



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

**DEPARTMENT OF MARKETING MANAGEMENT**

**THE EFFECT OF PROMOTIONAL MIX PRACTICES ON  
BRAND EQUITY THE CASE OF HEINEKEN  
BREWERIES**

**BY  
SHEWIT GHIDEY**

**JUNE 2021  
ADDIS ABABA**

**THE EFFECT OF PROMOTIONAL MIX PRACTICES ON BRAND EQUITY  
THE CASE OF HEINEKEN BREWERIES**

**BY**

**SHEWIT GHIDEY**

**SGS/0469/2012A**

**ADVISOR: ZEMENU AYNADIS (ASST. PROF.)**

**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES, DEPARTMENT OF MARKETING  
MANAGEMENT, IN PARTIAL FULFILLMENT FOR THE  
REQUIREMENTS OF DEGREE OF MASTERS OF ART IN  
MARKETING MANAGEMENT.**

**JUNE 2021  
ADDIS ABABA**

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

**BOARD OF EXAMINES APPROVAL SHEET**

**THE EFFECT OF PROMOTIONAL MIX PRACTICES ON BRAND EQUITY THE CASE  
OF HEINEKEN BREWERIES**

**BY**

**SHEWIT GHIDEY**

**APPROVED BY BOARD EXAMINERS**

---

**Dean, Graduate Studies**

---

**Signature & Date**

---

**Advisor**

---

**Signature & Date**

---

**External Examiner**

---

**Signature & Date**

---

**Internal Examiner**

---

**Signature & Date**

## **DECLARATION**

I, Shewit Ghidey, hereby declare that the Project work entitled “The Effect of Promotional Mix Practices On Brand Equity the Case of Heineken Breweries” prepared and submitted by me under the guidance of Zemenu Aynadis (Assistant Professor) is my original work. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institutions.

---

**Name**

---

**Signature**

## ENDORSEMENT

This is to certify that Shewit Ghidey carried out this thesis work on the topic entitled “The Effect of Promotional Mix Practices On Brand Equity the Case of Heineken Breweries” under my supervision. In partial fulfillment of the requirements for the award of the degree of Masters of Art in Marketing Management at St. Marry University with my approval as university advisor.

---

Advisor:

Zemenu Aynadis (Asst Prof)

---

Signature

---

Date

## **ACKNOWLEDGEMENT**

First and for most, I like to Thank Almighty God with his blessed mother verge merry, I am here with her blessing and his graceful guidance, secondly I would like to thank Mr. Mikael TekleHaymanot for all the help and support I have got. Thirdly I am very much grateful for my mother and my father for their support and encouragement throughout my postgraduate study also my appreciation and my thanks also go's to all my family members. Also my heartfelt gratitude and appreciation go to my advisor Zemenu Aynadis (Assistant Professor) for his unreserved and genuine help and comments throughout the progress of this paper the study could not be visible without the supervision and support of my advisor.

Finally, my deepest appreciation goes to all Samrawit.G and K.Tilahun. I would like to say Thank You!

## TABLE OF CONTENT

DECLARATION .....	i
ENDORSMENT .....	II
ACKNOWLEDGEMENT .....	III
LIST OF TABLES .....	VII
LIST OF FIGURES .....	VIII
ABSTRACT .....	IX
CHAPTER ONE .....	1
INTRODUCTION .....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem .....	2
1.3 Objectives of the study .....	4
1.3.1 General Objective .....	4
1.3.2 Specific Objectives .....	4
1.4 Research Questions .....	4
1.5 Significance of the Study .....	4
1.6 Scope of the Study.....	5
1.7 Description of the Study Area.....	5
1.8 Limitations of the Study .....	6
1.9 Definition of Terms .....	6
1.10 Organization of the Study .....	7
CHAPTER TWO .....	8
REVIEW OF RELATED LITERATURE .....	8
2.1 Theoretical Review .....	8
2.1.1 Advertising.....	9
2.2 Branding.....	16
2.2.1 Brands Equity.....	17
2.3 Empirical Literature .....	17

2.4 Conceptual Framework .....	21
2.5 Hypothesis of the Study .....	22
CHAPTER THREE .....	23
RESEARCH METHODOLOGY .....	23
3.1 Research Approach .....	23
3.2 Research Design/Type.....	23
3.3 Sampling Design .....	24
3.3.1 Target Population.....	24
3.3.2 Sampling Technique .....	24
3.3.3 Sample Size Determination.....	24
3.4 Data Collection Methodology .....	25
3.5 Data Collection Instrument .....	25
3.5.1 Questionnaire .....	25
3.6 Data Analysis Methods .....	26
3.7 Validity and Reliability .....	26
3.7.1 Validity .....	26
3.7.2 Reliability.....	26
3.8 Research Ethics .....	27
CHAPTER FOUR.....	28
DATA ANALYSIS AND PRESENTATION .....	28
4.1) Response Rate .....	28
4.2) Demographic Characteristics of Respondents.....	28
4.3) Correlation Matrix .....	40
4.4) REGRESSION ANALYSIS.....	42
4.5) Hypothesis Testing and Discussions .....	47
CHAPTER FIVE .....	50
SUMMARY CONCLUSION AND RECOMMENDATION .....	50
5.1) Introduction .....	50
5.2) Summary of major findings.....	50



5.3) Conclusion.....	51
5.4) Recommendation.....	53
Reference .....	57
Appendix.....	62

## LIST OF TABLES

Table 1:	Response rate -----	28
Table 2:	Demographic information of respondents -----	29
Table 3:	Reliability statistics of the five point Likert scale questions -----	30
Table 4:	Consumer's Opinion On Their Beer Consumption Brand Awareness -----	31
Table 5:	Consumer's Opinion On Their Beer Consumption Brand Awareness -----	32
Table 6:	Consumer's Opinion On Their Beer Consumption Brand Awareness -----	32
Table 7:	Consumers Respondents on Brand Equity Of Heineken Beer -----	34
Table 8:	Reliability Statistics -----	40
Table 9:	Correlation Matrix -----	41
Table 10:	Test for Normality of Data -----	43
Table 11:	The multicollinearity statistics -----	44
Table 12:	The Model Summary -----	45
Table 13:	ANOVA Analysis -----	46
Table 14:	Coefficients analysis -----	46

## LIST OF FIGURES

Figure 1:	The district (sub-city) of Kirkos within the city of Addis Ababa -----	5
Figure 2:	Conceptual Framework -----	21
Figure 3:	Test for Normality Of Data -----	43
Figure 4:	Nominal P-P Pilot of Regression -----	45

## **ABSTRACT**

*This study is intended to investigate the impact of promotional tools on customers for Brand equity. So, the objective of this research is: to analyze the promotional tools and their significance for Brand equity, to find which promotional tool is more valuable for Heineken beer Brand equity. The nature of this study has been cross sectional field survey sideways with descriptive research design. This study has been conducted on customers of Heineken beer in Addis Ababa city. The sampling technique employed in this research have been both probability and nonprobability that included the purposive cluster sampling method as the researcher first delimit the area using cluster and purposive technique. After the specific area has been identified, the sample size has been determined using Cochran's (1963) approach. Later, structured questionnaires have been distributed for 384 randomly selected samples of which 384 respondents have returned the questionnaires. The qualitative results were interpreted qualitatively, analysis and interpretation of the collected data were conducted by using descriptive and inferential statistical tools with the help of SPSS. The finding of this research clearly states that promotion is considered as a significant instrument for a firm's great effort in order to differentiate their products from competitors and effective implementation of those five tools of promotion has a significant effect on customers for Brand equity though the effectiveness of each tool's level differs. Promotion is vital in informing, reminding and influencing the purchase of Heineken beer and in developing and infusing strong and dominant brand because it enhances perceived superiority of the brand or customer based Brand equity on side of existing and potential customers and helps to distinguish brands from other similar product providers in competitive markets. The researcher recommended that managements of Heineken beer have to conduct their business with promotional activities and implement and work on the promotional tools effectively.*

**Keywords:** Promotional Mix, Promotion, Brand Equity

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the Study

Brewery industry is an emerging and growing business in Ethiopia's economy even before the impact of the pandemic and now days' company's struggle on the market to cope up with the competition with competitors to have the attention of consumers this brings companies to use the promotional tools.

The advertising effectiveness is the quality of information reporting to potential and existent consumers during advertising campaign aiming at forming the image and awareness of the products as well as at gaining certain economic result determined before and after the transmission of advertising message (Shakho, & Panasenko, 2012). But it is difficult to know the effect of media advertising on the financial outcome that is gained whether due to advertising or due to other promotional activities.

Business organizations reach to their customers with goods or services through various mechanisms. A number of activities are being performed in order to sell the products to the consumers. Modern marketing is more than just producing good products, suitable pricing and easy access to them (Kotler & Armstrong, 2000). Attracting new customers has become important in modern business so firms have to consider the attitude and behavior of their consumers. Businesses need to communicate to the consumers what they have to offer (Jobber & Lancaster, 2006).

Companies have been involved in different marketing strategies to promote new and existing brands. For example, on September 2016, Heineken breweries share company launched promotion of (lottery scheme) for promoting Walia beer, one of its product and where by winners were awarded, after Walia sales promotion period ended, meta brewery commence similar promotion for its products using telecom text message system as a (lottery scheme) to receive the entry and identifying winners, this reflects stiff competition among beer brands in the Ethiopian market.

Large number of activities are performed in marketing. Promotion tool is one of the elements of marketing mix. It is one of the variables through which information regarding products or services is being communicated to customers to change their attitude and behavior. Promotion is referred to as any communication used to inform, persuade, and remind people about an organization's or individual's goods, services, image, ideas, community involvement, or impact on society (Evans & Berman, 1997). Promotion tool is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers. Promotion tool includes tools such as advertising, public relations, sales promotion, direct marketing and personal selling (Chunnawala &

Sethia, 1994). Therefore, promotion tool is vital element to build brand equity. A Brand equity refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability by promotional tools. It consists of a variety of incentive tools, mostly short term, that are used to stimulate consumers and/or dealers to accelerate the purchasing process or to increase quantities of sales (Kolter & Armstrong, 2010).

Brand equity is the incremental value added to a product by its brand name (Farquhar, 1989; Srivastava, 2009). According to Aaker (1991), brand equity is a multidimensional concept. It consists of brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets. High brand equity implies that consumers have a stronger association with the brand, perceive the brand to be of higher quality and are more loyal towards the brand. Increased dimensions of brand equity lead to an increase in brand equity because each of these dimensions is positively related to brand equity (Yoo, Donthu & Lee, 2000). One of the major contributors towards building brand equity is advertising (Aaker & Biel, 1993). Advertising creates awareness of a brand and increase the profitability that the brand is included in the consumer's evoked set. According to Rice and Bennett (1998), effective advertising not only increases the level of brand awareness, but also improves attitude toward the brand and strengthens its image. Therefore, promotional tools are important to building strong brand.

Brewery industry in Ethiopia is growing fast in recent year with increased urbanization, population growth, rising incomes (Access capital, 2010). Ethiopia's beer industry is currently comprised of more than 12 major brewery plants. These all brewery companies are currently involved in some sort of promotion tools activities and one of them is HEINEKEN Ethiopia.

## **1.2 Statement of the Problem**

Building a strong brand in the market is the current goal of many organizations. This is due to the fact that brand equity has been found to lead to higher prices, greater market share, more responsive advertising and promotions, earlier market penetration and more efficient product line extensions (Keller & Aaker 1992). The Beer industry in Ethiopia has gone through tremendous growth in the last two decades. It transformed into one of the most competitive industries in Ethiopia with millions of birr spent on advertisements alone. As living standards increase, also the market frequently shifts from one to another so The competitiveness of the industry has led to more investment the farming sector and HEINEKEN Ethiopia is one of many others.

It is understandable that the pandemic creates enormous wave in industries that needs public gathering as a main target of customers. Also, the pandemic damage has become more severe in recent days on the image of products and that affects brand equity as far as it changes the mental representation of the brand and the kinds of information that can appear in the consumer's memory. Some of these potential encounters may be marketing-initiated, with promotional tools. Similarly, with COVID-19 influence over promotion, the pandemic has accelerated the shift towards a more digital world and triggered changes in online activity in today's competitive and dynamic environment, and all marketers communicate with their target markets through advertising. Now days the beer consumption rate in Ethiopia becomes visible and it has been increasing from time to time. In line to this, it becomes common to see and hear different sales promotion strategies and advertisement of Brewery companies. The way of their communication and the information contained in the Promotional tool, have to be thought throw because when the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behavior of their products or services (Mittal, & Pachauri, 2013).

One of the perspective tools increasing economic effectiveness of financial institutions is advertising, among Promotional Tools but in Ethiopian recent case, factories of any alcohol products as well as Alcohol advertisements are prohibited; similarly, the ratified bill bans smoking in public areas, alcohol advertisements on billboards and in broadcast media also smoking near government institutions, medical facilities and entertainment spots, and it also banned the sale of alcohol drinks to people under 21 years of age. (Food and Medicine Administration Proclamation No.1112/2021 Part Three 18.2); In addition, it contributes to influence and situational variation of the consumers. With this bottlenecks brewery company's struggle to address their customers; Thus, it would appear that, apart from the traditional goals assigned to Promotional Tools (like; Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation Publicity), they are also used in the industry as a brand-building activity. This brings to the question of whether this communication tool is appropriate for building brand equity. Heineken company has been practicing various sales promotion campaigns for promoting its beer brand. The company spent a lot of money for these campaigns, Despite the cost associated with sales promotion, the effectiveness of each tools in affecting purchase decision of the consumer is not well examined (company summary for Heineken SC). Hence in current situations it is unknown which sales promotion framework would be most effective and would influence the purchasing decision of consumers. Therefore, this thesis has focused to **know** the Promotional Tool Effects on Customer's

Brand Equity the Case of Heineken Breweries Specifically, building brand equity appears to be worthy of investigation in the context of Promotional Tool.

### **1.3 Objectives of the study**

#### **1.3.1 General Objective**

- ❖ The general objective of this study is to investigate the effect of promotional mix practices on customer-based Brand Equity the Case of Heineken Breweries

#### **1.3.2 Specific Objectives**

Specifically, the study has the following specific objectives;

- To evaluate the relationship between promotional mix practices and brand equity
- Investigate the effect of promotional mix practices on brand equity

### **1.4 Research Questions**

The purposes of this study were to evaluate the Effects of Promotional Tool on Customer's Brand Equity the Case of Heineken Breweries. In evaluating statement, this study attempts to answer the following questions:

- I) What is the effect of Promotional Tool on Customer's Brand Equity?
- II) Does this effects have positive impact on the brand Equity?

### **1.5 Significance of the Study**

This study tries to throw light on the Promotional Tool Effects on Customer's Brand Equity in the Case of Heineken Breweries. This study will also a help greatly maintain the image and awareness of the products on the mental representation of the brand in their consumer's memory, as a result they can select the right and the most successful sales promotion tools to catch their consumer's attention and identify which promotional tools are favored by their target customers in this sophisticated and fast growing competitive market. Moreover, this research has significant role to play in shading light practically in the present Marketing Managers to better re-position their brands and Promotional Tool, to capture the correct target market to improve the sales in times where economy is at a challenge. At the same time, it would help to better understand what variables that have an impact on beer companies on Customer's Brand Equity.

