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THE EFFECT OF INTEGRATED MARKETING COMMUNICATION ON SALES PERFORMANCE: THE CASE OF HABESHA BREWERY

BY

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The Effect of Integrated Marketing

Communication on Sales Performance: The case of Habesha Brewery

By

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STATEMENT OF CERTIFICATION

This is to certify that Melat Tamrat has carried out her thesis on the topic entitled "The Effect of Integrated Marketing Communication on Sales Performance: The case of Habesha Brewery ". This work is original in nature and suitable for the award of Masters of Business Administration.

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<u>Yibeltal Nigussie (Assistant Professor)</u>

DECLARATION

I declare that this research is my original work, prepared under the guidance of Yibeltal Nigussie (**Assistant professor)** All sources of materials used for this research have been duly acknowledged and submitted for the award of Masters of Business Administration.

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Melat Tamrat

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Abstract

Marketing communications are used by companies to build shared meaning with the stakeholders of the brand. Integrated Marketing Communication (IMC) tools serve as a major tool in creating product awareness and conditioning the mind of a potential consumer to take an eventual purchase decision. This study was conducted to identify the effect of Integrated Marketing Communication on the sales performance of Habesha Beer. Based on the applicability of components of integrated marketing communication (IMC), five dimensions of IMC were considered in this study such as advertising, sales promotions, public relations, personal selling, and direct marketing. The target groups of this study were users of the products of Habesha beer in some selected parts of Addis Ababa. The sample size was determined to be 328. The study used the convenience sampling method in the place where the consumers will be enjoying their beer. Data were collected from primary sources through questionnaires and analyzed through both descriptive and regression methods. The multiple regression results showed that advertising, sales promotion, personal selling, direct marketing, and public relations were found to have a positive and significant effect on the sales performance of the beer. The company is recommended to use these marketing communication tools in an integrated and optimal manner to outperform the competition in this competitive industry.

Key Words: Integrated Marketing Communication, Sales performance, Habesha Beer

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

MM is a conceptual framework, not only a scientific theory, that clarifies the major decision-making managers' efforts to arrange offers to fit consumers' demands. So, for generating long-term plans and tactical initiatives in the near time, MM may be utilized as a tool. MM is one of the most essential marketing words. It is the operational component of marketing, usually known as the 4Ps (Price, Place, Product, and Promotion). The term "product" refers to the items and services offered by the firm. So, in a nutshell, the product is a collection of benefits that a marketer offers to the client for a fee. The product can also take the shape of a service like train travel, communication, etc. Thus, the product is the main element of any MM (Singh, 2012).

Pricing is the second most important aspect of the MM.Setting the pricing of a product is a challenging task. Marketers must understand that various elements, such as the necessity for a product, the cost involved, the consumer's capacity to pay, government regulations, prices paid by rivals for comparable items, and so on, may influence the pricing process. In reality, price is an important decision zone since it affects both the need for the product and the organization's profitability (Singh, 2012).

Goods are manufactured to be sold to customers; they must be made available to customers in a convenient location where they may easily transact. As a result, it is critical that the product is available in city marketplaces. This encompasses a network of individuals and organizations such as distributors, wholesalers, and retailers who shape the organization's distribution network (the channel of distribution). The organization must decide whether to sell directly to individuals or via distributors. It may even intend to sell straight to clients (Burnett, 2008). The four MM variables are interrelated. Product demand will be reduced as the price of the product rises, and fewer distribution locations will be required (Singh, 2012).Finally, the total MM can result in dynamic modeling based on consumer input for enhancing a product, which can then be offered as an updated product, as well as improved marketing accountability (QMA) (Thabit & Younus, 2015).

One of the most powerful aspects of MM is promotion. Promotional activities are primarily intended to supplement personal selling, advertising, and publicity (Burnett, 2008). The promotion enables the trader and sales team to effectively present the goods to clients and urge them to purchase. Promotion is dependent on several combinations of its components that are employed to achieve the organization's marketing objectives. Advertising is an important component of the promotion mix (Singh, 2012). The primary goal of advertising is to create and evolve a product's image in the market zone. It is one of the most important competitive weapons for preserving industry dynamism. The promotion mix determines the product's positioning in the target market.

