bottom line. Public relations build up credibility and boost an organization's credibility because it will operate through trusted intermediaries. Again, these intermediaries communicate to a certain audience which looks to them to filter out all nonsense.

Public relations follow four-step process which includes; researching, to strategize and plan implementation, to execute and communicate to public, and to evaluate the process.

Direct marketing

Aaron Montgomery Ward (1843-1913), regarded as the first of the consumer goods catalogers, started his catalog business in 1872. These catalogs had a liberating effect on 19th-century consumers. Another successful cataloger, L. L. Bean (1872- 1967), mailed his first single-sheet flyer advertising his Maine hunting boots. Another landmark in direct marketing occurred in 1926, when copywriter John Caples (1900-1990) wrote a direct-response advertisement for a music correspondence school. The development in postal system allowed direct-mail companies to operate on a national basis. Lester Wunderman Coined the phrase “Direct Marketing” in a 1967 speech at the Massachusetts Institute of Technology, a private research university located in United States of America. Wunderman is considered by many to be the Father of direct marketing. At the beginning of the 21st century, the field was entirely dependent on computers that facilitated the development of enormous databases as well as the collection of consumer’s data. Armed with those data, advertisers were able to target audiences more effectively and track responses with precision and can send out literature directly to a list of prescreened individuals through different sources in present digital scenario.

Major forms of direct marketing

Direct mail:-Direct mail is posted mail that advertises about business and its products and services. There are several different types of direct mail (e.g. catalogues, postcards, envelope mailers). Direct mail campaigns are usually sent to all postal customers in an area or to all customers on a marketing list.

Telemarketing:-Telemarketing involves contacting potential customers over the phone to sell products or services. It is capable of generating new customer prospects in large volumes and is also a useful tool for following up on direct marketing campaigns.

Email marketing:-Email marketing is a simple, cost-effective and measurable way of reaching customers. It can include newsletters, promotional emails to generate new leads or offers for existing customers, or advertisings that can appear in other business's emails.

Text (SMS) marketing:-Text messaging allows businesses to reach individual customers and send messages to large groups of people at a low cost. Many leading business firms send short message service (SMS) to customer’s sales alerts, links to website updates, appointment or delivery reminders.

Leaflet marketing using letterbox drops and handouts:-Distributing well-designed leaflets or flyers through letterbox drops and handouts can work well for a local business whose products or services appeal to a broad audience. It is a simple, inexpensive and effective way of reaching customers, although it is a less targeted form of direct marketing. Social media marketing:-Social media can be

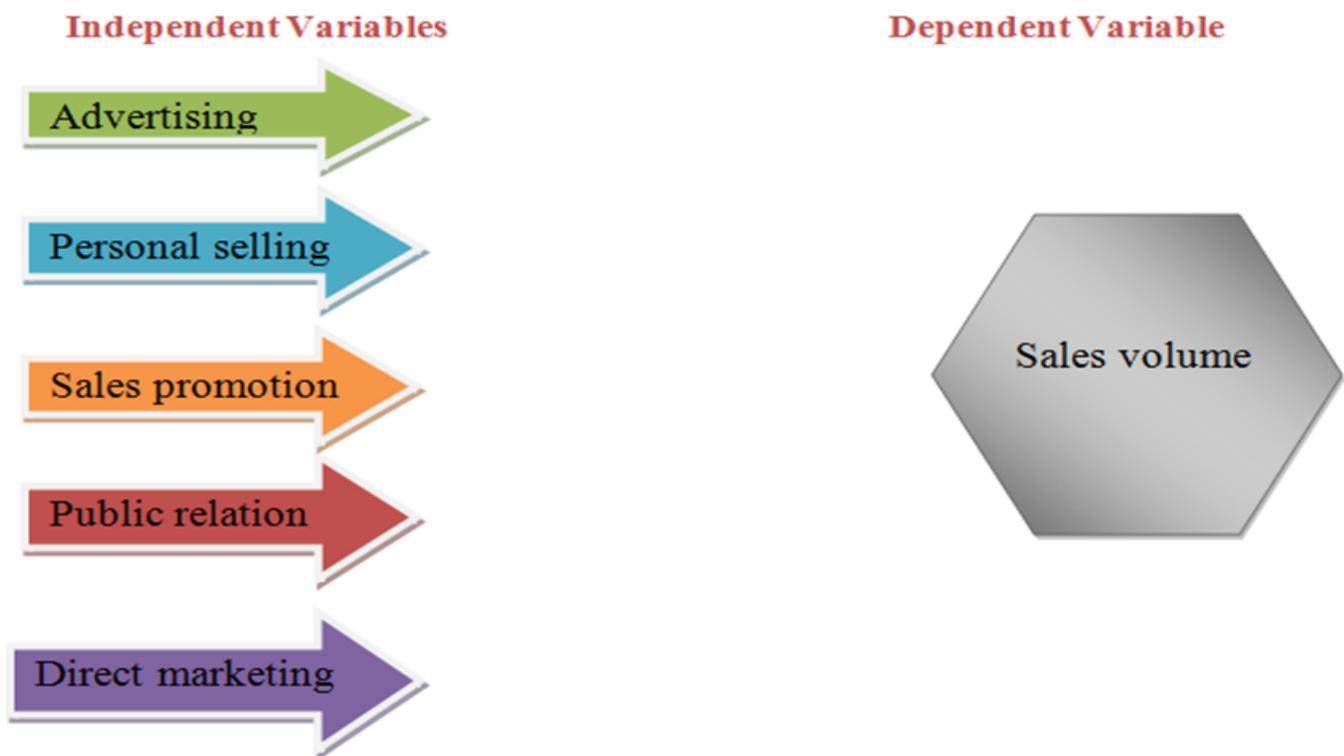
used effectively as a marketing tool for business as it gives the opportunity to interact directly with customers and regularly share relevant product or service information. Social media platforms also make it very easy for customers to share the content with their entire network, increasing the firms reach exponentially.