Furthermore, the outcome of this study will also benefit, for Stakeholders like, management staffs and employees to have correct information and awareness about the Effects of promotional tools on



Customer's Brand Equity and gives a better ground for other sales managers, business professionals, business initiatives and policy makers.

It also helps to fill a gap in the literature and can serve as a stepping stone for further researches to conduct further survey on this area and serve as a reference material for students and marketing practitioners as a source.

## **1.6 Scope of the Study**

This study has focused to know the Promotional Tool Effects on Customer's Brand Equity the Case of Heineken Breweries in Addis Ababa Kirkos Sub City as Geographical area of study. This geographical limitation is chosen not only because of time, access and cost restriction, but also I believe that a considerable number of beer consumers are available in Addis Ababa. And for this purpose, the researcher took promotional tools which can affect the Customer's Brand Equity.

The factors used as measurement scale of customer's equity are selected. The study will use five independent variables as measurement (Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation Publicity) and Brand Equity as dependent variable. Finally, this study uses Qualitative approach where the study data will be collected through closed ended questionnaires.

## **1.7 Description of the Study Area**

As said above the study area is in Addis Ababa Kirkos sub City. The Reason for selecting this area as a study area is the organization had office is located in the sub city and since I am using most of primary data it would help the study to have positive feedback on the study.

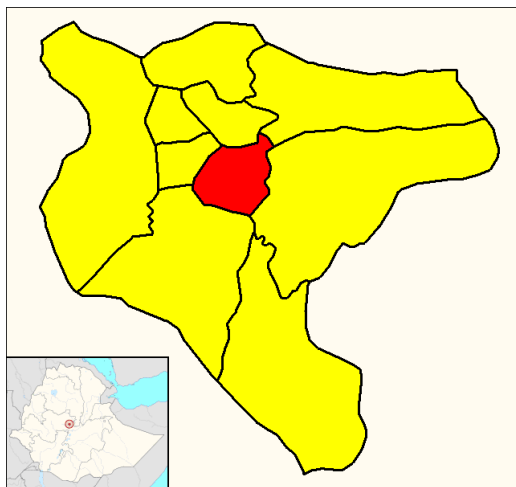


Figure 1: The district (sub-city) of Kirkos (shown in red) within the city of Addis Ababa (yellow).

## 1.8 Limitations of the Study

Every research has certain limitations therefore it is necessary to acknowledge them. There is limitation with regard to the collection of data; since we are still in the range of COVID-19 impact; The economic and social disruption caused by the pandemic is devastating, tens of millions of people are at risk of contaminations still. Gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion are risky and hard therefore in considerations of this scenario's the study is forced in to the shore of electronics communication as to make questioners available to respondents.

The other limitation is the age of respondents are restricted by government it must be 21 years of age and above also considering the ethical conditions regarding to health circumstances current the maximum age of respondents is 44, this supports the idea of the social media users in Africa is declining after this age in some study's; Moreover, the research is limited to brewery companies and only on beer products, therefore the findings cannot be generalized to other industry and other products.

No study is perfect; having this weakness I recognize the other reliable technological possibilities of conduct questioners gathering the data from respondents even though the respondents essential must have the availability of using technology as constraint in this state.

## 1.9 Definition of Terms

- **Promotion** is one of the elements of the marketing-mix that is often turned to by local self-governments, particularly under the conditions of market economy, where competitiveness is one of the key determinants. (Alicja Sekuła, 2012)
- **Sales promotion**- A range of marketing techniques designed within a strategic marketing framework to add extra value to a product or service over and above the normal offering in order to achieve specific sales and marketing objectives (Brassington & Pettitt, 2000).
- **Promotional Mix**- The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Ansari et al., 2011).
- **Purchase**- The exchange of values, either for money equivalent. It is the transaction between the buyer and the seller. (Gerald, 1997).
- **Purchase decision**- the stage at which the buyer or the consumers actually buys the products (Kotler, 1999)

## **1.10 Organization of the Study**

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

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

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

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

One of the promotional tool elements is sales promotional tool, which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales. (Keller, 2008). Sales Promotion is the widely used component of the promotional tool mix, other being personal selling, direct marketing, publicity and advertising. Promotion is the direct way an organization attempts at reaching its market and is usually performed through the five elements of promotional tool mix, i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota & Ronkainen, 2004).It involves the delivery of messages to target customers with the main aim of building brand awareness, creating favorable brand attitudes, gaining market share, inducing buying, building brand equity and increasing sales (kurtz, 2010).

#### **2.1 Theoretical Review**

Promotion and advertising are critical elements of our total economic and social systems meagerly for the business environment. All over the world the large multinational corporations to medium and even

small firms recognize that there is no best alternative than promotion to communicate with consumers and promote them to purchase their products or services (Belch & Belch, 2009).

Belch & Belch (2009) define promotion as “the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.” It is widely accepted that promotion boosts short terms sales. “Some promotional activities may create stockpiling, increase sensitivity to prices, and reduce post promotional sales, while others may attract new customers or increase consumption” (Sigue,2008). For instance: Some study’s shows that Sales promotion could be most effective when it will be used together with advertisement. “When sales volume combined with features of advertising, sales volume increased 4 percent; when combined with feature advertising and a point-of-purchase display, sales volume increased 24 percent” (Kotler & Keller, 2006) The major elements of promotional tools are: (Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation).

### **2.1.1 Advertising**

Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media (Bov’ee and Arens, 1989).

According to Kotler, & Armstrong (2003) advertising is any paid form of non-personal presentation and promotion of ideas, goods or service through mass media such as newspapers, magazine, television or radio by an identified sponsor. Advertising is the best-known and most widely discuss form of promotion. Marketers use advertising for its cost-effectiveness with large audience and it also create brand images and symbolic appeal for a company or brand. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits.

Marketing management makes 5 main decisions when developed an advertising program (the5M): What are the advertising objectives? (Mission), How much can be spent (money), what message should be used (media) and How should the result be evaluated (measurement).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an

identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising.

Advertising has been shown to initiate consumer search for information about a product category. A consumer with little information about the category cannot search efficiently, whereas a consumer with extensive information has little need to search. Advertising can increase consumers' objective and subjective knowledge (Newman & Staelin, 1973) and stimulate information search in new categories with low prior knowledge (Bettman & Park, 1980; Swasy & Rethans, 1986). The effect of advertising on search can also vary across stages in the purchase funnel. For example, Punj and Staelin (1983) showed that consumers with more product-specific knowledge search less after seeing an advertisement, while those with general category knowledge are more likely to search. Klein and Ford (2003) distinguished between online and offline search, finding that consumers' mix of time spent on online vs. offline search activities depends on the relative importance of attributes that can be reliably verified through online search.

Advertising has also been shown to affect the means of consumers' search for information. Consumers may search using broad or focused means. Focused search strategies are more likely when the consumer has greater uncertainty about differences between brands (Moorthy, Ratchford, & Talukdar, 1997) and when the consumer overestimates her current level of knowledge (Moorman, Diehl, Brinberg, & Kidwell, 2004). Whereas this literature has relied primarily on experimental evidence, the current paper estimates similar effects using field data.

A number of recent papers have shown that online searches data can help predict market outcomes, and therefore constitute important information that marketing managers need to track.

For example, Kulkarni, Kannan, and Moe (2011) presented convincing evidence that online search data can improve forecasts of new product sales in the motion picture industry. Kulkarni, Ratchford, and Kannan (2012) showed that automobile purchasers who used the internet to search for their cars placed greater emphasis on product attribute ratings, while those who did not use the internet placed greater emphasis on summary recommendations. Hu, Du, and Damangir (2014) estimated a

marketing mix model incorporating Google Trends data along with standard data like market shares, prices and advertising expenditures, finding that information about search volume enhanced model fit both in-sample and out of sample. Therefore, understanding the drivers of online search may help us to understand how search data can be used in forecasting new product sales and understanding purchaser characteristics.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmshurst, J. 1985)

According to Kotler (2006) Direct marketing tools include the use of direct mail, telemarketing, fax, e-mail, newsletter, catalog, internet, and others to communicate directly with specific customers and prospects. Direct marketing tools provide companies with several attractive ways of conveying customized messages to individuals. They usually contain up-to-date information because preparation time can be neglected. While being instantly applicable, they need to be integrated into the long term corporate brand message. Direct marketing is a tool which allows marketers to reduce wasteful communication to non-target customers or customer's groups. For direct marketing tools it is also very important to achieve consistency of the brand appearance.

Brand building through direct marketing is only achieved if customer's expectations are met by the brand performance. Therefore, listening and responding to customer feedback regarding positive and negative experiences is significant.

#### **2.1.1.1 Purpose of Advertising**

Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create a favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer, F.R. and Tanner, J.F. 2002). In addition, they define mass media advertising as "non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images" (Dwyer, F.R. and Tanner, J.F. 2002)

Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. Advertising can be used

to create favorable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Companies selling their products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. (Belch G.E. and Belch, M. A. 2009).

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new entrance, make special offers through sales promotion, to neutralize competitors advertising, and to enhance goodwill of the firm. Objective of any advertising is to communicate about the product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina Belay 2012).

In today's market the range of products and services is especially large, they are all impossible to remember or purchase. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on the customers' behavior, which is determined by a number of cognitive, emotional and behavioral aspects. All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai,2013).

#### **2.1.1.2 Customers Perception on Media Advertisements**

“The process of marketing communication (promotion) takes consumers through three stages of responses: perception, attitude and behavior stages”. Perception is “the process by which people select, organize and interpret information to form a meaningful picture of the world” (Kotler & Armstrong, 1994). The process of perception consists of three elements which are exposure, attention and interpretation within four steps: begin with receiving information from outside, selecting information, organizing information and end with interpreting (Kotler, 2003).

- 1) Receiving information (Exposure): Marketing stimuli includes a diverse amount of variables that affect or expose to the consumer's perception for instance the nature of product, its physical attributes, the brand name, the package design and the advertisements. Therefore, marketers often use tremendous attention-getting devices to accomplish maximum contrast and thus attract consumer's attention.



- 2) **Selecting information (Attention):** Individuals will perceive information differently in accordance with their needs, expectations and past experiences. These help people assign meanings to the stimuli and distinguish products that will offer particular benefit to them. This perceptual step is facilitated by schema which is the set of knowledge and beliefs held by human being. A schema provides a filtering procedure for an individual who concentrates to only a small amount of the original stimuli.
- 3) **Organizing information:** This process is how the ones organize information in physical configuration; therefore, they can interpret into a coherent picture.
- 4) **Interpreting information (Interpretation):** The consumer will interpret the chosen stimuli once the selection and organization processes have been completed. This process is also uniquely individual because it serves as a basis of consumer's expectation and previous experiences (Schiffman et.al.2000).

It is essential for marketers to understand the nature of perception in order to communicate their messages efficiently to consumers. Because the way people perceive and interpret may vary depending on their perspective.

- **Public relations:** (the Institute of Public Relations defines it as the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public. This includes speeches, seminars, press kits, sponsorships, publications, community relations, Events and so on.)

“Public relations can be defined as “the management of communications and relationships to establish goodwill and mutual understanding between an organization and its public.” Jobber (2007) Public Relations activities build a favorable company image with firm's publications through publicity (Zenithal, Bitner & Gremler, 2006,). “Publicity represents one of the most visible elements of public relations and as such draws a lot of attention from both within and outside the profession” (Vercic, Vercic, & Laco, 2008).

To send information about company and its product to general public, firms can enroll on social activities through publicity. According to Ace (2002) “Advertising brings the product to the customer and publicity or PR brings the customer to the product”. Public Relation is concerned with people's attitudes toward the firm or specific issues and designed to sell a product or service and help marketing activities. Public Relation activities include raising awareness, informing and educating, gaining

understanding, building trust, giving consumers a reason to buy, and motivating consumer acceptance (Belch & Belch, 2009).

Publicity materials include publications, events, news, speeches, public-service activities and identity media. Publications include annual report, brochures, articles, company newsletters and magazines. In events company can advertise through news conference and any sports and cultural sponsorships that will reach target audience. News can be useful for company to inform the potential customers about service and product through press release and press conference. Company can build goodwill by contributing money and time for social purposes through public service activities. (Kotler, 2000).

Through these activities customer will inform about company and their offers as well. Firms can arrange press conference that will appear in the media and through media customer will inform about their activities that can build firms image. Firms can also arrange some events to create awareness among the people about uses of the product and its benefits and importance. These activities will appear in media and then people will know about it

- **Sales promotion:** (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 include exhibitions, coupons, fairs and trade shows, premiums and gifts, sampling, rebates low-interest financing etc.)

Sales Promotion is one type of stimulus that provides an extra incentive to buy product or service. Sales Promotion can be well-defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors, or the ultimate consumer with the primary objective of creating an immediate sale.” According to Laroche et al., (2003) Sales Promotion is an action focused marketing event whose purpose is to have an impact on the behavior of the firm’s customers“ Sales Promotion is designed to speed up the selling process and create maximize sales volume through providing extra incentives” (Belch & Belch, 2009).

Sales Promotion is very effective for consumer oriented marketing or mass consumer base sales promotion and also for trade oriented sales promotion.

- **Personal selling:** (an interpersonal communication tool which involves face-to-face activities undertaken by individuals, often representing an organization, in order to inform, persuade, or remind an individual or group to take appropriate action, as required by the sponsor ‘s representative. e.g. incentive programs, shows, sales presentations, samples etc.)

Personal sales promotion would be more effective promotional tools for mass consumer markets.

In personal Selling, sales persons are directly involved with potential buyer and get feedback swiftly. Personal Selling is a process of person-to-person communication. In personal Selling, company promotes their products directly to consumers through advertising and promotions or indirectly through resellers or salespeople. For example: Sales people of the insurance industry and real estate sales people (Belch & Belch, 2009).

Personal Selling can be classified in various ways like: retail selling, field selling, telemarketing and inside selling (Belch & Belch, 2009).

According to Zeithaml, Bitner & Gremler (2006) “personal selling is face to face presentation by a representative from the firm to make sales and build customer relationships.” Personal Selling is very secure in selling to consumers and resellers.

The face to face conversation facilitates instant feedback. In personal direct selling, representatives can present the product or service to the customer, they can convince the customer through showing the product attributes, and last if successful, they close the sales. Personal contact is vital for technical consumer

Physical sales meeting is more powerful than other sales techniques to convince the customers because; sales people can easily understand the requirements of customer and can offer according (Belch & Belch, 2009).

- **Direct marketing** :(an interactive system of marketing which uses one or more advertising media to affect a measurable response at any location. For example, cat logs, mailings, telemarketing, email, electronic shopping, and so on.)