Integrated marketing communications serve as the brand's "Voice," allowing it to engage in discussion and form connections with customers (Keller, 2004). Achieving a well-integrated market communication strategy benefits every business company's brand image and product sales.

The trend of IMC as the American economy struggles to recover from the recession, many businesses and organizations look for new ways to increase their presence within their industry. In saying this the evolution of IMC has been a focal point for many public and advertising affairs departments. The goal of IMC consolidates its marketing efforts and streamline how to push the customer while maintaining the organization's core attributes and goals in how they want the product perceived at large. The development of IMC can create a competitive advantage, and boost sales and profits, while saving money, time and stress. IMC wraps communications around customers and helps them move through the various stages of the buying process. The organization simultaneously consolidates its image develops a dialogue and nurtures its relationship with the customer. Whereas the practice of IMC increases the overall effectiveness of a simple communication plan which results in higher profits and sales. As unified messages sent through IMC are more effective than multiple disjointed messages. A consistent consolidated and crystal-clear message has the power to cut communication clutter (Prasad and Sethi, 2009).

With a growing economy, Ethiopia is having a huge consumer market in recent years. Among many antecedents' consumption of beverages is one of them, there is a dramatic replacement of traditional beverages for beer. As a result, the Ethiopian beer market is highly growing.

However, there is also fierce competition among beer companies. In this research paper, Habesha breweries S.Co will be seen from the perspective of integrated marketing communication in sales performance. The Habesha Brewery S.Co uses the following promotional tools: advertising, sponsorship, and non-monetary promotion. Habesha breweries have one product line. Thus, the effect of integrated communication on Habesha beer will be investigated in this paper.

The study is the case of Habesha Breweries joined the sector in 2015 it was initiated by a group of local Ethiopian investors the company is currently owned by the Swinkels family Brewers holding N. V 60% local shareholders 30%, and Linssen participations B.V 10%.Habesha built its beer manufacturing plant in Debre Birhan city, 120km north of Addis Ababa, which has a production capacity of 650,000 hectoliters. The second largest brewery in the Netherlands, Bavaria, holds a 40 percent stake in Habesha Breweries. Habesha Beer joined the local market in July 2015 and has become a popular beer brand. The beer has a five percent alcohol content. Habesha has partnered with Ethiopian Airlines and began has begun supplying canned Habesha Beer to Ethiopian Catering in July 2016. Canned Habesha beer is now available on Ethiopian Airlines flights. Habesha has a motto to "Reach and connect", and has the ambition to reach Ethiopians in the Diaspora.

Habesha Brewery Share Company is one of the leading Ethiopian brewing companies. Habesha was initiated by a group of local Ethiopian investors in 2015. Habesha brewery works according to the height's standards using the latest technologies. Premium ingredients from Ethiopian soil such as barley mallet and hops come together in a fresh and fruity beer. Habesha beer is distinguished by its golden color, rich aroma, and yet smooth's drinking experience. It is the perfect choice for those looking for a larger beer with character and identity. Habesha beer is brewed from Ethiopia's best water, directly sourced from the highland grounds of Debre Birhan.

Therefore, the aim of this study is to examine the influence of different IMKC tools in the case of Habesha Breweries' sales performance.

1.2 Statement of the Problem

Beer is quickly becoming one of Ethiopia's favorite drinks, with consumption per capita reaching 10.6 liters in 2019 In Ethiopia according to the forecast. This is 5.56% more than the previous year. Historically beer consumption per capita in Ethiopia reached an all-time high of 10..7 liters

in 1983 and an all-time low of 1.47 liters in 1994. Recent regulatory changes have affected the sector in 2019, the Ethiopian government introduced new regulations banning alcohol advertisement on TV, radio and billboards, which affected the marketing effort of new and legacy players alike. This was followed in early 2020 with the passage of a bill to increase excise on beer. Locally established Habesha brewery the marker, rounds out having joined the sector in 2015 it was initiated by a group of local Ethiopian investors the company is currently owned by the Swinkels family Brewers holding N.V 60% local shareholders 30%, and Linssen participations B.V 10%. Habesha beer uses different tactics in order to increase its market share, increase sales, and create good positioning in the minds of its customers by using three-technique the first one is Engagement- this method is sponsoring the customers on random days but in chosen bars. The second technique used is called Cost-sharing – the company pays 50% for its customers both methods are mostly used when the customers purchasing power decreases. The last method used by the company is when bars buy seven barrels of beer the company will give one barrel of beer as a bonus. Habesha beer recently moved its Kedme product to Dridewa, Shashemne, Debereberehan, and Hawassa because most of its customers in Addis Ababa don't like its sweet taste and its hangover yet we can still find it in locality clubs.