Direct response marketing:- Direct response marketing is meant to compel people to take an immediate action from an advertisement while offering a measurable response from that action. These advertisements are given in print and electronic medias.

Kiosk Marketing:- Kiosks are machines kept in shopping malls and other such places by organizations to spread the information and generate orders from customers who visit such malls. The objective of the campaign was to create awareness about the product among the target consumers, mainly the households.

2.3. Conceptual frame work

FIGURE 1 CONCEPTUAL FRAME WORK OF THE STUDY



Source (Belch, 2007)

2.4 The Main Hypothesis

Ho: The promotional mix elements: advertising, personal selling, sales promotion, public relations and direct marketing practiced by ASSC have no significant effect on sales volume.

Ha: The promotional mix elements: advertising, personal selling, sales promotion, public relations and direct marketing practiced by ASSC have no significant effect on sales volume.

2.4.1 The First Sub-Hypothesis

Ho1: Advertising practiced by ASSC has no significant effect on Sales volume.

Ha1: Advertising practiced by ASSC has significant effect on Sales volume.

2.4.2 The Second Sub-Hypothesis

Ho1: Sales promotion practiced by ASSC has no significant effect on Sales volume.

Ha1: Sales promotion practiced by ASSC has significant effect on Sales volume.

2.4.3 The Third Sub-Hypothesis

Ho1: Personal selling practiced by ASSC has no significant effect on Sales volume.

Ha1: Personal selling practiced by ASSC has significant effect on Sales volume.

2.4.4 The Fourth Sub-Hypothesis

Ho1: Public relation practiced by ASSC has no significant effect on Sales volume.

Ha1: Public relation practiced by ASSC has significant effect on Sales volume.

2.4.5 The Fifth Sub-Hypothesis

Ho1: Direct marketing practiced by ASSC has no significant effect on Sales volume.

Ha1: Direct marketing practiced by ASSC has significant effect on Sales volume.

CHAPTER THREE

Research Design & Methodology

This chapter presents details of the research design and methods. This includes the, research Approach, Research design, target population sampling technique and size, data collection questioner design, data process, methods of data analysis, instrument development, design of the instrument assumption of normality, assumption of linearity, and assumption of multicollinearity at the end ethical consideration was presented.

3.1 Research approach

There are two methods that provide in the research method such as Quantitative and Qualitative, where one of them is not better than the others, all of this depends on how the researcher want to do a research of study (Ghauri and Kjell, 2005). Quantitative method is study involving analysis of data and information that are descriptive in nature and qualified (Sekaran, 2003). A quantitative approach is one in which the investigator primarily uses positive claims for developing knowledge, i.e., cause and effect relationship between known variables of interest or it employs strategies of inquiry such as experiments and surveys, and collect data on predetermined instruments that yield statistics data (Creswell, 2003). To achieve the aforementioned objectives, the study adopts a Quantitative research approach.

3.2 Research Design

Research design is the master plan for collection and analysis of data which aids in answering the research questions. Research design is the general plan of how the researcher is goes about answering research questions. It specifies the sources from which the researcher intends to collect data, measurement and analysis of data, (Saunders, Lewis and Thornhill, 2009). The research design employed in this paper was explanatory type of research design.

3.3 Population

The target population in this study was the employees of Anbesa shoe Share Company.

3.4 Sampling Technique

Convenience sampling was used to get information from Anbesa shoe Share Company. Convenience sampling is a type of non-probability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure. Non probability sampling does not involve known nonzero probabilities of selection. Rather, subjective

methods are used to decide which elements should be included in the sample. In no probability sampling, the population may not be well denned.

3.5 Sampling Size

In this study the total population was 500 formally permanent employees. The sample of this research is calculated by using Taro Yamane (Yamane, 1973) formula with 95% confidence level. (According to 500persons from the data of Anbessa shoe Share Company.) The calculation formula of Taro Yamane is presented as follow

$$n = \frac{N}{1 + N(e)^2} \quad n = 500/1+500(0.05*0.05) = \underline{\underline{222}}$$

n=Sample size

N=Total population size

e=Level of precision

According to this 44 % of from the total population has been used as a sample.

3.6 Data Collection

For the proper achievement of the objectives of the study; the researcher was used primary data source. Primary data was collected using questionnaires. 222 Questionnaires were distributed to the employees of ASSC.

3.7. Instrument Development

The layout of the questionnaire kept very simple to encourage meaningful participation by the respondents. The questions kept as concise as possible with care taken to the actual wording and phrasing of the questions. The reason for the appearance and layout of the questionnaire are of great importance in any survey where the questionnaire is to be completed by the respondent.

Basically, the instrument was developed based on the objectives of the study and research questions. The principles of questionnaires such as, use simple and clear languages, statements wear not too long and used of appropriate punctuations is also considered when developing the instrument.

3.8. Data Processing

The methods of data processing in this study were manual and computerized system. In the data processing procedure editing, coding, classification and tabulation of the collected data was used. During data clean-up the collected raw data will be edited to detect variation, errors and omissions in responses and checked that the questions was answered accurately and uniformly. After this, the process of classification or arranging large volume of raw data into classes or groups on the basis of common characteristics was applied. Data having the common characteristics placed together and in

this way the entered data will be divided into a number of groups. Finally, tables were used to summarize the raw data and displayed in the form of tabulation for further analysis.

3.9 Method of Data Analysis

The data that is gained from the questionnaires were analyzed and interpreted using statistical package for social science (SPSS). As result, descriptive and inferential analyses were conducted by employing different methods. In descriptive statistics mean values, frequencies and standard deviations of the respondent's answers were calculated. In inferential statistics Multiple regressions and correlation analysis was also used to analyze the impact and the relationship between the dependent and independent variables.