As one of the marketing elements, promotion tool includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumer’s satisfaction of their wishes and needs comparing with the competitor’s commodities (Mahmud; Mohammad; Sultan; 2014). Promotional tool is one of the key factors in the marketing and has a key role in market success. Promotional tool is used to ensure that consumers are aware of the products that the organization is offering. The promotional tool is the combination of the different channels that can be used to communicate the promotional tool message to the consumers (Ansari & Shahriar, 2011). The channels to be used are; advertising, personal selling, direct marketing, sales promotion, and public relations tool (Rowley, 1998).

## 2.2 Branding

The definitions of a brand are as diverse as the extensive amount of literature. In the classical definition, the brand is linked to the identification of a product and the differentiation from its competitors, through the use of a certain name, logo, design or other visual sign and symbols

At the root of all branding activity is the human desire to be someone of consequence, to create a personal and social identity, to present oneself as both like other people (e.g. to belong) and unlike other people (e.g. to stand out), and to have a good reputation. Sign and symbol are essential ingredients of this branding phenomenon. As a form of marking, branding is richly ramified by application to oneself, to other people, and to property; it takes both material and metaphorical forms; and is perceived either positively or negatively.

Although the common understanding of branding as the naming of a product is essentially a simple one, the applications of this idea and the thinking about it have evolved in dramatic ways. To appreciate that evolution requires awareness of the difference between a sign and a symbol. Jung (1964, p. 20) refers to “familiar trademarks, names of . . . badges, or insignia,” saying, “Such things are not symbols. They are signs and they do no more than denote the objects to which they are attached.

What we call a symbol is a term, a name, or even a picture that may be familiar in daily life, yet that possesses specific connotations in addition to the conventional and obvious meaning.” In a similar vein, Mercer (2010, p. 18) explains that a trademark (i.e. a sign) “is the tangible item of intellectual property – the logo, name, design, or image – on which the brand rests. But brands also incorporate intangibles such as identity, associations, and personality.”

Branding starts as a sign, a way of denoting that an object is what it is and then becomes a form of naming something (e.g. a steer, a slave, a prisoner, a detergent). But immediately, denotation is not enough and connotations arise. Being named an animal, a slave, a prisoner, or a product are not merely denotative terms; they also imply other ideas. The brand on an animal or a person promptly becomes a symbol of ownership and reputation. Branding is usually done by using some kind of mark placed either directly on the object or indirectly on a label (e.g. a slip, a flap, a patch) that is affixed to the object. In addition to signifying ownership and the status of the one branded, a mark might be a positive sign of distinction. It is important to note the interweaving of the positive and negative meanings of branding that will be shown in this essay.

### **2.2.1 Brands Equity**

According to Aaker (1991), brand equity is a multidimensional concept. The construct of brand equity has been viewed from two main perspectives in the literature, the financial perspective, and the consumer-based perspective (Kim, Kim and an, 2003). In particular, the financial perspective underlines the overall value of the brand and answers the question of how well the business performs in the market (Hampf and Lindberg-Repo, 2011) Hence, the financial perspective permits firms to take out the financial value of the brand from the total value of the firm. Simon and Sullivan (1993) were among the first scholars to provide a method to measure brand equity mathematically. They measure brand equity on the basis of financial market value of the firm. In contrast to the financial perspective of brand equity, a more consumer-oriented approach flourished as an alternative. The main purpose of the consumer-based perspective is to determine how consumers respond to a brand (Keller, 1993; Shocker, Srivastava and Ruckert, 1994). Based on this perspective, brand equity has been defined by Keller (1993) as the differential effect of brand knowledge on consumer response to the marketing of the brand.

Brands are more than just names and symbols. They are key elements in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance- everything that the product or service means to consumers.

### **2.3 Empirical Literature**

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product which is consumed by user but alter the attitude with which they look at the product.

This part of the study summarize the different studies conducted by different researchers and scholars in different time and setting regarding the study under investigation which is The Effect of Advertisement Media on Consumer Buying Behavior.

A study by Ugonna, A. (2017), on the effects of media advertising on Hero beer on consumers' purchase intent in Awka, Anambra State. Consumers' purchase intent was tested in this study, using the AIDCA theory of advertising, an extension of AIDA. AIDCA is an acronym for the attention, interest, desire, conviction, and action which an advertisement is expected to induce in consumers. The study focused on the effects which the variables of media advertising (TV, radio, and billboard) had on

beer consumers' purchase intent of Hero beer, using the AIDCA model, as well as the effect of a combination of these variables (media-mix) on purchase intent using 200 beer consumers in the study area selected using judgmental sampling technique.

The findings of the study showed that media advertisements of TV and radio had a significant influence on consumers' purchase intent, while radio and billboard advertisements had significant influence on the attention, interest, desire, conviction, and action (AIDCA) of consumers of Hero beer. The media-mix of radio and billboard mostly influenced consumers' purchase intent of Hero beer.

A study in 2016 on Advertisement and Its Impact on Consumer Buying Behavior on Healthcare Products in India Bangalore City on 100 respondents by Dr. K. Nirmala, and Suganthi Pais, with The objective of analyzing the impact of TV advertisements on healthcare products and the factors influencing the customers buying behavior on healthcare product and the results of the study shows that the advertisements has both positive and negative impact on the customers buying behavior and most of the time advertisements mislead the customers in choosing their products.

A study designed to answer the role of social media advertising on consumer buying behavior in retail industry Istanbul by Adnan V. and Ahmed A in 2016, found out weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behavior, as those steps represent the five steps need recognition model in consumer buying behavior. Moreover, findings showed no changes in this relation regarding to consumer's age, and education level. However, there were changes between Females and males in the relation with consumer need recognition, and search for information.

A study by Samar Fatima and Samreen Lodhi (2015), regarding the Impact of Advertisement on Buying Behaviors of the consumers: Study of Cosmetic Industry in Karachi City conducted on the 200 young male or female who use different brands of cosmetics to check the influence of advertisement on their buying behavior while creating the awareness and building the perceptions. The results revealed that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

On the other hand, attention grabbing advertisement contributes the largest effect towards influencing consumers buying behavior.

A study on **Assessing the role of advertisement media on consumer buying behavior in the airline industry in Tanzania** by Malembo Amir (2015). More specifically, the study intended to identify the relationship between print media, radio advertisement, television advertisement and online advertisement and the consumer buying behavior. The study was conducted in Dares Salaam at fast jet headquarters and Julius K Nyerere Airport by taking a sample size of 150 respondents from Fast jet staffs and customers found out that advertisement has direct influence on consumer buying behavior. Moreover, the study found out that television advertisement appears to be the most influencing factor. Furthermore, the study found out that, an online advertisement has begun to gain trust to consumer in buying products online.

Similar study by Siiri Koskinen (2015) regarding **Targeted Social Media Advertising and Consumer Decision Making in Online Buying Behavior** with the aim of understanding how targeted social media advertising influences online buying behavior come up with the findings of, targeted social media advertisements affect the consumer online buying behavior throughout the whole buying decision process. The influence of targeted social media advertisements is greater depending on the stage of the process. Targeted advertisements can arouse different reactions and affect positively to the online buying intention, when the advertisements are correctly targeted. The research findings provide further information about the effects of targeted social media advertisements and increase the understanding of consumer online buying behavior.

This research also emphasizes the importance of effective targeting of social media advertising and provides means for implementation of targeted advertisements. Dr. S. K. Kaushal (2014) undertakes a study on **Impact of Advertising on Customer Purchase Behavior in Pharmaceuticals** using non probability systematic convenient sampling technique has been followed. The finding indicates that pharmaceutical advertisement makes an impact on doctor prescription behavior. Moreover, the Results show that advertisement is effective in affecting the decision process and positive impression of the consumer towards particular medicines and there is significant association of medium of advertisement that gets the attention with educational qualification, Occupation and age of the respondent as the Chi-square value is significant. The Visual presentation of advertisement creates more attention and makes their impacts in selection of medicine.

A study by Naveen Rai (2013), regarding the **Impact of Advertising on Consumer Behavior and Attitude with Reference to Consumer Durables in India** having a specific objective of examining the influence of advertising on consumer buying behaviors and determining the influence of advertising on attitude formation of consumers. The finding shows that advertisement worldwide influence the

behavior and attitude formation of consumers not only in India but also worldwide. The consumers of durables products have their motivational sources which are advertisements and study revealed that advertisement motivates them to materialize the purchase of durables. The consumers are induced significantly by advertisements when the target is on quality and price. Purchase attitude and behavior is influenced by variety of advertisements which cover product evaluation and brand recognition. Another study by M. Nick Hajli (2013) conducted on the impact of social media on consumers.

The results show that trust has a significant direct effect on intention to buy. The perceived usefulness (PU) of a site is also identified as a contributory factor. The finding shows how social media and social factors influence trust and intention to buy through social networking sites.

A study conducted by Ahmed and Ashfaq (2013), to explain the impact of media advertising on consumers' buying behavior on purchasing beverage products. The findings of the study showed that 41% of respondents were influenced by product quality, 39% were influenced by to persuasiveness of the advertisement while 20% were influenced by the information provided by the advertisement. It was found that advertisements provide consumers with the information they need about the advertised product which in turn becomes source of awareness when consumers discuss the information with their friends of families whereby this information tend to influence consumers on what they buy, how they buy, when they buy, where they buy and how they buy.

On another research by Abideen et al (2011), also found that advertising is the main factor which influences consumer buying behavior especially if the advertisements are created in such a way that they make the consumer excited, stimulated and frenzied. This is because such advertisements are more likely to attract the attention, arouse interest and create desire to purchase the advertised product.

A study conducted by Ergin et. al, (2010) on purchase decision of cosmetics found that the decision is strongly influenced by the consumer's reference groups, advertising and marketing. The study further found that consumers were most likely to purchase a particular brand of cosmetics after having been referred to by their peers who had already bought the cosmetics.

Ethiopia with a population closer to 100 million, the per capita consumption of beer stands at eight liters and is expected to reach nine or 10 by the end of 2015/16, which is very small compared to Kenya's above 15 liters and South Africa and around 60 liters. Moreover; in the capital Addis Ababa at least about half of the country's total beer production is consumed (Fortune Magazine, 2010).

In aggressive and costly marketing campaigns, Ethiopian breweries with a small production capacity may soon be swallowed by the big ones. Thus, their profit margins will not be as it used to be in the



old days. For some of them survival depends on their marketing strategy and winning the minds to secure loyal customers. In opposite argument with the above; there will be no merger or one being swallowed by another at this stage of Ethiopia's beer industry because the market is fragmented and unserved. (Tsegaye Fereja and Leykun Birhanu; March 2019)

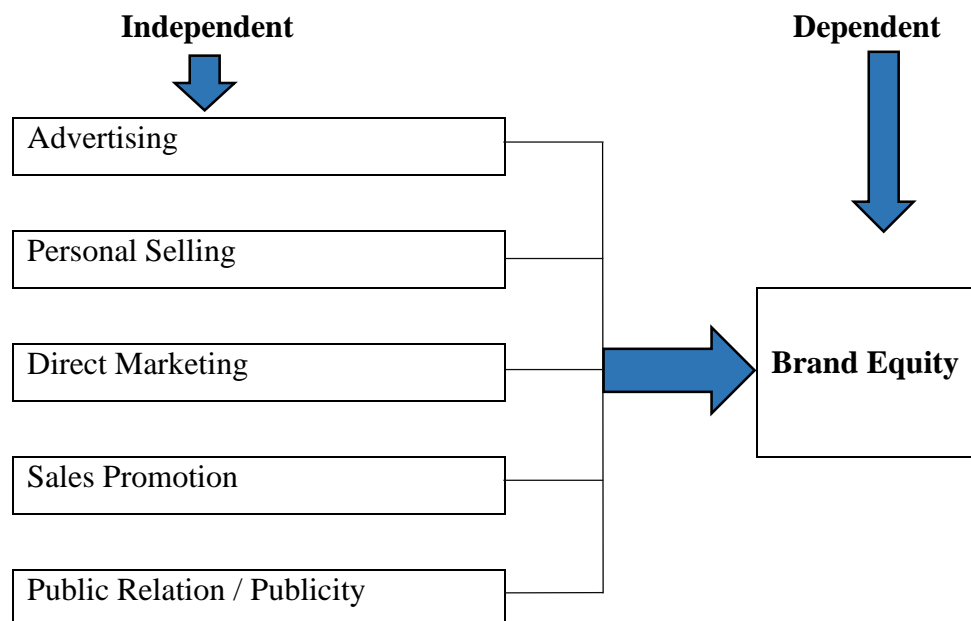
Furthermore, it is crucial to examine the company specific factors or internal factors as well as the external factors that influence customer brand preference. There are also customer specific factors that influence customer satisfaction (Henning-Thurau & Klee, 2010).

Even though, beer markets widespread around the world specifically in Addis Ababa Ethiopia, it needs far too much time to study the determinants consumers' beer brand preferences in Addis Ababa. (Tsegaye Fereja and Leykun Birhanu; March 2019)

## 2.4 Conceptual Framework

To answer the presented questions above and to have guide on data collection and interpretation also to discover a relationship between variables the following hypothesis is framed.

Dependent and Independent Variable of the Hypothesis



Source: Yoo and Donthu, 2000

Figure 2 Conceptual Framework

The following hypothesis are formulated after a critical examination of various literatures, hypothesis will be tested in order to achieve the targeted main and specific objective of this study.

In the hypothesis, Promotional Tool (Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation Publicity) are the independent variables while Brand Equity is the dependent variable.

## **2.5 Hypothesis of the Study**

The following hypothesis are formulated after a critical examination of various literatures had been performed, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study. In the hypothesis sales promotional tools (under advertising, personal selling, direct marketing, sales promotion, and public relations) are the independent variables while Brand Equity is the dependent variable.

Obtaining a Promotion (like under the Promotional Tool) has effect on consumer Brand Equity due to inherent willingness to gain additional effect of the product purchase (Huff & Alden,1998).

**Hence, following hypothesis can be proposed:**

- H1:** Advertising has positive and significant effect on brand equity during promotional tool.
- H2:** Personal selling has positive and significant impact on brand equity on brand equity during promotional tool.
- H3:** Direct marketing has positive and significant impact on brand equity on brand equity during promotional tool.
- H4:** Sales promotion has positive and significant impact on brand equity on brand equity during promotional tool.
- H5:** Public relations have positive and significant impact on brand equity on brand equity during promotional tool.

# **CHAPTER THREE**

## **RESEARCH METHODOLOGY**

### **3.1 Research Approach**

Selecting the right research approach is important for the research as it has an effect on the relevant information extract from the data. There are two types of method researchers use to collect data: qualitative and quantitative method. Qualitative research method is more intrusive and less structured than quantitative research techniques and, thus, are appropriate when the research is exploratory in nature, when the area for examination is unfamiliar to the researcher.

While quantitative research method is aimed to classify features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics. According to McDaniel and Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful.

The aim of this research is to identify the influences of branding on consumers' purchase behavior. According to the above discussion, the research will use quantitative methodology to allow the researcher measure and analyze the dependent variable (consumer behavior) and the independent variable (branding).