Most companies think that selling means getting new customers that are part of the job of course but truly successful companies thrive on their ability to keep the customers they have already acquired. Habesha Brewery S. Co gives priority to new site markets like condominiums in different villages by leaving a stable market. Habesha beer chooses condominium sites b/c there is a mass population on the site. Due to this, a number of bars will be opened around the area and Habesha beer will take the chance in order to promote its four products HABESHA BEER, KIDAME, NEGUS, DRAFT, and their new product named FETA which is still being tested around Debre Markos and Gojjam region.

The researcher is motivated to do this study b/c Habesha beer is a new beer compared to the other existing beer however it has the potential to have a large share of the market and also it uses different marketing techniques and strategies to reach out to its target market so it motivated the researcher to investigate one aspect of its marketing strategy that is its communication tools in relation to sales performance. Also it tried to identified how Habesha beer standouts from its competitors in relation to a sales performance which affected IMC. This study is different from

other studies in the way that most of the papers are conducted on promotion, brand, advertising, and customer satisfaction but this paper coordinates in one as IMC.

To this end, the study tried to inquire into and measure the effect of integrated marketing dimensions on sales performance at Habeshabrewery.

1.3 Research Questions

 How does advertising affect the sales performance of Habesha Beer?

 What is the effect of sales promotion on the sales performance of Habesha Beer?

 What is the effect of personal selling on the sales performance of Habesha Beer?

 What is the effect of public relations on the sales performance of Habesha Beer?

 How does Habesha beer use the direct market in order to increase sales performance?

1.4 Objective of the study

1.4.1 General Objective:

 The general objective of the study is to assess the effect of IMC (Integrated Marketing Communication) sales performancein the case of Habesha Beer.

1.4.2 Specific objectives:

The specific objective of the study is to see the:

 Effect of advertising has a positive impact on the sales performance of Habesha Beer.

 Impact of sales promotion on the sales performance of Habesha beer.

 Influence of personal selling on the sales performance of Habesha beer.

 Effect of public relations on the sales performance of Habesha beer.

Direct market, hasa beneficial impact in order to increasing sales performance.

1.5 Significance of the Study

This paper is significant on two levels: theoretical contributions and practical ramifications. Theoretically, the study will fill an important gap which is seen in identifying the effects of marketing tools on the sales performance of the factoryin the literature and can serve as an input on which future studies can be built. On the practical side, this study can help advertisers to execute their advertisements in a way that can build a positive attitude toward the company, product, and /or service they are promoting. Moreover, the study specifically helps beer factories in identifying which traditional media has been favored by their customers. It will also help the factories gain a better understanding of the impact of advertising on customers' attitudes and sales performance by understanding the impact of advertisement on consumers' attitudes, designers and marketers of those factories can better strategize their advertisements and this study will also help the marketer to identify what kind of promotion, which target audience will better suit their sales performance.

1.6 Scope of the study

The scope of the study covered conceptual, geographical, and methodological aspects. In conceptual aspects, the effects of IMC on the sales performance of Habesha beer was conducted. From a geographical aspect, the study can also be conducted at a country level but the researcher will focus on Habesha beer customers in Addis Ababa. In the methodological aspect, the study can be conducted by using different methodologies, but the researcher used a mixed-method research approach design.

The study focuses on exploring the effect of Integrated Marketing Communication on the sales performance of Habesha Beer as a case study. The general definition of Integrated Marketing Communication spans to cover a wide spectrum of promotional tools. But this research strictly concerned itself with investigating five IMC tools (Advertising, Sales Promotion, Personal Selling, public relation and Direct market) and their effect on sales performance.