3.10 Design of the Instruments

The instrument was designed in such ways that can strength the viability of the study. The Questionnaire was designed in English language.

3.11 Instruments Reliability and validity

3.11.1 Instruments Reliability

Reliability refers to the absence of random error, enabling subsequent researchers to arrive at the same insights if they conducted the study along the same steps again; Yin, R. K., (2003). To increase the reliability of the survey, the researcher do its own efforts. The Cronbach's alpha result is greater than 0.7, revealing adequately reliability.

3.11.2 Instruments validity

A pilot study was conducted to refine the methodology and test instrument such as a questionnaire before administering the final phase. the respondents for pilot test was 15 (fifteen) Questionnaires was distributed and filled before by potential respondents to make the data collecting instruments objective, relevant, suitable to the problem and reliable Issues raised by respondents were corrected and questionnaires were refined. Besides, proper detection by an advisor will be also taken to ensure validity of the instruments. Finally, the improved version of the questionnaires was printed, duplicated and dispatched. The instruments selected help to show the The effects of promotional Mix-Elements on sales volume: The case of Anbesa shoe Share Company.

3.12 Ethical Consideration

The study considers ethical issues. When distributing questionnaires to the employees of the company letter of approval from the school were shown and permission was asked to fill the questionnaires. Respondents were not asked to write their name in order to increase the confidentiality of the

information they give. And also the questionnaire explains that the purpose of research was for academic purpose.

CHAPTER FOUR

Data Presentation, Analysis and Interpretations

4.1 Demographic Characteristics of the Respondents

A total of 222 questionnaires were distributed and 222 usable questionnaires were collected. The collected data were analyzed with the statistical package for social science (SPSS). The following table presents frequency statistics of demographic variables.

4.1.1 Gender Characteristics of the respondents

Table 1 Gender Characteristics of the respondents

	Frequency	Percent
Male	122	55.0
Female	100	45.0
Total	222	100.0

Source: Computation from the Survey data (2021)

The frequency statistics which have been used to analyze the demographic characteristics of the respondents tell that the majority of the respondents are male which represents 122 (55.0%) out of the 222 questionnaire collected. The rest of 100 respondents which represent (45.0%) are female.

4.1.2 Age of the respondent

TABLE 2 AGE FREQUENCY

	Frequency	Percent
20-29	123	55.4
30-39	61	27.5
40-50	29	13.1
Above	9	4.1
Total	222	100.0

Source: Computation from the Survey data (2021)

When looking the age structure of the respondents of the study 123 respondents (55.4%) are found to be in the range of 20-29 years old. The second respondents of the study 61 respondents (27.5%) are found in the range of 30-39 years old of the age structure. The third respondents of the study 29 respondents which represent (13.1%) are between 40-50 years old. The remaining 9 respondents which

represent (4.1%) are above the age of 50. From the above results we conclude that majority of the respondent are the working age and they are more vulnerable for the sales promotion strategy and sales performance of the company.

4.1.3. Educational Level of the Respondent

Table 3 Educational Level of the Respondent

	Frequency	Percent
Secondary school	16	7.2
Diploma	95	42.8
Bachelor degree	72	32.4
Master degree	30	13.5
Others	9	4.1
Total	222	100.0

Source: Computation from the Survey data (2021)

Regarding the educational level of the respondents, as it is showed in the above table, 16 respondents (7.2%) are Secondary school, 95 respondents (42.8%) are diploma, 72 respondents (32.4%) are Bachelor degree and the remaining 9 respondents (4.1) are holder of other.. From the above table we can conclude that majority of respondents have a good educational background.

4.1.4 Work experience of the respondents

TABLE 4 WORK EXPERIENCES OF THE RESPONDENTS

	Frequency	Percent
0-5 year	77	34.7
6-10 year	97	43.7
Above 10 years	48	21.6
Total	222	100.0

Source: Computation from the Survey data (2021)

Regarding the work experience of the Respondents, as it is showed in the above table, 77 respondents (34.7%) have 0-5 years experience, 97 respondents (43.7%) have 6-10 years experience, the remaining 48 respondents (21.6%) have above 10 years' experience. From the above table we can conclude that majority of respondents have a good work experience.

4.1.5 Monthly income of the Respondents

TABLE 5 MONTHLY INCOMES OF THE RESPONDENTS

	Frequency	Percent
Below 2000	39	17.6
2001-3000	53	23.9
3001-4000	62	27.9
Above 4001	68	30.6
Total	222	100.0

Source: Computation from the Survey data (2021)

Eventually, 39 respondents of the study monthly income is below 2000 birr per month which represents 17.6%, respondents monthly income in average of 2001-3000 birr is 53 respondents which accounts 23.9%, 62 respondents monthly income in the range of 3001-4000 birr accounts 27.9% and the remaining 68 respondents which representing 30.6% will earn above 4001 birr per month. From the above table we can conclude that most of the respondents have a good salary.

4.2 Frequency of promotional mix elements of ASSC

The research identified the degree of promotional mix elements practice in Anbessa shoe share Company. The following Table illustrates the results in descending order:

TABLE 6 FREQUENCY OF PROMOTIONAL MIX ELEMENTS OF ASSC

	Frequency	Percent
Advertising	112	49.8
sales promotion	49	21.8
personal selling	41	18.2
public relation	12	5.3
Direct marketing	8	3.6
Total	222	98.7

Source: Computation from the Survey data (2021)

The results in the above table indicate that the degree of Promotional activities practicing in ASSC. ,which has ranked according to their importance are as followed: Advertising with a frequency of 112, followed by sales promotion with a frequency of 49, followed by personal selling with a frequency of 41, followed by public relation with a frequency of 12, and finally, Direct marketing with a frequency of 8. So from the above we can understand that the degree of Promotional activities practicing in ASSC firstly advertising practice in the company, secondly sales promotion practiced, thirdly sales promotion practiced ,fourthly public relation practiced finally direct marketing practiced. From the respondent answers, we can understand the company doesn't practice most of the

time public relation and direct marketing but most of the time uses advertising, personal selling and sales promotion. This implies that Advertising types of promotion highly was utilized in ASSC.