### **3.2 Research Design/Type**

Research design is a logical and systematic plan prepared for directing research study. It deals with issues as techniques for data collocation, sampling technique as well as time and cost constrain. (Kothari, 2001). According to Bryman and Bell (2007), a research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process.

In this study the researcher will use explanatory research design to enable the researcher accomplishes the objectives of the study. The main aim of explanatory research is to identify any causal links between the factors or variables that pertain to the research problem.

### **3.3 Sampling Design**

Sampling is the process of selecting respondents to be involved in the study from the studied population. In addition, it can be defined as the process of obtaining information about an entire population by examining only a part of it (Kothari, 2004).<sup>20</sup>

The reason why samples are important is that within many models of scientific research, it is impossible (from both a strategic and a resource perspective) to study all the members of a population for a research project. It just costs too much and takes too much time. Instead, a selected few participants (who make up the sample) are chosen to ensure that the sample is representative of the population. Here below the sample design of the research work.

#### **3.3.1 Target Population**

The target populations for the study were 384 consumers of the Heineken beer from 21 up to 52 years of age; found in Addis Ababa Kirkos sub City. in order to collect the data about promotional tool effect of brand equity of the company. The Reason for selecting this area as a study area, is because first of all Addis Ababa is where the researcher lives in this city secondly the organizations headquarter office is located in this area and therefor it would help the study to have positive feedback on the study.

#### **3.3.2 Sampling Technique**

The researcher was adopted convenience sampling of probability and nonprobability technique for the study. Convenient Sampling refers to researching subjects of a population that are easily accessible to the researcher and it is affordable, easy, and the subjects are readily available (Sakaran, 2003). This was because of the financial constraints hence under the circumstance the convenience otherwise known as the sampling random was used to gather the respondents. In this case consumers who were available and were also willing to participate were each given a questionnaire to complete. The researcher was provided the needed assistance to the respondents in the completion of the questionnaires. These were in the form of explaining the study objects, and clarifying the individual question since some of the respondents had low level of formal education.

#### **3.3.3 Sample Size Determination**

In this research, both probability and nonprobability sampling techniques have been used. The target populations for the study were consumers of the Heineken products which are found in Addis Ababa Kirkos sub City. The target population of the study can be from age 21 up to 52 years of age; in order to collect the data about promotional tool effect of brand equity of the company.

The representative sample size has been determined by using estimation method given by Cochran (1963) cited in Israel (2003) as:

$$N = Z^2 * p * \frac{(1 - p)}{d^2}$$

Where;

**N=required sample size**

**Z<sup>2</sup> = Degree of confidence (1.96)<sup>2</sup>**

**P = Probability of positive response**

**d<sup>2</sup> = Tolerable error (0.05)<sup>2</sup>**

$$N = 1.96^2 * 0.5 * \frac{(1 - 0.5)}{0.05^2}$$

**N= 384.16**

**Therefore, the sample size of this study is 384 individuals.**

In the sampling size determination **384** respondents were taken to answer the questionnaire.

### **3.4 Data Collection Methodology**

The researcher considered several data collection methods and finally he chose structured questionnaires and interviews. This is because questionnaires have the tendency to cover a wider area within a short time. Moreover, it is preferred in studies which adopt the quantitative research design approach. And this study is not an exception.

The researcher used self-administrated survey on the target respondents and data were collected face-to-face on and off buying situation of the consumer. At the target locations, the target respondents were approached and the researcher asked if they would like to participate in the survey or not and if they would, the questionnaire have been given to them with a clear explanation on how to complete it.

### **3.5 Data Collection Instrument**

#### **3.5.1 Questionnaire**

The questionnaires were distributed via Google Form to the targeted respondents of the study. Two main measurements scale will be adopted and used in the study namely; nominal and ordinal. In the nominal scale the variables that will be age group, gender, profession, education. In the ordinal scale, a five-point scale will be used where 5-implies strongly agree and 1-implies strongly disagree. The questionnaires were further grouped according to the objectives of the study for easily validity and identification.

### **3.6 Data Analysis Methods**

After collecting the data via Google Forms to minimize the complexity of data entry, the data entry method has been done by using statistical process for social science (SPSS version 26) the analysis of data has been started to draw important conclusions that reflected the researcher's interest of inquiry. Quantitative analysis techniques have been employed to demonstrate processed data in absolute terms through the use of descriptive statistical tools such as frequency, valid percentages, minimum and maximum value, mean and standard deviation of results with the help of SPSS version 26 by employing descriptive and inferential analysis techniques. Descriptive analysis has been used to describe the data that have been collected from questionnaire in terms of, mean, standard deviation and the like while inferential analysis has been used to explore the relationship between variables by using associational inferential statistics particularly Pearson correlation coefficient and Cronbach's Alpha to test internal reliability of various items.

### **3.7 Validity and Reliability**

#### **3.7.1 Validity**

Validity is concerned with whether the findings are really about what appear to be (Saunders et. al; 2003), validity defined as the extent to which data collection methods accurately measures what they were intended to measure (Saunders, et. al, 2003).

#### **3.7.2 Reliability**

According to Saunders et al (2003), reliability refers to the degree to which data collection method will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense is made from source.

The purpose of reliability is to examine the level of non-error in measurement, which means to examine the consistency of measurement.

This study will adopted Cronbach's alpha test or the reliability coefficient have been used to measure the internal consistency between the multiple measurements of a variable in a questionnaire. According to Hair et al. 2006 (p.137), this test is the most widely used to know the consistency of the entire scale. Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires.

According to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The following rules of thumb indicated acceptable of Cronbach's alpha coefficient: “\_ > .9 – Excellent, \_ > .8 – Good, \_ >.7 – Acceptable, \_ > .6 –

Questionable,  $\alpha > .5$  – Poor and  $\alpha < .5$  – Unacceptable” In this paper, I applied Cronbach’s alpha test to measure the internal consistency of questionnaires to test its reliability.

### **3.8 Research Ethics**

During the distribution of the questionnaire, respondents will be informed about the purpose and the benefit of the study along with their full right to completely reject the participation ethical and legal consideration will be kept prophetically for the purpose of this research only.

## CHAPTER FOUR

### DATA ANALYSIS AND PRESENTATION

#### 4.1) Response Rate

A total of 384 questionnaires were distributed with the help of 4 enumerators and the response rate was indicated in the table below.

**Table 1: Response rate**

Items	Response rate	
	No.	Percent
Sample size	384	100%
Collected	384	100%
Remain uncollected	0	0%

From the above table, out of 384 distributed questionnaire 384(100 %) were collected while there are no remained questionnaires uncollected. Moreover, the process of data collection the method was electronic Google Form and this made it easier to give respondents, and easier to fill, also collect and manage data's accordingly this process helps both parties "researcher and respondent" safe from unnecessary risk of COVID 19, the questioner to be fulfilled satisfactorily; Therefore, analysis were made based on the responses obtained from 384 questionnaires.

#### 4.2) Demographic Characteristics of Respondents

This research was enclosed the main demographic characteristics such as Age group of respondents was considered to be minimum 21 years of age because of the ratified bill bans of (Food and Medicine Administration Proclamation No.1112/2021 Part Three 18.2); gender, Gender was considered to find out whether male or female consumers have been highly involved in. also marital status were observed to understand if marriage trends to have effect on the usage of alcohol beverage of both group; Academic Qualification was considered to find out the respondent's level of educations. Whereas, Occupation too, if income level has effect on the respondent; then the findings were indicated below:



**Table 2: Demographic information of respondents**

		Frequency	Percent	Cumulative Percent
<i>Age Group</i>	21-28	264	68.8	68.8
	29-36	108	28.1	96.9
	37-44	12	3.1	100.0
	Total	384	100.0	
<i>Gender (Sex)</i>	Female	184	47.9	47.9
	Male	200	52.1	100.0
	Total	384	100.0	
<i>Marital Status</i>	Married	120	31.3	31.3
	Single	264	68.8	100.0
	Total	384	100.0	
<i>Academic Qualification</i>	High School	8	2.1	2.1
	Complete			
	Diploma	68	17.7	19.8
	BA Degree	212	55.2	75.0
	Post Graduate Degrees	96	25.0	100.0
	Total	384	100.0	
<i>Occupation</i>	Employed	288	75.0	75.0
	Unemployed	52	13.5	88.5
	Self Employed	44	11.5	100.0
	Total	384	100.0	

Source: Own Survey (2021)

From the data presented in table 1 above, the majority (68.8%) of the respondents were age group of 21-28 years old; 28.1% of the respondents were on age group of 29-36 years and the remaining 3.1% were 37-44 years old respectively. Therefore, the majority of the consumers who drink Heineken beer are youngsters; falls on the group of 21-28 years of age.

From the data presented in table above, the majority (52.1%) of the respondents was male and the remaining 47% of the respondents were female. This indicates that out of 384 consumers around 200

consumers were male and the remaining 184 consumers were female. Therefore, with insignificant variation both male and female consumers drink Heineken beer.

Up next seen on the data presented the majority (68.8%) of the respondents are single and the other (31.3%) of the respondents are Married. This indicates that consumers who are married, or cohabitating, generally tend to drink less than unmarried or single, drink more often, and in larger quantities.

Regarding educational level of the respondents, the above table portray that, the majority (55.2%) of the respondents were BA/BSC degree holders, and (25%) of the respondents were Post Graduate Degrees, follows by (17.7%) of respondents are diploma and certificate and the remaining 2.1% of the respondents were high school Complete respectively.

Therefore, the educational background of most consumers is BA/BSC degree holders and/or Post Graduate Degrees holders.

Finally, concerning about Occupation of respondents, the higher share (75%) of the respondents were Employed; (13.5%) of the respondents were Unemployed and the remaining besides (11.5%) were above Self Employed.

Therefore, the majority of consumers are Employed Else Self Employed, which indicates that Livelihood of respondents is related with their income that has major role on the usage of alcohol beverage, we can generally say with the Livelihood of the consumers comes the potential or the power to buy, therefore Employed consumers have more buying tradition than unemployed consumers.

**Table 3:** Case Processing Summary; Reliability statistics of the five point Likert scale questions

		N	%
Cases	Valid	382	99.5
	Excluded <sup>a</sup>	2	.5
	Total	384	100.0

(Source: Own Survey, 2021)

a. List wise deletion based on all variables in the procedure.

- ❖ We can see that we have 382 valid cases and 2 were excluded from the total of 384.
- ❖ Excluded<sup>a</sup> = A missing value for any of the items for a participant they were deleted or eliminated completely from the list.

❖ So going to percentile value we can see the 95.5% has been a valid case with 5% were Excluded <sup>a</sup> that is value number of 2. Therefore, out of the five point Likert scale questions that is distributed to 384 respondents 382 is valid which generally indicates, the Reliability of this test is higher with a value of 99.5% or 382 out of 384 respondents.

**Table 4: Consumer's Opinion On Their Beer Consumption Brand Awareness**

				Cumulative	
<i>Do respondents Consume of beer</i>		Frequency	Percent	Valid Percent	Percent
	Yes	180	46.9	46.9	46.9
	No	204	53.1	53.1	100.0
	Total	384	100.0	100.0	
<hr/>					
<i>Are respondents active in</i>	Yes	384	100.0	100.0	100.0
<hr/>					
<i>Social Media</i>					
<hr/>					
<i>Do respondents know the</i>	Yes	356	92.7	92.7	92.7
<i>Heineken beer brand?</i>	No	28	7.3	7.3	100.0
	Total	384	100.0	100.0	

(Source: Own Survey, 2021)

From the table above, most (53.1%) of the respondents withdraw drinking beer and on the other hand (46.9) respondents remaining consuming beer, which is related first the cost of beer before the bill and corona virus secondly consumers get in to related products of beer product. Furthermore, from 384 respondents (100%) witch shows that consumers are enormously active in social media, which opens new window of reaching consumers if companies know what to do with these opportunities/ possibility's. for the reason that (92.7%) respondents know the Heineken beer brand with remaining percent of (7.3%) respondents do not know the Heineken beer brand.

**Table 5: Consumer's Opinion On Their Beer Consumption Brand Awareness#9**

		Frequency	Percent	Cumulative Percent
<i>How do</i>	In Advertising	296	77.1	77.1
<i>respondents come</i>	While in Personal Selling	16	4.2	81.3
<i>to know the</i>	While in Direct Marketing	4	1.0	82.3
<i>Heineken beer</i>	In a Sales Promotion	20	5.2	87.5
<i>brand?</i>	In Public Relation/Publicity	48	12.5	100.0
Total		384	100.0	

(Source: Own Survey, 2021)

As seen the table above enormous number of respondents with (77.1 %) respondents come to know Heineken beer brand in advertising followed by (12.5%) of respondents knowing Heineken beer brand in Public Relation/Publicity, the other 5.2%, in a Sales Promotion, and 4.1% While in Personal Selling and at the finally 1.0 % of respondents knowing Heineken beer brand While in Direct Marketing respectively.

**Table 6: Consumer's Opinion On Their Beer Consumption Brand Awareness**

		Frequency	Percent	Cumulative Percent
<i>Do respondents think promotional tools have influence the mind of consumers?</i>	Yes	364	94.8	94.8
	No	20	5.2	100.0
	Total	384	100.0	
<i>When respondents choose a beer brand, do respondents recall the promotions respondents have seen on social media?</i>	Yes	284	74.0	74.0
	No	100	26.0	100.0
	Total	384	100.0	
<i>Do respondents think Heineken uses Digital marketing platforms?</i>	Yes	248	64.6	64.6
	No	136	35.4	100.0
	Total	384	100.0	
<i>Do respondents think Heineken is consumer-centered?</i>	Yes	248	64.6	64.6
	No	136	35.4	100.0
	Total	384	100.0	

(Source: Own Survey, 2021)

From the above table, 94.8% of the respondents do believe promotional tools have influence on their mind or on the mind of consumers. With 5.2% of respondents think promotional tools Do not have no influence on the mind of the consumer. Therefore, promotional tools have the Power to influence the mind of consumers. Besides (74.0%) respondents choose a beer brand, based on the promotions they recall from social media the rest (26%) of respondents do not consider in this case. Hence it shows that most of respondents While choosing a beer brand, they do recall the promotions they have seen on social media that indicate with the higher number of respondents active in social media it wise and greatest opportunity to work promotion on social media to reach respondents and In the other case based on the data gathered majority of the respondents with (64.6%) think Heineken uses Digital marketing platforms whereas (35.4%) do not think that Heineken uses Digital marketing platforms at all. So with the upper case wail consumers are active in social media the company should reach and stretch batter in order to minimize the rest of (35.4%) consumers in digital marketing. Finally, it has been asked if respondents think Heineken is consumer-centered and most witch (64.6%) of them believe so and (35.4%) do not think Heineken is not consumer-centered. Even though the higher number of respondents believe Heineken is consumer-centered they have the window to work on the rest (35.4%) of consumers.