1.7 Organization of the Study

This research is organized into five chapters. Chapter one outlines the background of the study, statement of the problem, objectives of the study, research questions, scope of the study, the significance of the study, and limitations of the study. Chapter two presents a review of related literature that deals with the concept of theoretical framework, empirical studies, and conceptual framework. Chapter three is about the methodology of the study. Chapter four is about data analysis results and discussions. And the last chapter focuses on the summary of major findings, conclusions, and recommendations.

Key Terms: Integrated Marketing Communication, Sales performance, Habesha Beer

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This presents the review of literature related to the impact of The Effect of Integrated Marketing Communications sales performance. It defines key concepts, followed by theoretical perspectives, empirical studies, and the conceptual framework of the study.

2.2 Theoretical Literature

2.2.1 Promotion

Promotion is one of the primary elements used in the marketing mix. Thus, promotional efforts should work in harmony with product marketing, pricing, and distribution actions that target prospects and customers. When assembling a promotional plan, marketers typically employ one or more of the following five promotional subcategories: personal selling, advertising, sales promotion, direct marketing, and publicity (or public relations). These communication tools serve as tactics within the promotional plan to accomplish objectives such as increasing sales, launching new products, creating and building brand equity, establishing market positioning, retaliating against the competition, and strengthening brand image. As organizations implement their promotional plan, they also seek to educate consumers, increase consumer demand, and differentiate their products and services in the marketplace.

2.2.2 Sales Promotion

According to Anuraj (2018), sales promotion as marketing activities usually specific to a period, place, or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits.

Sales Promotions are short-term promotional techniques to induce customers to respond to a new product in the market or a product that has not received a lot of attention. Promotional activities are used to increase the sales of the product rather by attracting new customers or by retaining

old customers by various means. The sales promotion directly deals with product purchasing, enhancing the value of the product by either reducing the overall cost of the product or by adding more benefits to the regular purchasing price.

2.1.4 Advertising

Katke, (2007) defines an Advertisement as an effective way to influence the mind of viewers and gives viewers‟ exposure towards a particular product or service. Advertising is used to establish a basic awareness of the product or service in the mind of the potential customer and to build up knowledge about it. Advertising plays an important role in business demonstration and is a useful instrument to attract and influence customers. Arens, (1996) defines advertisement as a communication on process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process. Nowadays, advertising has become one of the crucial commercial activities in the competitive globalized business environment. In the present digital world, everything like culture, habits of the people, technology and etc. are on their way to becoming globalized. The fast tempo of globalization is thus minimizing the distance among customers. Terence (2007), defined advertising as a paid mediated form of communication from an identifiable source, designed to persuade the receiver to take some action, now or in the future. The basic purpose of advertising is to communicate the news to the user or the customer that there is something new in the market. as But when we go into depth; advertising serves as the source to persuade or attract customers about the product to do a certain action which is usually to purchase a product. One of the main roles of advertising is to create brand awareness, in order to increase the top-of-mind awareness in the consumers to choose the brand easily. Even though advertising is an admirable tool for creating brand awareness it needs the support of other marketing programs or different marketing activities to be converted into actual sales.

2.1.4.1 Importance of Advertising

Advertising's corporate influence can spread far beyond the brand. As a device of marketing strategy, advertising and promotion can also be both subtle and precise. The UK Institute for Practitioners in Advertising (IPA) claims that among other business aims, advertising can (Hackley & Hackley, 2018): Defend brands against own-label growth, Effect change internally

as well as externally to the company, Increase the efficiency of recruitment, Transform entire businesses by generating new markets for a brand, Revitalize a declining brand, Reinvigorate a market, Stop line extensions cannibalizing existing sales, Change behavior, Influence share price, Make other communications more cost-effective, Generate rapid sales increases, Increase growth of a mature brand in a declining market, and Address crises in public relations. Advertising has become increasingly important to business enterprises both large and small and an important factor in the campaigns to achieve such societal-oriented objectives. Advertising assumes real economic importance too (Belch & Belch, 2001). Advertising is the best-known and most widely discussed form of promotion because of persuasiveness (Kotler, Keller, Koshy, 2009).The role of advertisement changes into what the organization wants them to do. An organization uses advertising to help them survive the impacts of economic trends. Still, economists view that advertising plays a cant effect on consumer behavior, and in a long process, advertising can lead the organization to competition. Based on the understanding regarding advertising, the approach is rooted in the organization's search for the right answer to the effect of the competition. Consequencesntly, the accepted basic role of advertising is to provide the consumers with the right amount of information regarding the product or services, which is related to the objective of the competition and that is to deliver consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Vivekananthan, 2010).