4.3 Reliability Tests

TABLE 7 RELIABILITY TESTS

NO	Variables	Items	Cronbach's Alpha
1	Advertising	7	.760
2	Sales promotion	8	.734
3	Personal selling	3	.835
4	Public relation	6	.976
5	Direct marketing	4	.936

According to Hair, et al., (2010), If α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. The independent variable were tested and found to be acceptable. i.e. coefficient α for each scale were found reliable where cronbach alpha of variables were greater than 0.7, revealing satisfactory reliability as all items are developed based on theories and literature.

4.4 Comparison of mean and standard deviation scores

Table 8 comparisons of mean and standard deviation scores

	N	Mean	Std. Deviation
Sales volume	222	3.6291	.43777
Advertising	222	3.5084	.37474
Sales promotion	222	4.0130	.41997
Personal selling	222	2.9384	1.32756
Public relation	222	2.0165	1.56620
Direct marketing	222	1.7523	1.63703
Valid N (listwise)	222		

Source: Computation from the Survey data (2021)

As per the above table the mean score of the Anbessa shoe share company Sales volume mean score is 3.6291 and the standard deviation is .43777, Anbessa shoe share company Advertisement mean score is 3.5084 and standard deviation is .37474, the Anbessa shoe share company Sales promotion mean score is 4.0130 and .41997, Personal selling mean score is 2.9384 and standard deviation is 1.32756, Public relation mean score is 2.0165 and the standard deviation 1.56620, Direct marketing mean score is 1.7523 and the standard deviation of 1.63703.

If the range of the mean values interval is 1-1.49 we say it is to no extent, 1.5-2.49 To a small extent, 2.5-3.49 To moderate extent, 3.5-4.49 To great extent, 4.5-5 To A very great extent.

From the above mean we can conclude that public relation and direct marketing has to small extent usage in ASSC. Personal selling has moderate extent usage in company. Advertising and sales promotion has a great extent usage in ASSC.

4.5 Correlation Analysis of the Variables

Correlation analysis is used to investigate the relationship between independent variables are correlated with one another and with the dependent variable. And it interprets the strength of the relationship between variable. This study employs the correlation analysis, which investigates the strength of relationships between the studies variables. Pearson correlation analysis was used to provide evidence of convergent validity.

Table 9 Correlation Analysis of the Variable

			Correlations					
			Sales volume	Advertising	Sells promotion	Personal selling	Public relations	Direct marketing
Spearman's rho	sales volume	Correlation Coefficient	1.000	.638**	.464**	.419**	.190**	.146*
		Sig. (2-tailed)	.	.000	.000	.000	.005	.030
		N	222	222	222	222	222	222
	Advertising	Correlation Coefficient	.638**	1.000	.264**	.239**	.085	.038
		Sig. (2-tailed)	.000	.	.000	.000	.207	.576
		N	222	222	222	222	222	222
	Sells promotion	Correlation Coefficient	.464**	.264**	1.000	.136*	.198**	.391**
		Sig. (2-tailed)	.000	.000	.	.042	.003	.000
		N	222	222	222	222	222	222
	Personal selling	Correlation Coefficient	.419**	.239**	.136*	1.000	.239**	.184**
		Sig. (2-tailed)	.000	.000	.042	.	.000	.006
		N	222	222	222	222	222	222
	Public relations	Correlation Coefficient	.190**	.085	.198**	.239**	1.000	.715**
		Sig. (2-tailed)	.005	.207	.003	.000	.	.000
		N	222	222	222	222	222	222
	Direct marketing	Correlation Coefficient	.146*	.038	.391**	.184**	.715**	1.000
		Sig. (2-tailed)	.030	.576	.000	.006	.000	.
		N	222	222	222	222	222	222

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

* . Correlation is significant at the 0.05 level (2-tailed).

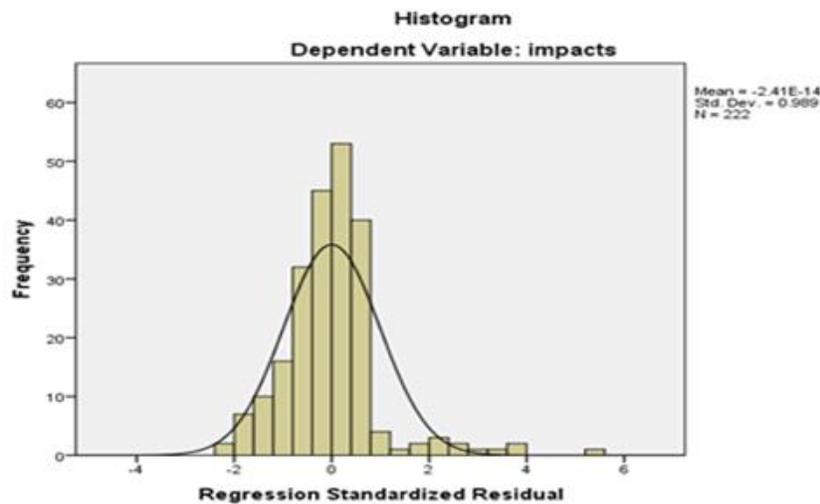
A correlation coefficient is a very useful way to summarize the relationship between two variables with a single number that falls between -1 and +1 (Welkowitz et al., 2006), and as cited by Morgan et al. (2004) that -1 (a perfect negative correlation), 0.0. (No correlation) and +1 (a perfect positive correlation) (Kazi, 2010).