The table Below, Table 7 shows the Likert scale data of Consumers Respondents Opinion on (Brand Loyalty, Perceived Quality, Brand Association, Brand Awareness, Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation)

**Tale 7: Likert scale data of Consumers Respondents on Brand Equity Of Heineken Beer**

	N	Min	Max	Mean	Std. Deviation
Do respondents use Heineken beer as their first choice compared to other beers?	384	1	5	2.60	1.205
Even if there are other brands, would respondents not switch to any of them?	384	1	5	2.68	1.096
I t makes sense to buy Heineken beer instead of any other brand, even if they are the same.	384	1	5	2.77	1.305
Even another brand has the same features as Heineken beer, would respondents prefer to buy Heineken beer.	384	1	5	2.59	1.152
Are respondents highly aware of Heineken beer?	384	1	5	2.64	1.261
Can respondents simply Recognize Heineken beer among other beers	384	1	5	3.16	1.335
Do some characters of Heineken beer come to my mind quickly?	384	1	5	2.67	1.135
Can respondents recall the symbol or logo of Heineken beer quickly	384	1	5	3.20	1.398
Do the advertisings of Heineken beer initiate respondents to buy/ drink the beer?	384	1	5	2.80	1.290

When respondents see/ hear Heineken beer advertisings, does it grab/ catch their attention	384	1	5	3.06	1.424
The advertisings of Heineken beer are connected with something that respondents are interested in (good experience) mostly	384	1	5	2.75	1.156
Do the advertisings of Heineken beer have persuasive power?	384	1	5	3.22	1.302
Do the advertisings of Heineken beer contain basic information about the beer?	384	1	5	3.09	.992
Does Salespersons of Heineken brewery influence respondents to buy/ drink Heineken beer	384	1	5	2.80	1.322
Does Salespersons of Heineken brewery give respondents updated information about Heineken beer and the company	384	1	5	2.68	1.205
Dose Salespersons of Heineken beer invite/ ask if respondents have any suggestion or comment about Heineken beer	384	1	5	2.34	1.127
Do respondents observe if Salespersons of Heineken brewery use to visit and discuss with people who drink beer in clubs, bars, hotels?	384	1	5	2.74	1.149
Do the information respondents get about Heineken beer by Salespersons enforces me to keep drinking the beer?	384	1	5	2.47	1.260

When the company introduces a new beer, does it use, a free trial using Salespersons	384	1	5	2.97	1.160
Are Discussions that respondents had with Heineken beer Salespersons are important and positive	384	1	5	2.69	1.104
Do Heineken beer promoters influence respondents to buy/ drink the beer?	384	1	5	2.77	1.256
Do respondents want to buy/ drink Heineken beer more than the usual when there is a promotion to win something?	384	1	5	3.26	1.270
Are respondents more likely to buy/ drink Heineken beer if there is a “buy one get one free” promotion	384	1	5	3.23	1.239
After buying/ drinking Heineken beer on promotion, do respondents buy/ drink again after the promotion is over	384	1	5	2.83	1.019
Do respondents hear/ see about Heineken beer by representatives of the company through different social media often	384	1	5	2.84	1.327
Are the information’s given by Heineken beer through Social media are credible	384	1	5	3.10	.931
Does Heineken Beer Company participates in social/ humanitarean activities	384	1	5	3.07	1.014
Valid N (listwise)	384				

---

(Source: Own Survey, 2021)



From the above table, with (Mean= 2.60) and with (Std. Deviation= 1.205), Respondents do not use Heineken beer as their first choice compared to other beers brands similarly with (Mean =2.68) and with (Std. Deviation =1.096), respondents perceived that they will not switch to any of them, if there are other brands.

Therefore, most of the consumers can be potentially loyal consumer if they get introduced to the custom of Heineken beer then they will make Heineken beer as their first choice among other brands.

with value of (Mean= 2.77) and (Std. Deviation= 1.305), most consumers perceived that even if they are the same it makes sense to buy Heineken beer instead of any other brand moreover with the value of (Mean= 2.59) and (Std. Deviation= 1.152), respondents also perceived that even if another brand has same features as Heineken beer, they Wouldn't prefer to buy Heineken beer.

Here the consumers take close call when, 2.77 of the state that it makes sense to buy Heineken beer instead of any other brand, even if they are the same; on the other hand, 2.59 of them do not prefer to buy Heineken beer if it has the same features as other brands. That means consumers Perceived Quality over Heineken beer It makes sense to buy it among other brand but do not prefer to buy it if it has same features with other brands, that means they expect some quality out of Heineken beer but if it's the same with others they prefer to be loyal to the brands that they are custom with, this shows consumers are loyal if they are introduced to wail, but know they are not loyal to the Heineken beer.

From the above table, consumers are not highly aware about Heineken beer with (Mean= 2.64) and with (Std. Deviation= 1.261), but with (Mean= 3.16) and with (Std. Deviation= 1.335), respondents can simply Recognize Heineken beer among other beers; Therefore, most consumers can Recognize Heineken beer among other beer brands but are not highly aware about Heineken beer, this indicates that if consumers highly aware they can simply Recognize it and can be associate with.

From the above table, most of the respondents perceived that some characters of Heineken beer come to their mind quickly with (Mean= 2.67) and (Std. Deviation= 1.135) also with (Mean= 3.20) and (Std. Deviation= 1.398) most of the respondents perceived that they can recall the symbol or logo of Heineken beer quickly. This shows consumers have moderate Brand Awareness that the brand exists on the market.

From the above table, with (Mean= 2.80) and (Std. Deviation= 1.290), respondents perceived that advertisings of Heineken beer initiate respondents to buy/drink Heineken beer and most respondents perceived that Heineken beer advertisings, does grab/catch their attention with (Mean= 3.06) and (Std. Deviation= 1.424); Moreover, Moderate number of respondents with (Mean= 2.75) and (Std. Deviation= 1.156), perceived that advertisings of Heineken beer are connected with something that

respondents are interested in; also respondents perceived that advertisements of Heineken beer have persuasive power with (Mean= 3.22) and (Std. Deviation= 1.302), Furthermore with (Mean= 3.09) and (Std. Deviation= 0.992) respondents perceived that the advertisements of Heineken beer contain basic information about the beer.

Therefore, the above result shows that the outcome on advertisements of Heineken beer on the mind of consumer is positive but this does not mean that respondents have the full image of the brand or it does not mean that consumers have perceived satisfactory level of Brand Awareness, as seen above in the description.

From the above table, most of the respondents perceived that Salespersons of Heineken moderately influence respondents to buy/drink Heineken beer with (Mean= 2.80) and (Std. Deviation= 1.322) Moreover, Moderate number of respondents perceived that Salespersons of Heineken give respondents updated information about Heineken beer also about the company with (Mean= 2.68) and (Std. Deviation= 1.205) Besides, with (Mean= 2.34) and (Std. Deviation= 1.127) respondents perceived that Salespersons of Heineken beer invite/ask if respondents have any suggestion or comment about Heineken beer.

Therefore, the above result shows that respondents perceived Moderately high that Salespersons of Heineken beer positively influence, give updated information about the company and ask if respondents have any suggestion or comment on Heineken beer but does not mean it is satisfactory it need more effort to better grip the consumers set of mind.

From the above table, most of the respondents perceived that they observe Salespersons of Heineken visits and discuss with people who drink beer in clubs, bars, hotels with (Mean= 2.74) and (Std. Deviation= 1.149), and Most respondents with (Mean= 2.47) and (Std. Deviation= 1.260) perceived that the information they get about Heineken beer by Salespersons enforces them to keep using and drinking the beer; Moreover, with (Mean= 2.97) and (Std. Deviation= 1.160) respondents perceived that when the company introduces a new beer, it does use, a free trial using Salespersons; Furthermore, respondents perceived with (Mean= 2.69) and (Std. Deviation= 1.104) that discussions that respondents had with Heineken beer Salespersons are important and positive.

Hence, since Salespersons represent their company or the company represent these salespersons as the company's sales representatives to Directly Market its product to the consumer but the above result shows that consumers have positive reception to Direct Marketing it does not mean it is in satisfactory level of communication even though the results show that consumers and Salespersons of Heineken have moderate level of communication it is clear that the company needs to work more to its Direct Marketing and getting its Salesperson's close to his consumers.

on the other hand, the above table shown above, with (Mean= 2.77) and (Std. Deviation= 1.256) the respondents perceived that Heineken beer Salesperson's influence respondents to buy/drink Heineken and Most respondents perceived that with (Mean= 3.26) and (Std. Deviation= 1.270) that respondents want to buy/drink Heineken beer more than the usual when there is a promotion to win something; Moreover, respondents perceived that more likely to buy/ drink Heineken beer if there is a "buy one get one free" promotion with (Mean= 3.23) and (Std. Deviation= 1.239) Furthermore with (Mean= 2.83) and (Std. Deviation= 1.019) moderate level of respondents perceived that buying/drinking Heineken beer on promotion, the respondents will buy/drink again after the promotion is over.

Therefore, the above result indicates that consumers have perceived positively, the company's Sales Promotion on their mind but it does not mean that consumers have perceived satisfactory level of understanding on their mind about the company's Sales Promotion; it is clear that the consumers have some image on their mind about Sales Promotion of the company but know it is understandable that the company needs to work on its Sales Promotion activity.

Finally, on the above table, most of the respondents perceived that they hear/see about Heineken beer by representatives of the company through different social media with level of (Mean= 2.84) and (Std. Deviation= 1.327) Moreover, with (Mean= 3.10) and (Std. Deviation= 0.931) respondents perceived that the information's given by Heineken beer through Social media are credible and finally with (Mean= 3.07) and (Std. Deviation= 1.014) of respondents perceived that Heineken Beer Company participates in social/ humanitarian activities.

Therefore, the above result that shows respondents perceived positive feedback on Public Relation that the company have with its consumers. It can be stated that consumers are open to make relation if the

company reacts accordingly and Heinekens Public Relation have positive side on the mind of the consumers.

**Table 8: Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.889	.888	6

(Source: Own Survey, 2021)

Therefore, the reliability of this 27 items that critically determine the influence of promotion on consumer has been tested by using Cronbach's alpha. A general accepted rule is that  $\alpha$  of 0.6-0.7 indicates an acceptable level of reliability, and 0.8 or greater a very good level. However, values higher than 0.95 are not necessarily good, since they might be an indication of redundancy (Hulin, Netemeyer, and Cudeck, 2001).

Thus, the reliability coefficient of the above item is above 70% and/or the overall reliability test for the item is 88.8%. This indicates that this 27 items were reliable and understandable for the respondents

### **4.3) Correlation Matrix**

The above findings (findings in table 8) will be strengthened / supported by correlation matrix which was created by using the Pearson correlation coefficient ( $r$ ). It demonstrates how each Promotional tool such as Advertising, Personal Selling, Direct Marketing, Sales Promotion, and Public Relation was correlated with Brand equity of Heineken beer. The result is demonstrated as follows.

**Table 9: Correlation Matrix**

		Brand Equity	Advertising	Personal Selling	Direct Marketing	Sales Promotion	Public Relation
Brand Equity	Pearson	1	.495**	.375**	.406**	.438**	.439**
	Correlation						
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	384	382	384	384	384	384
Advertising	Pearson	.495**	1	.648**	.668**	.733**	.579**
	Correlation						
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	382	382	382	382	382	382
Personal Selling	Pearson	.375**	.648**	1	.774**	.481**	.644**
	Correlation						
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	382	384	384	384	384
Direct Marketing	Pearson	.406**	.668**	.774**	1	.624**	.696**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	382	384	384	384	384
Sales Promotion	Pearson	.438**	.733**	.481**	.624**	1	.544**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	384	382	384	384	384	384
Public Relation	Pearson	.439**	.579**	.644**	.696**	.544**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	382	384	384	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed). (Source: Own Survey, 2021)

On the correlation matrix Table seen above, it is understandable that all of the variables had positive correlation with Brand equity as well as had positively correlated with each other.

However, this matrix may show the causal relationship between variables and the magnitude of the association between variables. The correlation coefficient between promotional tools and Brand equity. This indicates a strong direct linear relationship between promotional tools and Brand equity.

Further, the correlation coefficient between Advertising and Brand equity are correlated with correlation coefficient (.495\*\*), or (49.5%) which indicates that there is moderate relationship between Advertising and Brand equity; at the same time, it is the better correlated tool among the other tools in this case with Brand equity. That is followed by Public Relation correlated positively with Brand equity by (.439\*\*) or (43.9%) moderate relationship; moreover, the relationship between Sales promotion and Brand equity is correlated with correlation coefficient of (.438\*\*) or (43.8 %) which indicates that, there is moderate relationship between Sales promotion and Brand equity. As well as the correlation coefficient between Direct Marketing and Brand equity is (.406\*\*) or (40.6%) witch shows there is moderate relationship between Direct Marketing and Brand equity nevertheless the correlation between Brand equity and Personal Selling, also the relationship between Personal Selling and Brand equity is moderate relationship correlation that Brand equity has.

Therefore, Brand equity did not have a strong correlation relationship with the variables While Advertising has also moderate relationship by (.495\*\*) (49.5%) with Brand equity and Personal Selling (.375\*\*), or (37.5%) having list correlation coefficient besides other variables Direct Marketing (.406\*\*), or (40.6%) Sales Promotion (.438\*\*) or (43.8%) and Public Relation (.439\*\*) or (43.9%) having correlation coefficient it indicates Brand equity have moderate relationship with the variables.

#### **4.4) REGRESSION ANALYSIS**

The regression analysis has done using customer buying behavior as dependent variable and the branding dimensions (brand awareness, brand loyalty perceived quality, brand association) as independent variable

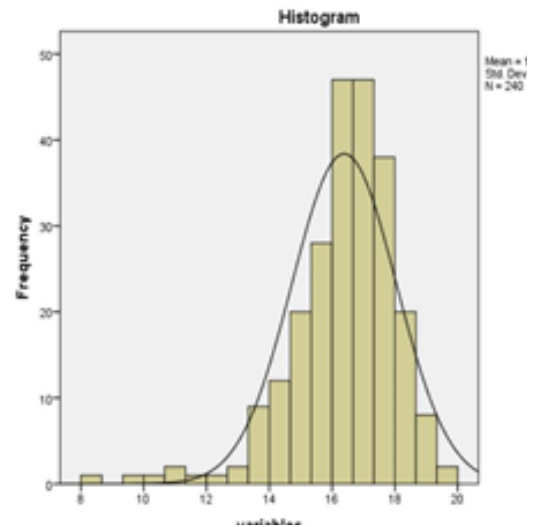
##### **Test for Normality of Data**

In statistics, normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed.

A graphical tool for assessing normality is the normal probability plot of the standardized data against the standard normal distribution. For a normal data the result should fall approximately with in a normal curve line, Gujarati (2002).