2.1.4.2 Advertising and Consumer Behavior

A firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm's goal is to get enough relevant market data to develop accurate profiles of buyers to find a common group for communications (Arens, 1996). Information search is one part of the decision-making process, consumers search for information to make decisions, and the source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The process of how an individual receives selects, organizes, and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure,

selective attention, selective comprehension, and selective retention. Thus, the advertising campaign can certainly affect the perception process (Belch & Belch, 2001).

2.1.4.3 Media Alcohol Advertising in Ethiopia

Television was mentioned as the primary media for alcohol advertising, followed by radio, newspapers, and magazines. Local beer brands are the most widely advertised followed by wine. Advertising for strong alcoholic drinks (e.g., spirits) was not observed by the participants. Alcohol ads were described as lengthy, unprofessional, overly dramatized, lacking audience segmentation and specification, and largely unethical. Alcohol is portrayed as boosting success in business, a sign of modernity, and indispensable for successful social and cultural events. In addition, advertisements are aired during televised sporting, musical and other events where even the very young make up the audiences. Ethiopia introduced a code of conduct that regulates the contents and presentations of advertisements under proclamation no. 759/2012 lately in 2012. According to proclamation no. 759/2012, content and presentation of advertisements shall, in its content and presentation not be contrary to the law or moral; be free from misleading or unfair statements;

respect the social and traditional values of the society and not infringe the legitimate interests of consumers; describe the true nature, use, quality and other similar information of the product or service intended to be promoted; not undermine the commodities or services of other persons; protect the dignity and interests of the country; and respect professional code of conduct. The Ethiopian parliament introduced a bill called the "Food and Medicine Administration Proclamation" in February 2019. This bill restricted smoking in all indoor workplaces, as well as public places and public transportation, and introduced higher alcohol taxes, as well as advertising bans on alcohol products. Core elements of the new alcohol control were a ban on alcohol promotion on broadcasting media outlets; and the introduction of the legal age for alcohol consumption as 21 years. The first draft of this bill had lighter restrictions on broadcast ad ban on alcohol products. The draft only restricted advertising of alcoholic beverages with over 10% alcohol volume, between 9:00 PM and 6:00 AM. This was at the end to ban the advertising of all alcoholic beverages between 6:00 AM and 9:00 PM. This ban was hard won with both the alcohol industry and media stations opposing its implementation in fear of losing profits.

However, the government continues to prioritize public health over industry profits, as provisions related to the labeling of alcohol products.

2.1.5 Personal Selling

Kotler and Keller (2014) define personal selling as face-to-face interaction or contact with one or more prospective purchasers or consumers for the purpose of making presentations, answering questions, and procuring orders by creating a great and trustworthy relationship. Selling, the art of persuasion, is defined as a one-on-one interaction whereby a tangible or intangible item of value is exchanged for a different item, usually with money in an amount of equal or greater value than the item being sold. Selling is part of the promotional mix. It is systematic, repetitive, and measurable. When properly analyzed, sales data will offer objections to overcome and help to predict sales patterns and projections. Personal selling consists of 6 elements: face-to-face interaction, persuasion, flexibility, promotion of sales, and mutual benefit. Face-to-Face interaction states personal selling involves a salesman having face-to-face interaction with prospective buyers. Persuasion is about personal selling and requires persuasion on the part of the seller to the prospective customers to buy the product. Therefore, the salesman must have the ability to convince the customers so that interest may be created in the mind of the customers to use that product. Flexibility indicates an approach of personal selling is always flexible. Sometimes the salesman may explain the features and benefits of the product, sometimes give a demonstration of the use of the product and also faces a number of queries from the customers.)..

2.1.6 Public relations

Public relations are the art of getting believed public relations is the deliberate, planned, and sustained effort to establish and maintain mutual understanding between an organization and its public.