As can be seen from Table 8 there was a significant positive correlation between the five independent variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing) and dependent variable (Sales volume). The table shows that Advertising has a positive strong correlation with sales volume. For sales promotion and personal selling, it has a positive moderate correlation with sales volume and for public relation and direct marketing it has a positive but weak correlation with sales volume. This shows that all the factors have positive correlation.

4.6 Test of Normality

The residuals of the model are normally distributed checked by using a histogram. Test of normality was checked the data was fits. .

FIGURE 2 TEST OF NORMALITY



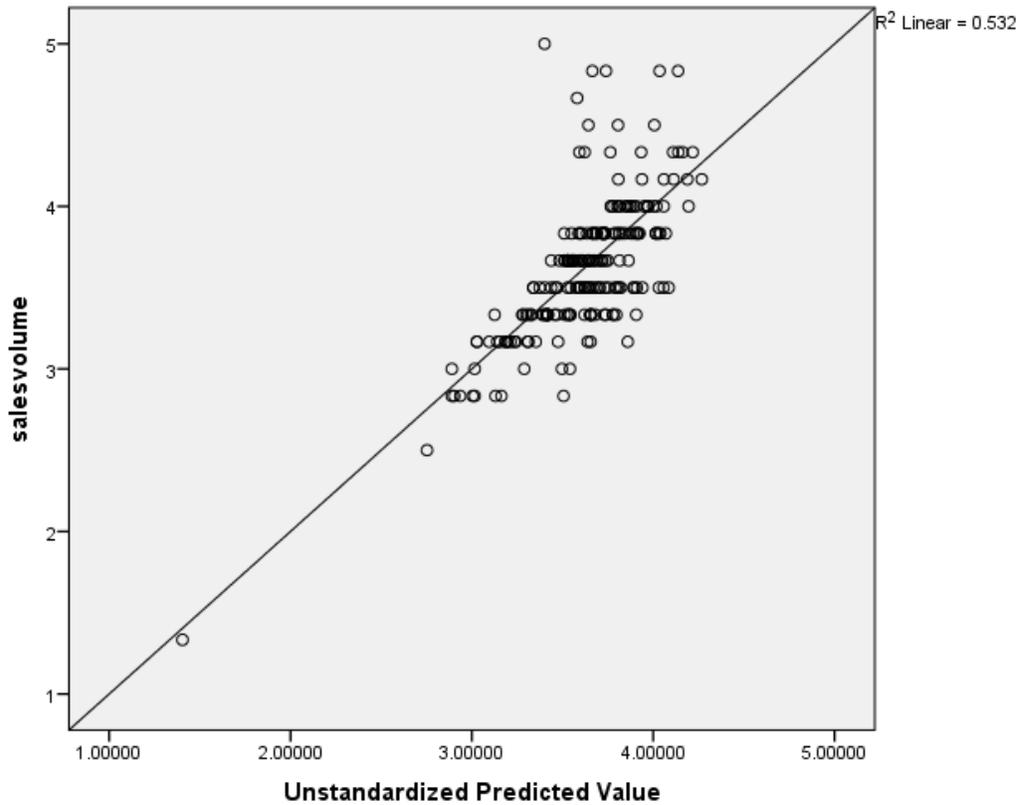
Source: Computation from the Survey data (2021)

From the above histogram we say that the data is normally distributed because when we see the graph it is a bell curve shape.

4.7 Test of linearity

To test whether the model is linear or nonlinear. The easiest way to detect if this assumption is met is to create a scatter plot of dependent variable to independent variable. This allows to visually see if there is a linear relationship between the two variables. If it looks like the points in the plot could fall along a straight line then there exists some type of linear relationship between the variables and this assumption is met.

FIGURE 3 TEST OF LINEARITY



we revealed that the model becomes linear. Because almost all points of the residuals are approximately on the line. Therefore we can conclude that the relation between sales volume and the independent variables is linear.

4.8 Test of Multicollinearity

Multicollinearity is a problem that two or more variables giving rise to the same piece of information are included that is we may have redundant information or unnecessarily included related variables.

Table 10 test of multicollinearity

Independent variables	Collinearity Statistics	
	Tolerance	VIF
Advertising	.844	1.185
Sell promotion	.668	1.497
Personal selling	.771	1.297
Public relations	.381	2.627
Direct marketing	.364	2.748

Source: Computation from the Survey data (2021)

As seen in the above table VIF results of the independent variables are less than five which indicates there is no multi collinearity among them. The output provides some measure of whether there is collinearity in the data. Specifically, it provides the VIF (Variance inflation Factor) and tolerance statistics (with tolerance being 1 divided by the VIF) .For this, as cited by Andy, 2010, there are few guidelines from section that can be applied:

- If the largest VIF is greater than 10 then there is cause for concern.
- Tolerance below 0.1 indicates a serious problem.
- Tolerance below 0.2 indicates a potential problem.

For the current model the VIF values are all well below 10 and the tolerance statistics all well above 0.2; therefore, we can safely conclude that there is no collinearity within our data.

4.9 Model summary

Regression fit a predictive model to data and uses that model to predict the values of the dependent variable from one or more independent variables. The significance level of 0.05 was used with 95% confidence interval. The dependent variable was overall sales volume and the independent variables are Promotional mix elements variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing).We use Multiple regression analysis to examine the impacts of promotional mix elements on sales volume. The following subsections present the results of multiple regressions analysis.