**Table 10: Test for Normality of Data**

	N	Skewness		Kurtosis	
		Statistic	Std. Error	Statistic	Std. Error
Advertising	382	-.101	.144	-1.317	.286
Personal Selling	382	-.331	.144	-1.383	.286
Direct Marketing	382	.121	.144	-1.368	.286
Sales Promotion	382	.032	.144	-1.490	.286
Public Relation	382	-.477	.144	-1.236	.286
Brand Equity	382	-.317	.144	.496	.286
Valid N (listwise)	382				



**Figure 3: Test for Normality Of Data**  
(Source: Own Survey, 2021)

**Descriptive Statistics** (Source: Own Survey, 2021)

For this study a normality test has been conducted and the result on figure 3; shows that most of the line falls approximately with in a normal curve line, and it is possible to conclude that the study met the first test of regression and the data are normally distributed

## Test for Multicollinearity

In a statistics, multicollinearity (also collinearity) is a phenomenon in which two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy.

In this study Variable Inflation Factor (VIF) technique is employed. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors:  $(VIF=1/ (1-r^2))$ . The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of multicollinearity problem. Tolerance (TOL) defined as  $1/VIF$ , It also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem. (Gujarati, 2002)

**Table 11: The multicollinearity statistics**

<i>Coefficients<sup>a</sup></i>		Collinearity Statistics	
		Tolerance	VIF
1	Advertising	.346	2.889
	Personal Selling	.341	2.932
	Direct Marketing	.289	3.465
	Sales Promotion	.407	2.459
	Public Relation	.468	2.139

a. Dependent Variable: Brand Equity (Source: Own Survey, 2021)

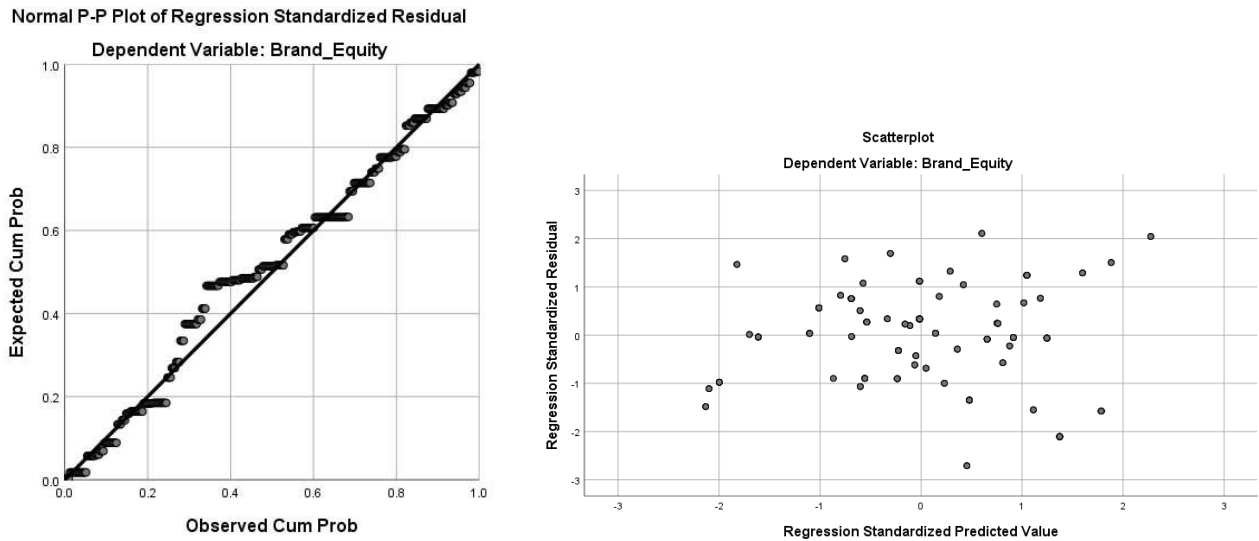
Table 11 shows that: VIF values for all variables are less than the tolerable value that is 10. And Tolerance value of all variables also is above 0.1 which indicates that this model is free from multicollinearity problem between the dependent variables.

## Homoscedasticity

Homoscedasticity points out for every value of X, the distribution of Y scores must have approximately equal variability. To check this assumption, the residuals can be plotted against the predicted values and against the independent variables. When standardized predicted values are plotted against observed values, the data would form a straight line from the lower-left corner to the upper-right corner, if the model fit the data exactly; As shown in the figure below, P-P plot used to test the homoscedasticity



assumption for the model, in this case P-P plot the dots are drawn closer to the diagonal line, indicating that assumption of homoscedasticity is met.



(Source: Own Survey, 2021)

Figure 4: Nominal P-P Pilot of Regression

**Table 12:** The *Model Summary*

*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 <sup>a</sup>	.610	.603	.59106

a. Predictors: (Constant), Public Relation, Sales Promotion, Personal Selling, Advertising, Direct Marketing

(Source: Own Survey, 2021)

The model summary table shows an R-Square value is 0.610 which means that 61% of the buying decision was explained by the variation of the five variables. Namely (public relation, sales promotion, personal selling, advertising, direct marketing). In other words, this means that 39% of the dependent variable i.e. Brand Equity cannot be explained by these the five variables and that there must be other variables that have an influence on the outcome.

**Table 13: ANOVA Analysis***ANOVA<sup>a</sup>*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.267	5	12.090	88.329	.000 <sup>b</sup>
	Residual	60.448	376	.405		
	Total	212.715	381			

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Public Relation, Sales Promotion, Personal Selling, Advertising, Direct Marketing

(Source: Own Survey, 2021)

From the ANOVA table, it is possible to see the overall significant of the model. The mean squares can be calculated by dividing the sums of squares by the associated degrees of freedom.

F-ratio is a test of the null hypothesis that the regression coefficients are all equal to zero. The table shows that the F-value (88.329) is significant at 0.01 level of significant (P value that corresponds to F statistics is significant). The result of the study indicated that regression model significantly predicts consumer buying decision.

**Table 14: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.850	.132		6.424	.000
	Advertising	.211	.023	.365	9.278	.000
	Personal Selling	.200	.029	.278	6.950	.000
	Direct Marketing	.166	.022	.306	7.538	.000
	Sales Promotion	.078	.021	.143	3.654	.000
	Public Relation	.108	.026	.165	4.084	.000

a. Dependent Variable: Brand Equity (Source: Own Survey, 2021)

The table shows the constant, beta, and significance level of each variable. It indicates that the five variable which are advertising, personal selling, direct marketing, sales promotion, public relation influence consumer buying decision significantly at 95% confidence interval with a sig. Level <0.05.

The regression model of this study can now be properly written in an equation as follows:

$$\hat{Y} = 0.850 + 0.211X_1 + 0.200X_2 + 0.166X_3 + 0.078X_4 + 0.108X_5$$

The regression model from the above table shows that keeping other variables constant, a one unit increase in advertising service will bring a 0.211 unit increase in consumer buying decision, a one unit increase in personal selling will bring a 0.200 unit increase in consumer buying decision, a one unit change in direct marketing will bring a 0.166 unit increase in consumer buying decision, a one unit increase in sales promotion will bring a 0.078 unit increase in consumer buying decision and a one unit increase of public relation will cause a 0.108 unit increase in consumer buying decision.

#### **4.5) Hypothesis Testing and Discussions**

Proposed hypothesis are tested based on the results of the correlation analysis. By looking at the Sig.-value in Table 9, it is possible to interpret whether the particular independent variable has a significant relationship with the dependent variables. Hypothesis is supported when the Sig. value is smaller than 0.05; and a null hypothesis is rejected when the Sig. value is equal or larger than 0.05.

##### **Hypothesis #1**

❖ *Advertising has positive and significant effect on brand equity during promotional tool.*

Regarding the association between Advertising and Brand Equity, Pearson correlation analysis reported that it has 0.495 at a significance level of .000 and a positive relationship with Brand Equity. Hence, it is possible to conclude that brand awareness have strong effect on customers buying behavior in beer product.

Therefore, the hypothesis is accepted. Going back to the definition of brand awareness; "...adequate Knowledge and brand image of a consumer ... (Aaker, 1991, (Keller, 1993).)": had a positive relationship with customer satisfaction.

##### **Hypothesis #2**

❖ *Personal selling has positive and significant impact on brand equity on brand equity during promotional tool.*

Concerning about the association between Personal Selling and Brand Equity, Pearson correlation analysis reported that it has 0.375 at a significance level of .000 and a positive effect on Brand Equity.

Hence, it is possible to conclude that brand association has a relationship with Brand Equity in beer product.

When referred to the definition of brand association that is, “Personal Selling is anything relate to the preference of a brand (Aaker, 1991, p.109; Keller, 1993). Therefore, the hypothesis is supported that brand association was found a valid variable for customer buying behavior has important factor.

### **Hypothesis #3**

- ❖ *Direct marketing has positive and significant impact on brand equity on brand equity during promotional tool.*

About the association between Direct Marketing and Brand Equity, Pearson correlation analysis reported that it has 0.406 at a significance level of .000 and a positive effect on Brand Equity. Hence, it is possible to conclude that perceived quality has a strong effect on Brand Equity in beer product.

According to Lin & Chang, 2003; Perceived quality makes the consumers satisfied which make them repurchase the product which leads to loyalty. Therefore, the hypothesis is supported that perceived quality has strong effect to customer buying behavior.

### **Hypothesis #4**

- ❖ *Sales promotion has positive and significant impact on brand equity on brand equity during promotional tool.*

On the issue of the Sales Promotion and Brand Equity, Pearson correlation analysis reported that it has 0.438 at a significance level of 0.00 and a positive effect on Brand Equity. Hence, it is possible to conclude that brand loyalty have a relationship with Brand Equity in beer product. Therefore, the hypothesis is accepted.

### **Hypothesis #5**

- ❖ *Public relations have positive and significant impact on brand equity on brand equity during promotional tool.*

On the issue of the Public Relation and Brand Equity, Pearson correlation analysis reported that it has 0.439 at a significance level of 0.00 and a positive effect on Brand Equity. Hence, it is possible to conclude that brand loyalty have a relationship with Brand Equity in beer product. Therefore, the hypothesis is accepted.

In summary, according to their relationship and significance level, all the hypotheses that assumed earlier to accomplish the study were supported.

<b>Thesis</b>	<b>Independent Variable</b>	<b>Correlation coefficients'</b>	<b>Dependent variable</b>	<b>Result</b>
H1	Advertising	0. 495	Brand Equity	Accept
H2	Personal Selling	0. 375	Brand Equity	Accept
H3	Direct Marketing	0. 406	Brand Equity	Accept
H4	Sales Promotion	0. 438	Brand Equity	Accept
H5	Public Relation	0. 439	Brand Equity	Accept

## CHAPTER FIVE

### SUMMARY CONCLUSION AND RECOMMENDATION

#### 5.1) Introduction

In this chapter, an attempt is made to discuss the findings of the research based on empirical analysis of collected data by referring objectives of the study in a comprehensive way. As a result, recommendations are given for the concerned company.

#### 5.2) Summary of major findings

The Effect of Promotional Mix Practices On Brand Equity the Case of Heineken Breweries. and it is based on consumers only and not branding company. From the analysis carried out the major findings were as follows:

- ❖ Promotional tools are the key indicators of consumer buying behavior. In this regard, all the respondents were rated as high (Av. Mean > 4). In correlation analysis; Advertising shows the highest positive correlation ( $r=0.495^{**}$ ,  $p<0.01$ ) positively correlated with and brand Equity demonstrates the second highest positive correlation is Public Relation with ( $r=.0.439^{**}$ ,  $P<0.01$ ) and Sales Promotion with ( $r=.0.438^{**}$ ,  $P<0.01$ ) respectively are positively correlates with brand Equity followed by Direct Marketing and Personal Selling with ( $r=.0.406^{**}$  and  $0.375^{**}$ ,  $p<0.01$ ) respectively.
- ❖ The overall fitness of the model, this fact has been confirmed by different types of statistical results. The first way is the ANOVA test that produced a P-value of 0.000 which is below the alpha level, i.e. 0.05. That means the overall independent variable have statistically significant relationship with that of the dependent variable, i.e. customer buying behavior.
- ❖ The R (Coefficient of Correlation) which is simply a measure of the degree of association or co-variation that exists between independent variables (Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation Publicity) while dependent variable (Brand Equity). It only measures degree of association or variation between the variables. In this case the value of R which is 0.781 shows, there is a very strong relationship between the independent variables and dependent variable.
- ❖ By testing the R square (Coefficient of Determination), as the proportion of the total variation or dispersion in the beer brand Equity (dependent variable) that explained by the variation independent variables in the regression is 0.610; meaning, 61.0% of brand Equity is explained by the linear

relationship with all the independent variables (Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation Publicity). Adjusted R square is 0.603 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 384 target respondents, their perception of branding is account for 60.3% percent of total variation in brand Equity. This indicates that the level of relationship between branding and consumer's buying behavior is on beer brand is high.

Generally speaking, the regression model developed under the study can be considered as a good predictor of brand Equity of the company. The individual effects of the independent variables can be explained by their respective beta coefficients. By looking its standardized coefficients (beta) Advertising has the highest standardized coefficient and it means it is the best predictor. And followed by Public Relation, Sales Promotion, Direct Marketing and Personal Selling respectively in their descending order is the predictor of branding.

### **5.3) Conclusion**

The primary objective of this study was to is to investigate the effect of promotional mix practices on customer-based Brand Equity the Case of Heineken Breweries

Nowadays Brewery industry's in Ethiopian straggle in this competitive market to cop up with the computation with competitors to have the attention of consumers; this brings companies to use the promotional tools. Hence, this study tried to identify investigate the effect of promotional mix practices on customer-based Brand Equity the Case of Heineken Breweries in addition, this study also tried to answer the three research questions stated in chapter one, Similarly, this study considered five factors namely Advertising, personal selling, direct Marketing, Sales promotion and Public Relations. A sample size adopted convenience sampling was estimation method given by Cochran (1963) cited in Israel (2003) as: Based on the theoretical framework and objectives of the study, 27 items were provided in a 5-point Likert scale to the respondents. The gathered data was analyzed by statistical process for social science (SPSS version 26)

The findings indicate that the promotional tools have a positive effect on Customer's Brand Equity, besides 52.1% of respondents being male and 47.9% of female consumer it is found to be Heineken beer is popular on the mind of the consumers with 92.7% of consumers recall the brand.

The findings presented in this thesis has focused on the relation between Promotional tools and Brand equity based on its influence on customers. The findings have revealed that promotional tools have significant influence on consumer for Brand equity. The study has shown that the way Heineken beer is promoted united with the brand integrity of such product encourages consumers to purchase it and make repeat purchase of it, and as well enhances the referral of such product to other prospects.

Moreover, the findings of this study shown that brand image and promotional tools have enormous impact on consumer buying decision thus confirming that promotional tools are actual marketing communication tools for influencing consumer buying decisions on sustainable bases.

It has also confirmed that there is a significant correlation between branding and promotional tools that could have a determining impact on a company's position both in the mind of consumer and marketplace. thus this research has come to draw the conclusions that promotion is one of the most effective to create strong brand and to get more customer attention. We can understand Promotional tools have their contribution to develop Heineken beer brand and reputation.

Findings of this research confirmed that Promotion can help Organizations to maintain long term customer relationships. By using different Promotional tools, it makes a company's product to compete effectively in the market. This is achieved through clear, consistent and competitive messages across to target audiences. The result of this is that the company will start to entry good customer's patronage, which result into better market share for its product as the company message is highly clear and competitive.