Public relations, or PR, is the practice of managing and guiding perceptions of your business to attract new customers and strengthen the loyalty of existing customers. Customers' perceptions can be shaped by direct experiences, the actions and observations of others, and the statements you make in the media and marketplace.

Well-planned PR strategies are powerful tools for business. Unlike marketing and advertising, PR takes advantage of unpaid communication channels such as local and regional media, the

internet, business networks, and community and customer relationships. Typically, PR garners more credibility than paid marketing efforts as the end result is usually produced by a third party.

PR involves communicating with your market to raise awareness of your business, build and manage your business's reputation and cultivate relationships with consumers. While marketing focuses on promoting actual products and services, public relations focuses on promoting awareness, attitudes, and behavior change.

2.1.6.1 How Public Relations Boosts sales performance

Many companies recognize the value of public relations as a strategic marketing tool they can use to increase sales of products and services. Whether used alone or as part of an integrated marketing campaign, public relations can contribute to sales in many ways. Public relations programs may be designed to influence consumers at any stage of the purchase process:

- Increasing awareness of, or familiarity with, products and services;

- Influencing perceptions of key benefits or differentiators;

- Increasing willingness to consider products and services;

- Increasing intent to try a product and make a first time purchase;

- Assuring a positive experience with a purchase; and

- Building ongoing preference for a product or service

2.1.7 Direct marketing

Is a form of communicating an offer, where organizations communicate directly to a pre-selected customer and supply a method for a direct response? Among practitioners, it is also known as direct response marketing. By contrast, advertising is of a mass-message nature.

Direct marketing is a form of advertising that specifically targets a person or company to generate **new** business, raise the profile of an organization or product, or make a sale. Direct mail, telemarketing, and email marketing are all popular types of direct marketing.

Direct marketing tries to gain and keep clients by contacting them without mediators. Thus, direct marketing is the distribution of products, information, and promotion by aiming for interactive communication with consumers (Jobber and Lancaster, 2009). The term "direct marketing" was first used in 1961. This was the idea of an American pioneer, Lester Wunderman. Direct marketing is the process where the individual answers the consumers (Baker, 2003). Direct marketing is one of the methods that had a fast increase in the sectors of the American economy, through which organizations directly communicate with their clients. Direct marketing is much more than just direct mail. It includes a number of activities, such as the management of databases, direct sales, telemarketing, and advertisements through direct mail, the inter, net and many other instruments (Belch and Belch, 2003). Direct marketing has had an impact a long time ago as an integral part of marketing campaigns, but because of its high cost, only big companies were able to apply direct marketing. However, with the increase in internet users, and by using e-mail in the direct market for consumers, companies have managed to decrease the cost and increase efficiency (Stokes, 2008). Direct marketing is not an event, but it is a very effective process of marketing that involves activities such as forecast analysis, a compilation of lists, the creation and implementation of an important campaign for the audience, and efforts for the fulfillment of the analytical marketing's activities. Today, most of the leading companies in the world use direct marketing, and also most

2.1.8 IMC Theories

2.1.8.1 AIDA Theory

The AIDA model generates a thorough representation of the full process of how advertising influences consumer behavior and purchasing choices. It is an abbreviation that stands for attention, interest, desire, and action, all of which are related to the interaction between consumer behavior and advertising. The AIDA model is the simplest and most basic (Aaker and Joachimsthaler, 2000). It describes how personal selling works and displays a series of stair-step steps that represent the process that leads a potential consumer to purchase. The first element, attention, explains the point at which the brand succeeds to capture the consumer's attention through the advertisement with which he or she has come into contact. It may be either good or negative attention, or, in the worst-case scenario, no attention at all. Only the first circumstance is good to the marketer, in which the customer pays attention to the advertisement and,

eventually, the brand (Kotler, 2007). Companies that generate market attention, interest, desire, and attractiveness for their products employ proper communication channels to reach the mass market, hence increasing demand for existing and new items. As a result, company acceptance of the approach fosters great development in terms of customer base and income (Aaker and Joachimsthaler, 2000). Even though the titles of the sub-stages varies, they always have three main stages: cognitive stage (what the receiver knows or perceives), affective state (receiver's feelings or affective level), and behavioral stage (consumer's activity) (Aaker and Joachimsthaler, 2000).