TABLE 11MODEL SUMMARIES

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.729 ^a	.532	.521	.30288	.532	49.137	5	216	.000

a. Predictors: (Constant), direct marketing, advertising, personal selling, sales promotion, public relation

b. Dependent Variable: sales volume

In the above Table 11 using the linear regression coefficient of R and the corresponding R², we can assess how well the model fits the data in this study. Multiple R is the correlation between the observed value of y and the value of y predicted by the multiple regression models. Therefore large values of the multiple R represent a large correlation between the predicted and observed values of the outcome. But, it can vary between -1 and 1 and a positive value indicates that as the predictor variable increases so does the likelihood of the event occurring. A negative value implies that as the predictor variable increase, the

likelihood of the outcome occurring decreases. If a variable has a small value of R then it contributes only a small amount to the model. The above table represents the analysis of multiple regression models for the beta coefficients of each independent variable. Independent variable accounted for 53.2% of the variance in the creation of sales volume ($R^2= 0.532$). Thus, 53.2% of the sales volume could be explained by the five independent variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing) and other unexplored variables may explain the variation in which sales volume which accounts for about 46.8%.

4.10 Anova results

TABLE 12 ANOVA RESULT

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	22.539	5	4.508	49.137	.000 ^b
	Residual	19.815	216	.092		
	Total	42.354	221			

a. Dependent Variable: Sales volume

b. Predictors: (Constant), Advertising, Sales promotion, Personal selling, Public relation and Direct marketing

As indicated in table 12 there is statistically significant effect between independent variable (Promotional mix elements) and dependent variable (sales volume) where, (F) value was (49.137) at 0.000 which states that there is significant effect of Promotional mix elements on sales volume.

4.11 Multiple regression analysis

TABLE 13 MULTIPLE REGRESSION ANALYSIS

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.071	.240		.295	.768
Advertising	.556	.059	.476	9.388	.000
Sales promotion	.369	.059	.354	6.211	.000
Personal selling	.051	.017	.154	2.908	.004
Public relation	.004	.021	.015	.204	.839
Direct marketing	-.016	.021	-.060	-.782	.435

The SPSS output in the above table 12 provides details of the model parameters (the beta values) and the significance of these values. It's clear from the data in the above table that there are three promotional mix elements carried out Anbesa shoe Share Company have an effect on sales volume. The first, is advertising, with .476 as a value of the coefficient of the independent variable Beta, and .000 as a statistical significance, followed by sales promotion with .354 as a value of the coefficient of the independent variable Beta, and .000 as a statistical significance, followed by personal selling with .154 as a value of the coefficient of the independent variable Beta, and .004 as a statistical significance. On the other hand, the other two variables public relation and Direct marketing haven't statistically significant at the level of less than .05 and, therefore, haven't an effect on sales volume.

4.12 Hypothesis testing results

4.12.1 The Main Hypothesis

Ho: The promotional mix elements: advertising, personal selling, sales promotion, public relations and direct marketing practiced by ASSC have no significant effect on sales volume.

Ha: The promotional mix elements: advertising, personal selling, sales promotion, public relations and direct marketing practiced by ASSC have no significant effect on sales volume.

Multiple regression analysis has been used to test this hypothesis. From the above interpretation we understand that The three variables advertising, personal selling and sales promotion have statistically significant at the level of less than .05 On the other hand, the other two variables public relations and Direct marketing haven't statistically significant at the level of less than .05.

4.12.2 The First Sub-Hypothesis

Ho1: Advertising practiced by ASSC has no significant effect on Sales volume.

Ha1: Advertising practiced by ASSC has significant effect on Sales volume.

Multiple regression analysis has been used to test this hypothesis; the results are shown in Table 13.

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable advertising is .476. At 1% significance level which means we rejecting the null hypothesis Ho1, Which says "Advertising practiced by ASSC has no significant effect on Sales volume" and accepting the alternate hypothesis Ha1, which says "Advertising practiced by ASSC has significant effect on Sales volume". Advertising have significant relationship with sales volume due to the following reasons:

- **Awareness:** Advertising increases the brand and product awareness among the people belonging to the target market.

- **Brand Image:** Clever advertising helps the ASSC to form the desired brand image and brand personality in the minds of the customers.
- **Product Differentiation:** Advertising helps ASSC to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.
- **Increases Goodwill:** Advertising reiterates ASSC brand vision and increases the goodwill of the brand among its customers.
- **Value for Money:** Advertising delivers the message to a wide audience and tends to be value for money when compared to other elements of the promotion mix.

4.12.3. The Second Sub-Hypothesis

Ho2: Sales promotion practiced by ASSC has no significant effect on Sales volume.

Ha2: Sales promotion practiced by ASSC has significant effect on Sales volume.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table 13.

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Sales promotion is .354. At 1% significance level which means we rejecting the null hypothesis Ho2, which says "Sales promotion practiced by ASSC has no significant effect on Sales volume" and accepting the alternate hypothesis Ha2, which says "Sales promotion practiced by ASSC has significant effect on Sales volume". Sales promotions have significant relationship with sales volume due to implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales.

4.12.4 The Third Sub-Hypothesis

Ho3: Personal selling practiced by ASSC has no significant on Sales volume.

Ha3: Personal selling practiced by ASSC has significant effect on Sales volume.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table 13.

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Personal selling is .154. At 4% significance level which means we rejecting the null hypothesis Ho3, which says that "Personal selling practiced by ASSC has no significant effect on Sales volume and accepting the alternate hypothesis Ha3 which says "Personal selling practiced by ASSC has significant effect on Sales volume". Personal selling has significant relationship with sales volume due to bring the right products into contact with the right customers, and to make

certain that ownership transfers take place. Personal selling creates product awareness, stimulates interest, develops brand preferences, negotiates price etc.

4.12.5 The Fourth Sub-Hypothesis

Ho4: Public Relation practiced by ASSC has no significant effect on Sales volume.

Ha4: Public Relation practiced by ASSC has significant effect on Sales volume.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table 13.