It has been theoretically and empirically shown that the usage of Promotion tool helps in promoting and improving the company's competitive edge. The usage of Promotion will definitely increase impact, make ideas more effective and provide greater consistence communication. Respondents believed that the use of Promotion has an impact on creating long term relationship between Heineken beer and its customers.

The brand awareness and brand association of Heineken beer on the mind of customer is positive, but it does not mean that every customer has positive brand awareness about the brand. However, most of them reflected their ability to identify the brand of Heineken beer regardless of various situations and



to link the name, symbol, logo and the like to recognize and associate in their memory. Therefore, Promotional tools are considered as a significant tool for a company's great effort in order to differentiate itself from its competitors.

The effective implementation of those five Promotional tools has a positive effect on Brand equity such as customers could link Heineken beer on their mind first while one talks about beer. As a result, Advertising is more important to maintain brand loyalty and brand awareness. Similarly, Personal Selling has a positive effect on Brand equity. Moreover, Direct Marketing is crucial to build brand association and brand loyalty. In addition, Public Relation as a Promotional tool has a significant effect on building perceived quality, brand association and brand loyalty. Moreover, Sales Promotion as a Promotional tool have positive effect to build up consumer relationship, as a company keeping your customers closer and attract new potential customers, and based brand equity in the process. Therefore, regardless of the degree to impact, each Promotional tool has a vital effect to build successful Brand equity.

Based on findings of the research, Promotional tools have a positive effect in enhancing Brand equity. Some of them are: increase the linkage between customers and the company's brand, increased perceived quality and advantage; Uniquely remember and recognize the brand from its competitors, Increase sense of membership; Enhance sense of loyalty to the brand; Attract other customers through the recommendation of existing customers.

However, according to this research, the entire Promotional tools are not equally important. The five Promotional tools namely Advertising, Personal Selling, Direct Marketing, Sales Promotion and Public Relation, vary in the degree to which they drive Brand equity.

Based on the findings of the researcher suggest Recommendation

#### **5.4) Recommendation**

After the wake of the COVID-19 pandemic marketplaces are not the same social distancing and limited contact with others, social media became an important place to interact. Social media platforms are meant to connect people and helped the world remain connected, largely increasing usage during the pandemic or after the lockdown. Since many people are asked to remain home, they have turned to

social media to maintain their relationships and to access entertainment to pass the time; so Building your brand across social media channels means you can reach new audiences, engage with potential customers and drive more traffic to your sites services/products, while also providing accessible customer service to meet increasingly impatient consumer expectations in order to solve their problems fast. With consumers spending significantly more time on their devices

Advertising through social media will give Heineken brewery to increase and Improve its Brand Recognition also helps to Develop Better Brand Loyalty on the consumer's mind, it helps to improve Public Relation and Heinekens brand can should take social media platforms on a strategic level because Most social media platforms have built-in data analytics tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. Because the result of this study show consumers/the market like to receive Heineken beer's promotion through the promotional tools; so Heineken beer should work to use advertisement that will communicate its product to the target customer.

Moreover, this is a good time to pay attention how they plan to reach customers with the new opportunity's that the online activity brings therefore Heineken beer should pay more attention to the activity and means of Public Relation, both in (online and offline) since the study results showed strength from this activity, in influencing the consumers purchasing decision toward the company product.

In addition, the company can use Public Relation as a tool in order to inform, release updated news, announce activities done by the company for its customers and the public since this promotional tool has a great ability in creating credibility in the mind of the target customers and the public in general as well.

Giving focus to direct marketing and Personal Selling will help the company to improve brand image better likewise There is need for Heineken beer management to come up with strategies to grasp customers mind and filling because Direct Marketing today necessitates entering into and maintaining a relationship with a customer.

Furthermore, Getting and keeping loyal customers is an essential part of an organization continuing in business when threatened by scenarios like the pandemic or COVID 19 and this will continue to be important when the society and economy recovers; nowadays There are many media and tools available to the marketer and these should be chosen with care so that the best results can be achieved.

As marketers, strategies have to be formed based on customer needs and collecting information on what those needs are is fundamental to marketing success but Failure to do direct marketing and advertising has positive outcomes a competitor could open communications and steal customers who feel neglected by lack of relevant communication.

Finally, the research makes the following recommendations in addition based on the objectives of the study that were found to have positive significant and insignificant relationships.

Advertising strategy affects brand equity positively and breweries can achieve higher levels of brand equity through creating brand awareness and recognition on perceived quality of their respective beer brands. And Breweries should integrate advertising message with direct marketing and public relations in order to enhance the effect of promotional mix on overall brand equity.

Personal selling strategy has relatively lower significant influence on brand equity, and that companies can improve that relationship by integrating direct marketing as well as publicity tactics that will improve the brand

Public Relations/ Publicity have a significant effect on the brand equity and breweries can improve this relationship by considering public attention and public visibility that may have an influence in promotion campaigns.

Direct marketing strategy has a low effect on brand equity and breweries can improve the strength of this relationship by developing a close association, generate an immediate response, cover a wide audience with targeted promotion message, and allow complete, customized, and personal message from the direct marketing strategy.

This study is limited in nature and discusses only the slight element of the promotion mix even there are some other marketing tools and technique who contribute to the brand equity. Customer taste and preference, technology, culture and other marketing media may affect brand equity formation. The future research can examine the impact of other marketing media and culture in brand equity.

## Reference

- Aaker David A. Building Strong Brands, Simon & Schuster, New York 1996
- Aaker, D.A. (1991). Managing Brand Equity, Capitalizing on the value of a brand name. New York: The free press <http://www.fmhaca.gov.et/wp-content/uploads/2020/06/Food-and-Medicine-Administration-Proclamation-1112.pdf><https://heinekenethiopia.com/>
- Adjugger. (2008). Guide to Online Advertising. Journal of Interactive Marketing, 14(1), 38-48. Retrieved from [http://www.adjugger.com/docs/AdJuggler\\_guidetoonlineadv.pdf](http://www.adjugger.com/docs/AdJuggler_guidetoonlineadv.pdf)
- Adnan Veysel Ertemel, (Ph.D.) & Ahmad Ammoura (2016). The Role of Social Media Advertising in Consumer Buying Behaviour. International Journal of Commerce and Finance, 2(1), 81-89.
- Aaker, D. A., & Biel, A. (2013). Brand equity & advertising: Advertising's role in building strong brands. Psychology Press
- Assael, H. (2001). Consumer Behaviour and Marketing Action. 6th ed., Singapore: Thomson Asia Pte Ltd.
- Arens, F. W., Schaefer, H. D & Weigol, M. (2009). Essentials of Contemporary Advertising, 2nd ed. New York: McGraw-Hill/Irwin.
- Andy Field (2006). Discovering Statistics Using SPSS. 2nd ed., London: Sage Publications.
- Arens, W. F. (1996) Contemporary Advertising. USA: Times Mirror Higher Education Group Inc
- Alicja Sekuła, (2005) Promotion and its tools in territorial marketing, Gdansk University of Technology
- Armstrong, M. (2009). A Handbook of human resource management practice. 11th ed. Library of Congress Cataloguing-in-Publication Data.
- Abeselom Damtew, (2013). **Assessment of Marketing Strategy Practices In Ethio Telecom: From The Company Perspectives.** Master's Thesis, St. Mary's University.
- Akinyele, S.T. (2011). Strategic Marketing and Firms Performance a Case Study of Nigeria Oil and Gas industry. School of business, covenant university, Ota-Nigeria. vol.10, pp 61-77.
- Anderson and Vince, (2000). Principles of Marketing, 1st Ed, Oxford University press New York.

Andrew W. (2010). Strategic Marketing. Ventus publishing. ApS.

Bagwell, Kyle (2007), The Economic Analysis of Advertising, vol. 3 of Handbook of Industrial Organization, Elsevier.

Belch G.E. & Belch. M. A. (1990) Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th ed., New York: Irwin/McGraw-Hill,

Belch G.E. & Belch. M. A. (2003) Advertising and Promotion: An Integrated Marketing Communications Perspective, 6th ed., Irwin/McGraw-Hill, New York.

Belch G.E. & M. A. Belch. (2005). Advertising and Promotion: An Integrated Marketing Communications Perspective, 5th ed., New York: Irwin/McGraw-Hill.

Bettman, J., & Park, C. W. (1980). Effects of prior knowledge and experience and phase of the choice process on consumer decision processes: A protocol analysis. Journal of Consumer Research, 7(3), 234–248.

Bagwell, Kyle (2007), The Economic Analysis of Advertising, vol. 3 of Handbook of Industrial Organization, Elsevier.

Bettman, J., & Park, C. W. (1986). Effects of prior knowledge and experience and phase of the choice process on consumer decision processes: A protocol analysis. Journal of Consumer Research, 7(3), 234–248.

Chamberlin, Edward (1933). The Theory of Monopolistic Competition: A Re-orientation of The Theory of Value, Harvard University Press.

Cravens David W., & Piercy Nigel F. (2009). Strategic Marketing, New Delhi: Tata McGraw- Hill Publishing Company Limited.

Davidson, S. (2001). Seizing your competitive advantage: Journal of management, Vol. 10, No.8: Community banker, PP 32.

Eakuru, K. & Mat, L. (2008) Study of Attributes that Form Marketing Image of Financial Institution. Innovative Marketing, Volume 1, Issue 1.

Ferrell, Michael, & Hartline. (2011). Marketing Strategy (5thed.): USA, South-Western Cengage learning

Gay, L.R (1992), Education research: Competencies for analysis adaptation, 4th Ed, New York: McGraw-Hill Inc.

Ghose Amitabha (Ed), (2008). Impact of Government Policies on Marketing Strategies, India: the Icfai University Press.

<https://www.statology.org/how-to-read-a-correlation-matrix/>

<https://www.thearmoury.agency/the-ultimate-guide-to-social-media-marketing-for-breweries>

Homburg, Christian, Sabine Kuester, Harley Krohmar. (2009). Marketing management: A contemporary perspective (1st ed.). London

<https://www.who.int/news-room/detail/21-09-2018-harmful-use-of-alcohol-kills-more-than-3-million-people-each-year--most-of-them-men>

<https://www.cdc.gov/alcohol/fact-sheets/underage-drinking.htm>

<https://bgiethiopia.com/about%20us/>

<http://www.addismap.com/bgi-ethiopia> Viewed on Jan 02 2017

<http://www.addisfortune.net/article/ethiopian-beer-market/>.com Viewed on Jan 02 2017.

<http://www.fmhaca.gov.et/wp-content/uploads/2020/06/Food-and-Medicine-Administration-Proclamation-1112.pdf>

<https://heinekenethiopia.com/>

Jain S.C, (1997), Marketing planning and strategy (5th edition). Cincinnati, south western college is publishing.

Kapferer, J.N. (2004) Strategic Brand Management, 2nd ed, London; Kogan page

Keller, K. L. (2003). Building, measuring, and managing brand equity. New Jersey: Pearson Education

Kotler Philip (1999). Marketing Management: Analysis, Planning, Implementation, and Control, New Delhi-110001, Prentice Hall of India Private Limited.

Kotler, P., Keller, L. (2012). Marketing Management (14th ed.): New Jersey, Prentice publishing: one lake street, upper saddle river.

Kotler, P. and Armstrong. (2012). Principle of Marketing, 14th edition New Jersey: Kotler, P. (2007). Marketing Management 12th edition. Prentice hall Inc.

Koyade, O. (2014). Marketing Communications 1'st edition. Ventus publishing Aps.

Kotler, P. (2003). Marketing Insight from A to Z. New Jersey: John Wiley and Sons Inc. Kotler, P. (2000). Marketing Management Millennium edition, 10th Edition. New Jersey:

Kotler, Armstrong, Saunders and Wong (1999). Principle of Marketing 2'nd edition. New Jersey: Prentice Hall Inc.

Kotler Philip, Armstrong Gray, AgnihotriPrafulla Y. &Hauque Ehsan Ul (2010). Principles of Marketing. A South Asian Perspective. India: Pearson Education, Inc.

Kotler p.(2012). Marketing Management. Prentice Hall Inc.

Kotler P and Armstrong G, (2010). Principles of marketing; Pearson Prentice Hall, 13th Ed. New Jersey, NJ.

Kapferer, J.N.(2004) Strategic Brand Management, 2nd ed, London; Kogan page

Keller, K. L. (2003). Building, measuring, and managing brand equity. New Jersey: Pearson Education

Manmohan J. (2012). Essentials of Marketing Ventus publishing Ap.

Meera Singh (2012). Marketing Mix of 4Ps for Competitive Advantage. Journal of business and management. vol.3, pp 40-45.

Moggahadam(2012).The Influence of Marketing Strategy Elements on Market Share of Firms.

International journal of fundamental psychology and social science Vol.2,pp 19-24.

McDonald and Dunbar (2007). Marketing Plan: How to Prepare Them, How to Use Them 6th edition Oxford printing press.

Mongay J (2006). Strategic Marketing Concepts and Boundaries. Authonomus University of Barcelona,SBSswiss Business school.

Michael Lynn (2011). Segmenting and Targeting Your Market: Strategies and Limitations.Cornell University. Vol.243 pp 353-369.

Organization–society relationship by oyvindihlen and pietverhoeven: october 2018



Paul fifield. (1994), Marketing Strategy: oxford, Linacre house, Jordan hill.

Pour, Nazari and Emami (2013), The effect of marketing mix in attracting customers: case study of saderat Bank in Kermanshah province, published research.

Porter, M.E. (1990). The Competitive Advantage of nations: MacMillan Press ltd London, ISBN 0-333- 51804-7.

Reda, A. A., Moges, A., Wondmagegn, B. Y. & Biadgilign, S., 2012. Alcohol drinking patterns among high school. BMC Public Health, 12(213), pp. 1-6

Roger Brooks's bank (1994), Framework of Marketing Strategy, pp.1014.

Tu, Y. Wang, C. & Chang, H. (2012). Corporate Brand Image and Customer Satisfaction on Loyalty: An Empirical Study of Starbucks Coffee in Taiwan. Journal of Social and Development Sciences, Vol. 3, No. 1, pp. 24-32, Jan.

Wind, Y., & Robertson. (1983). Marketing Strategy: New directions for Theory and Research, Journal of Marketing, Vol.47, No2, PP 12-25.

## Appendix

### St. Mary University School of Graduate Studies A Request for Participation in a Research Study

#### Dear Respondents

I would like to extend my deep gratitude in advance for volunteering to devote your valuable time to fill this questionnaire. The purpose of this questionnaire is to gather data to conduct a research in partial fulfillment of the requirements for Master's Degree in Marketing Management. This questionnaire is designed to gather data on the Promotional Tool Effects on Customer's Brand Equity the Case of Heineken Breweries, your response is highly valuable for the study therefore I have invited you to fill out a questionnaire form. All the information gathered and collected will be used ethically and decently for academic purposes only.

Thank you.