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Public relation is .015 with a statistical significance = .839. Which means accepting the null hypothesis Ho4, which says "Public Relation practiced by ASSC has no significant effect on the Sales volume" and rejecting the alternate hypothesis Ha4, which says "Public Relation practiced by ASSC has significant effect on Sales volume". From this public relation practiced by Anbesa shoe Share Company has no significant effect on sales volume. Reasonably public relation have significant attribute for the sales volume but the result indicates in contrast with the expected reason. Public relations have insignificant relationship with sales volume due to the following reasons:

- **No direct control** - unlike advertising, you can't exactly control how your business is portrayed by the media, when your message will appear, and where it will be placed.
- **No guaranteed results** - you may spend time and money on writing a press release, getting suitable photography and speaking with journalists, but you can never guarantee your story will be published. This can result in a poor return-on-investment.
- **Evaluation** - it can be difficult to measure the effectiveness of PR activities. You can count media mentions and published stories, but it's harder to determine the impact this has on your audience.

4.12.6 The Fifth Sub-Hypothesis

Ho5: Direct marketing practiced by ASSC has no significant effect of Sales volume.

Ha5: Direct marketing practiced by ASSC has significant effect of Sales volume.

Multiple regression analysis has been used to test this hypothesis; the results are shown in the Table 13.

It's clear from the data in the above table that the value of the coefficient Beta for the independent variable Direct marketing is .060 with a statistical significance = .435. Which means accepting the null hypothesis Ho5, which says "Direct marketing practiced by ASSC has no significant effect on Sales volume" and rejecting the alternate hypothesis Ha5 which states "Direct marketing practiced by ASSC

has significant effect on Sales volume”? From this direct marketing practiced by Anbesa shoe Share Company has no effect on the sales Volume. Reasonably direct marketing have significant attribute for the sales volume but the result indicates in contrast with the expected reason. Direct marketing have insignificant relationship with sale volume due to the following reasons:

- **Intrusive** – Some people find direct marketing annoying and intrusive. If people find your marketing mail annoying, then it can create a negative brand association.
- **Environmental Impact** – Some direct marketing techniques are associated with having an environmental impact, mainly direct mail. This can be reduced by targeted direct mail campaigns and using recycled materials.

Finally promotional mix elements: advertising, Personal Selling, and sales promotion practiced by ASSC have statistically significant impact on sales volume. There is no statistically significant effect of the public relations and direct marketing practiced by ASSC on sales volume.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Main findings

This section summarizes major findings of the study based on the analysis and discussion made in the previous chapter about effects of promotional mix elements on ASSC.

The following are the major summaries obtained based on the results and discussions made in the previous chapter:

- 55.0% of the respondents are male.
- 55.4% of the age category are in the range of 20-29.
- Regarding the educational level of the respondents 42.8% are diploma holder.
- In cause of the work experience 43.7% majority of the respondents are in the range of 6-10 years' experience.
- The monthly income of employees is above 4001 birr per month which accounts 30.6%.
- The Advertising Promotional activities was highly practicing in ASSC that 49.8%
- The mean score of the ASSC Sales volume is 3.6291 and the standard deviation of .43777,
- Advertisement mean score is 3.5084 and standard deviation is .37474,
- Sales promotion mean score of ASSC is 4.0130 and .41997, Personal selling mean score is 2.9384 and standard deviation is 1.32756,
- Public relation mean score is 2.0165 and the standard deviations 1.56620,
- Direct marketing mean score is 1.7523 and the standard deviation of 1.63703.
- The assumption of normality the data is normally distributed
- There was a significant positive correlation between the five independent variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing) and dependent variable (Sales volume).
- Model summary analysis of multiple regression models for the beta coefficients of each independent variable. Independent variable accounted for 53.2% of the variance in the creation of sales volume ($R^2 = 0.532$).
- In the Anova there is statistically significant effect between independent variable (Promotional mix elements) and dependent variable (sales volume) where, (F) value was 49.137 at 0.000 which states that there is significant effect of Promotional mix elements on sales volume.

5.2 Conclusion

The study indicates that significant number of the employees were male than female. And the age category of the employees was in range of 20-29 which is the productive age category that can attribute for the success of the company. In cause of educational background majority of the respondents are diploma holders .This implies that the employees needs further education with help of Anbessa shoe company so as to increase production and productivity of the industry.

For any business firm to be successful in their business conducting and giving attention for promotional mix element is critical part of their successful activity. Even if the company profitability is the sum of different functions such as finance marketing and other departments promotional mix elements also plays a great impact on its success through creating good public image, knowledge about the company product and increasing the amount of sales volume. Having this in to consideration this paper also tries to study and show the impact of promotional mix elements on sales volume. The study confirmed that sales promotion influenced by promotional mix elements such as Advertising, sales promotion, personal selling, public relation and direct marketing.

From the mean score we understand that public relation and direct marketing has to small extent usage in ASSC. Personal selling has a moderate extent usage in company. Advertising and sales promotion has a great extent usage in ASSC.

The relationships between independent variables are correlated with one another and with the dependent variable. There was a significant positive correlation between the five independent variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing) and dependent variable (Sales volume). Advertising has a positive strong correlation with sales volume. For sales promotion and personal selling, it has a positive moderate correlation with sales volume and for public relation and direct marketing; it has a positive but weak correlation with sales volume. This shows that all the factors have positive correlation and have an effect on sales volume.53.2% of the sales volume could be explained by the five independent variables (Advertising, Sales promotion, Personal selling, Public relation and Direct marketing) and other unexplored variables may explain the variation in which sales volume which accounts for about 46.8%.

There was a statistically significant effect between independent variable (Promotional mix elements) and dependent variable (sales volume) where, (F) value was (49.137) at 0.000 which states that there is significant effect of Promotional mix elements on sales volume.