Contact Address: - SHEWIT GHIDEY E-mail:-\_\_\_\_\_.

#### Dear Participants,

To complete the questionnaire, select the language you want and click on the link below

#### To complete the questionnaire in English: Press the Link below

[https://docs.google.com/forms/d/e/1FAIpQLSfelk8erEby4x6CBSMK8f\\_kio4CdeXByMxpzfQtIGm0GnWN3Q/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfelk8erEby4x6CBSMK8f_kio4CdeXByMxpzfQtIGm0GnWN3Q/viewform?usp=sf_link)

#### To complete the questionnaire in Amharic: Press the Link below

<https://docs.google.com/forms/d/e/1FAIpQLSc1InIWGs4tCqDEOKVBwDOEr6KPpTT6Ud6nP95KOSGzSJJF1g/viewform?vc=0&c=0&w=1&flr=0>

Thank you for your participation!

**PART ONE**

**Background information of respondents**

1) Your Age Groups?

A) 21-28

B) 29-36

C) 37-44

D) 45-52

2) Gender (Sex):

A) Female

B) Male

3) Marital Status

A) Married

B) Single

4) Academic Qualification

A) High School Complete

B) Diploma

C) BA Degree

D) Post Graduate Degrees

5) Occupation

A) Employed

B) Unemployed

C) Self Employed

**PART TWO**

**Customer's Opinion On Their Beer Consumption Brand Awareness**

6) Do you consume beer

A) Yes

B) No

7) Do you Use Social Media?

C) Yes

D) No

8) Do you know the Heineken beer brand?

A) Yes

B) No

9) How Do you come to know the Heineken beer brand?

A) In Advertising

B) While in Personal Selling

C) While in Direct Marketing

D) In a Sales Promotion

E) In Public Relation/Publicity

10) Do you think these “the upper listed” promotional tools have influence on the mind of consumers?

A) Yes

B) No

11) When you choose a beer brand, do you recall the promotions you have seen on social media?

A) Yes

B) No

12) Do you think Heineken uses Digital marketing platforms?

A) Yes

B) No

13) Do you think Heineken is customer-centered?

A) Yes

B) No

### PART THREE

#### Please Rate These Questions Based On Your Opinion

Using the scale below, please indicate your responses to each of the item that follows, by marking (√) against the number that best describe your answers.

**1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree**

Questions About Brand Equity Of Heineken Beer							
<b>Brand Loyalty</b>							
14)	I usually use Heineken beer as my first choice compared to other beers.						
15)	Even if there are other brands, I would not switch to any of them						
<b>Perceived Quality</b>							
16)	It makes sense to buy Heineken beer instead of any other brand, even if they are the same.						
17)	Even another brand has same features as Heineken beer, I would prefer to buy Heineken beer.						
<b>Brand Association</b>							
18)	I am highly aware about Heineken beer						
19)	I can simply Recognize Heineken beer among other beers						
<b>Brand Awareness</b>							
20)	Some characters of Heineken beer come to my mind quickly						
21)	I can recall the symbol or logo of Heineken beer quickly						
<b>Advertising</b>							
22)	The advertisings of Heineken beer initiate me to buy/ drink the beer						
23)	When I see/ hear Heineken beer advertisings, they grab/ catch my attention						
24)	The advertisings of Heineken beer are connected with something that I am interested in (good experience) mostly						
25)	The advertisings of Heineken beer have persuasive power						
26)	The advertisings of Heineken beer contain basic information about the beer						

<b>Personal Selling</b>					
27)	Sales persons of Heineken brewery influence me to buy/ drink Heineken beer				
28)	Sales persons of Heineken brewery give me an updated information about Heineken beer and the company				
29)	Sales persons of Heineken beer invite/ ask me if I have any suggestion or comment about Heineken beer				
<b>Direct Marketing</b>					
30)	As I observed, sales representatives of Heineken brewery use to visit and discuss with people who drink beer in clubs, bars, hotels etc.				
31)	The information I get about Heineken beer by sales representatives enforces me to keep drinking the beer				
32)	When the company introduces new beer, it uses to offer free trial using sales representatives				
33)	Discussions that I had with Heineken beer sales representatives are from my point of view/ interest often				
<b>Sales Promotion</b>					
34)	Heineken beer promoters influence me to buy/ drink the beer				
35)	I want to buy/ drink Heineken beer more than the usual when there is a promotion to win something				
36)	I am more likely to buy/ drink Heineken beer if there is a “buy one get one free” promotion				
37)	After buying/ drinking Heineken beer on promotion, I usually buy/ drink again after the promotion is over				
<b>Public Relation</b>					
38)	I use to hear/ see about Heineken beer by representatives of the company through different social medias often				
39)	The information given by Heineken beer through social media seems credible				
40)	The company, Heineken beer participates in social/ humanitarian activities				

**ለመመረቂያ በምርምር ጥናት ፅሁፍ ግብአት ይህን ዘንድ የቀረበ የጥናት ደብዳቤ ፅሁፍ መጠይቅ**

ውድተሳታፊዎች፣

በቅድስት ማርያም ደብዳቤ ኒቨርሲ ቲዩድ ህረም ረቃተ ማሪካን፣ በማርኬቲንግ ማኔጅመንት ለሁለተኛ ዲግሪ ምርምር እያደረግሁ ነው። ይህ መጠይቅ የሄክረን ቢራፋ በሪካዎች በደንበኞች በራንድ እኩልነት ላይ በማስተዋወቅ ያመሳሪያ ተፅእኖዎች ግምገማ ላይ መረጃ ለመሰብሰብ ተቀይሮ ነው። የእርስዎ መልስ ለጥናቱ ተጠቃሚ ይሆናል። ለሁሉም የመጠይቅ ቅጽ እንዲሞሉ ጋብዘዎታል። የተሰበሰበው መረጃ ሁሉ በስነምግባር እና በጨዋነት ለትምህርት ደግሞ ለሌሎች ጥናቶች ሊያገለግል ይችላል።

ለሚያደርጉት ተሳትፎ አመሰግናለሁ።

መጠይቁን ለመሙላት በሚያመች ቋንቋ መርጠው ሊንኩን በመጫን መጠይቁን ይሞሉ

**መጠይቁን በ English ለመሙላት፡**

[https://docs.google.com/forms/d/e/1FAIpQLSdZLZjdvF4DlfcSxuO7IckjnKF66BZDQPcuren2CNySNFg6gg/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdZLZjdvF4DlfcSxuO7IckjnKF66BZDQPcuren2CNySNFg6gg/viewform?usp=sf_link)

**መጠይቁን በ Amharic ለመሙላት፡**

<https://docs.google.com/forms/d/e/1FAIpQLSc1InIWGs4tCqDEOKVBwDOEr6KPpTT6Ud6nP95KOSGzSJJF1g/viewform?vc=0&c=0&w=1&flr=0>

**ለትብብርት አመሰግናለሁ!**

ክፍል አንድ  
የግልመረጃ

1) የእርስዎ የዕድሜ ምድብ?

ሀ) ከ21-28

ሐ) ከ37-44

ለ) ከ29-36

መ) ከ45-52

2) ያታ

ሀ) ሴት

ለ) ወንድ

3) የጋብቻ ሁኔታ

ሀ) ያገባ

ለ) ያላገባ

4) የትምህርት ደረጃ

ሀ) የሁለተኛ ደረጃ ትምህርት ቤት ተጠናቅቋል

ሐ) የቢኤ ዲግሪ

ለ) ዲፕሎማ

መ) የድህረ ምረቃ ዲግሪዎች

5) ሥራ ሁኔታ

ሀ) ተቀጣሪ

ለ) ሥራ አጥነት

ሐ) የግል ስራ

ክፍል ሁለት

የደንበኞች አስተያየት በቢራዎቻቸው ፍጆታ የምርት ግንዛቤ ላይ

6) የቢራ መጠጥ ይጠቀማሉ?

ሀ) አዎን

ለ) የለም / አይ

7) ማህበራዊ ሚዲያ ይጠቀማሉ?



ሀ) አዎን

ለ) የለም / አይ

8) ስለ ሄኒከን ቢራ ምርት ያውቃሉ?

ሀ) አዎን

ለ) የለም / አይ

9) የሄኒከን ቢራን ምርት እንዴት አወቁት?

ሀ) በማስታወቂያ

ለ) በግል ሽያጭ ውስጥ እያለ

ሐ) በቀጥታ ግብይት ውስጥ እያሉ

መ) በሽያጭ ማስተዋወቂያ ውስጥ

ሠ) በሕዝብ ግንኙነት / በይፋዊነት

10) የማስተዋወቂያ መሳሪያዎች / ስራዎች በምርቱ ላይ ባሉ ሽማቾች አእምሮ ውስጥ ተጽኖ የሚያሳድሩ ብለው ያስባሉ?

ሀ) አዎን

ለ) የለም / አይ

11) የቢራ ምርት በሚመርጡበት ጊዜ በማህበራዊ አውታር መረቦች ያዩዎቸውን ማስተዋወቂያዎች ያስታውሳሉ?

ሀ) አዎን

ለ) የለም / አይ

12) ሄኒከን የዲጂታል ግብይት መድረኮችን ይጠቀማል ብለው ያስባሉ?

ሀ) አዎን

ለ) የለም / አይ

13) የሄኒከን ምርቶች በደንበኝነት ላይ የተመሰረቱ ናቸው።

ሀ) አዎን

ለ) የለም / አይ

ክፍል ሶስት

እባክዎን እነዚህን ጥያቄዎች በአስተያየትዎ መሠረት ይገምግሙ

ከዚህ በታች ያለውን ልኬት በመጠቀም እባክዎን ለሚከተሉት ንጥሎች ለእያንዳንዱ ምላሾችዎን (✓) ላይ መልሶችን በተሻለ ከሚገልፅ ቁጥር ጋር ያመልክቱ ::

1 = በጣም አልሰማማም ፣ 2 = አልሰማማም ፣ 3 = ገለልተኛ ፣ 4 = እስማማለሁ ፣ 5 = በጣም እስማማለሁ

ስለ የሄኒክን ቢራ የምርት እኩልነት ጥያቄዎች							
<b>Brand Loyalty</b>							
14)	ከሌሎች ቢራዎች አንጻር ሄኒክን ቢራ የመጀመሪያ ምርጫዬ ነው						
15)	ምንም እንኳን ሌላ የቢራ ምርቶች ቢኖሩም ከሄኒክን ቢራ ውጭ አልጠጣም						
<b>Perceived Quality</b>							
16)	ከሄኒክን ቢራ ጋር ተመሳሳይነት ያላቸው ሌሎች ቢራዎች ቢኖሩም ሄኒክን ቢራ ምርጫዬ ነው፤						
17)	ሌሎች ቢራዎች ከሄኒክን ቢራ ጋር ተመሳሳይ የሆነ ጣዕምና ቃና ቢኖራቸውም ሄኒክን ቢራን መጠጣት ምርጫዬ ነው፡፡						
<b>Brand Association</b>							
18)	ስለ ሃይኒክን ቢራ ክፍተኛ ግንዛቤ አለኝ						
19)	ሄኒክን ቢራን ከሌሎች ቢራዎች መካከል ለይቼ አውቀዋለሁ						
<b>Brand Awareness</b>							
20)	የሄኒክን ቢራ አንዳንድ ገፅታዎችና ምስሎች ከአይምሮዬ ላይ ቶሎ ይወጣሉ						
21)	የሄኒክን ቢራ ምልክት ወይም አርማ በፍጥነት አስታውሳለሁ						
<b>Advertising</b>							
22)	የሄኒክን ቢራ ማስታወቂያ ቢራውን እንድጠቀም (እንድገዛ) አበረታቶኛል						
23)	የሄኒክን ቢራ ማስታወቂያ ትኩረቴን ስበታል						
24)	የሄኒክን ቢራ ማስታወቂያ በሕይወቴ ያሉ መልካም ልምዶችን ያስታውሰኛል						
25)	የሄኒክን ቢራ ማስታወቂያ ሳቢ እና የማሳመን አቅም አለው						
26)	የሄኒክን ቢራ ማስታወቂያ ስለ ሄኒክን ቢራ መሰረታዊ መረጃዎችን ያካተተ ነው						
<b>Personal Selling</b>							
27)	የሄኒክን ቢራ የሽያጭ ሰዎች የሄኒክን ቢራ እንድገዛ / እንድጠጣ ጥሩ ማበረታታት አሳድረውብኛል						
28)	ከሄኒክን ቢራ የሽያጭ ሰዎች ስለ ሃይኒክን ቢራ እና ስለ ኩባንያው ግልጽ እና ጥሩ መረጃ አግኝቻለሁ						

29)	የሄኔከን ቢራ ሽያጭ ሰዎች ስለ ሄኔከን ቢራ አስተያየት ወይም አስተያየት ካለኝ ይጠይቁኛል							
<b>Direct Marketing</b>								
30)	እንዳየሁት የሄኔከን ቢራ ፋብሪካ የሽያጭ ተወካዮች በክበባት ፣ በሆቴሎች ወዘተ ቢራ ከሚጠጡ ሰዎች ጋር ለመጎብኘት እና ለመወያየት ይጠቀማሉ ።							
31)	በሽያጭ ተወካዮች ስለ ሄኔከን ቢራ የማገኘው መረጃ ቢራውን መጠጣቴን እንድቀጥል አበረታቶኛል							
32)	የሄኔከን ኩባንያ አዲስ ቢራ ሲያስተዋውቅ የሽያጭ ተወካዮችን በመጠቀም ነፃ ሙከራን ይጠቀማል							
33)	ከሄኔከን ቢራ ሽያጭ ተወካዮች ጋር ያደረግኳቸው ውይይቶች ከእኔ እይታ አጻር ጥሩ ናቸው							
<b>Sales Promotion</b>								
34)	የሄኔከን ቢራ አስተዋዋቂዎች ቢራውን እንድንዛ እና እንድጠቀም ተጽዕኖ ያሳድሩብኛል							
35)	”ገዝተው ያሸንፉ“ ማስተዋወቂያ በሚኖርበት ጊዜ የሄኔከን ቢራ ከተለመደው በላይ በመግዛት በመጠጣት እጠቀማለሁ							
36)	“አንድ ሲገዙ በአንድ ነፃ” የሚል ማስተዋወቂያ ካለ የሄኔከን ቢራን የመግዛት /ፍላጎቴ ይጨምራል							
37)	በማስተዋወቅ በኩል የሄኔከን ቢራን ከገዛሁ በሆላ ወይም ከጠጣሁ በኋላ ደግሜ በመግዛት እጠቀማለሁ							
<b>Public Relation</b>								
38)	ስለ ሄኔከን ቢራ በኩባንያው ተወካዮች ብዙውን ጊዜ በተለያዩ ሚዲያዎች የመስማት እድሉ አለኝ							
39)	በሄኔከን ቢራ በመገናኛ ብዙሃን የተሰጠው መረጃ ተአማኒነት አለው							
40)	የሄኔከን ቢራ ኩባንያ በማህበራዊ / ሰብአዊ ተግባራት ውስጥ ይሳተፋል							