In conclusion, the relationship between promotional activities and sales volume can be termed as a strong positive correlation, this is because promotional activities drive sales. If marketing department ignores the role played by promotional activities to increase the company sales volume then it neglects a very important aspect offered by the relationship. Use of promotional activities is more viable to

reach and benefit the customer, they come to know about the products, their information and product availability, it makes mass distribution possible and makes customer aspire to higher and higher things in life making life a saga of continuous struggle to acquire what they do not have, as a result firms increase on their production which in turn lead to increase in sales volume.

Finally, the regression result shows that, three promotional mix elements (Advertising, sales promotion, personal selling) carried out Anbesa shoe share company have an positively and significantly effect on sales volume. On the other hand, the other two variables public relation and direct marketing have insignificant effect on the dependent variable (sales volume).

5.3. Recommendations

From the findings and conclusions made above, the following possible recommendations are suggested as being valuable to the ASSC for improving promotional mix elements to assure sales volume.

- ASSC should work hard to achieve promotional activities integration in the practice, because such integration will lead to increased demand for their products, which will contribute to an increase in their sales, their market share, and eventually, their profitability.
- ASSC should pay more attention to the activities of Advertising and sales promotion, since the study results showed a great extent usage in ASSC in this activity influencing the sales volume toward these company products.
- As the finding indicates Personal selling promotion was used a moderate extent by the company. Therefore the study advises the ASSC to use Personal selling promotion to increase the sale volume
- ASSC should developing their interests and attention may be executed through holding specialized training courses to recognize the value and effectiveness of the promotional activities, and their role in creating positive images of these company products in their target markets.

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APPENDIXES



SCHOOL OF GRADUATE STUDIES

Department Of Business Administration

Questionnaire for The impacts of promotional Mix-Elements on sales volume: The case of
Anbesa shoe Share Company

Questionnaire to be filled by sample respondents from all departments of the organization employees

Dear respondents, My name is **Hiwot Meseret** this questionnaire is prepared for the purpose of conducting research in titled “The impact of promotional Mix-Elements on sales volume: The case of Anbesa shoe Share Company”, which will be carried out for the partial fulfillment of Master’s Degree in Business Administration.

Therefore, it is designed to obtain pertinent information from the selected sample employees of Anbesa shoe Share Company. Your genuine response to the questions posed in the questionnaire is important for the accomplishment of the research. The information you provide in this questionnaire will be kept confidential and no need of writing your name in the questionnaire, so that the respondent will not be identified by name and the data obtained will only be used for academic purposes.

If you have any question regarding the questionnaire please contact me at Mob. No. **+251922023320** or **hiwotmeseretoc19@gmail.com**

I would like to thank you in advance for your unreserved and kind cooperation.

Instruction: Please for each questions posed, mark (√) in the appropriate box.

Part One: Demographic profile of the respondents.

1. What is your gender?

Male female

2. Select your age group:

Below 20 20-29 30-39 40-50 and above

3. Select your highest academic or professional qualification?

Elementary school secondary school diploma bachelor degree
master degree and above others

4. For how long have you been employee of ASSC?

1-5 years 6-10 years above 10 years

5. Monthly income

Below 2000 3000-4000
2000-3000 Above 4000

Part two: promotional mix elements questions

1. How do you rate the promotional mix elements of ASSC the company needs?

Excellent very good Good Poor very poor

2. Which type of promotional mix elements used mostly? (You can choose more than one)

Advertising Sales promotion
Personal selling Public relation
Direct Marketing

Part three: Promotional mix elements and their effectiveness on sales

1. On a scale of 1-5 how would you rank the extent of use of the following promotion mix elements by your company ?(1)To no extent ,2)To a small extent 3)To a moderate extent,4)To a great extent,5)To Avery great extent.)

Promotional mix elements	1	2	3	4	5
Advertising					
Sales promotion					
Personal selling					
Public relation					
Direct Marketing					

2) On a scale of 1-5. How would you rank the effectiveness on sales of the following promotion mix elements by your company? (1 To no extent. 2 to a small extent, 3 to a moderate extent. 4= To a great extent. 5 To a very great extent)

I. Advertising	1	2	3	4	5
Television					
Radio					
Branded posters					
Directories(dedicated pages for your company)					
Point of purchase display(Floor and wall mats)					
Company symbol and logo					
Branded brochures and booklets					

I. Personal selling	1	2	3	4	5
Shoes representatives					
Group presentation					
Product demonstration					

II. Sales promotion	1	2	3	4	5
Premium and gifts(branded gifts)					
Sampling(free product samples)					
Fair-trade shows					
Exhibits					
Entertainment					
Continuity programs					
Bonus					
Sponsorship					

I. Public relation	1	2	3	4	5
Speeches					
Seminars					
Charitable donation					
Publications					
Community relations					
Company magazines					

II. Direct marketing	1	2	3	4	5
Catalogs(Product lists, pricelists, new introduction)					
Mailings(individuals and groups of customers)					
Telemarketing(employees, distributors retailers)					

III. Personal selling	1	2	3	4	5
Shoes representatives					
Group presentation					
Product demonstration					
Email(employees, distributors retailers)					

3) On a scale of 1-5. How would you rank the impacts of promotional mix elements on sales volume of the following promotion mix elements by your company? (1 To no extent. 2 To a small extent, 3 To a moderate extent. 4= To a great extent. 5 To a very great extent)

Sales volume	1	2	3	4	5
A promotion enhanced sale of more quantities than the previous					
Using Promotional mix elements for better sale.					
Attractive and clear point of display enhances sale					
Promotional mix elements Premium enhances sales performance					
Promotional mix elements Premium leads customers to feel affection for the brand					
Products promotions have dramatic immediate effects on sales					