2.1.8.2 The hierarchy of effects

Model was created in 1961 by Lavidge and Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to a product purchase. The job of the advertiser is to encourage the customer to go through the six steps and purchase the product which include; awareness, knowledge, liking, preference, and purchase. Customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised through communication channels which include; the intern, et, retail advisor,r s, and product packaging. In today's digital world, this step has become more important as consumers expect to gather product knowledge at the click of a button. Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003). Liking the product involves customer willingness to buy a product after an information search in the market concerning the product t on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage, advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004). The purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing the benefits of the product to the consumer (Belch and Belch, 2003). This stage needs to be simple

and easy otherwise the customer will get fed up and walk away without a purchase. For example, a variety of payment options encourages purchases whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchases and mobile phone technologies should drive competitive companies thus minimizing costs of operation Brand awareness is a standard feature group of models known as the hierarchy of effects models. Hierarchical models are linear sequential models built on an assumption that consumers move through a series of cognitive and affective stages, beginning with brand awareness (or category awareness) and culminating in the purchase decision (Egan, 2015). In these models advertising and marketing communications operate as an external stimulus and the purchase decision is a consumer response. The hierarchy of effects proposes that customers progress through a sequence of six stages from brand awareness to the purchase of a product.

The Hierarchical model gives marketers and advertisers different insights about the nature of the product starting from an early stage. The insights provide who the target audience are, what message is appealing to them, and which media strategy to use. For new coming products, the main advertising objective should be to create awareness with a broad cross-section of the potential market. When the desired levels of awareness have been attained, the advertising effort should shift to stimulating interest, desire, or conviction. The number of potential purchasers decreases as the product moves through the natural sales cycle in an effect likened to a funnel (Court et al., 2009). Later in the cycle, and as the number of prospects becomes smaller, the marketer can employ more tightly targeted promotions such as personal selling, direct mail, and email directed at those individuals or sub-segments likely to exhibit a genuine interest in the product or brand.

2.3 Empirical Studies

The relationship between IMC and sales performance

IMC is associated with some positive results like brand awareness, customer satisfaction, brand loyalty, positive brand image, unique brand association, greater profitability, increased sales, and cost savings.

Niazi et al. (2011) studied effective advertising and its influence on buyers. The findings of the study revealed that there is a huge relationship between advertisements and the preference of customers. It also established the relationship between environmental response and customer preference. According to the study, customers are buying products or services which they see in advertisements more than emotionally.

Hua (2015) investigated the role of the promotional mix in sales growth. This research is conducted in three product lines in the Australian market: razors, soap, and orange juice, to demonstrate marketing communication and to assess the proposed impacts on sales growth. Advertising in various media has been determined to have a good effect, and TV advertising has a greater influence on delivering sales volume than publication advertising. The impact of marketing on brand equity was complex, with only substantial promotions having a negative impact on sales growth discovered.

It was also shown that there is a favorable relationship between sales promotion and performance (Okyere, 2011). They confirmed that sales promotions increased brand preference, which increased brand performance, resulting in high profits or performance. Peter (1998) stated that sales promotion involves both push elements that accelerate sales and pull aspects that inspire clients to ask for specific items they want to buy. There is an irrefutable association between sales promotion and overall sales. Sales promotion tactics have the most dramatic influence on retail shop sales income. In their investigation on the influence of sales promotions on product sales, he discovered that sales promotions significantly increased Nestle's sales income.

Davis (2014) conducted a case study and a survey on successful communication methods in a franchise organization; the case of baker's delight holdings Australia. Policy support from franchisees varied greatly. According to the survey, it is far easier to deliver marketing messages and achieve sales targets to franchisees than it is to expect them to respond to their own communication techniques.

Marketing communication tools serve as the fabric woven between the consumer decision-making process and the sales process. A common set of IMC tools is responsible for helping both processes function smoothly. Taking an IMC approach to supporting the sales

process helps marketers think holistically about what's happening on the part of the buyer as well as the seller; a coordinated approach can make these parallel processes happen more effectively.

2.3 Conceptual Framework

The conceptual framework consists of three independent variables that are components of Integrated Marketing Communications; advertising, sales promotion, and personal selling; one dependent variable (brand awareness).
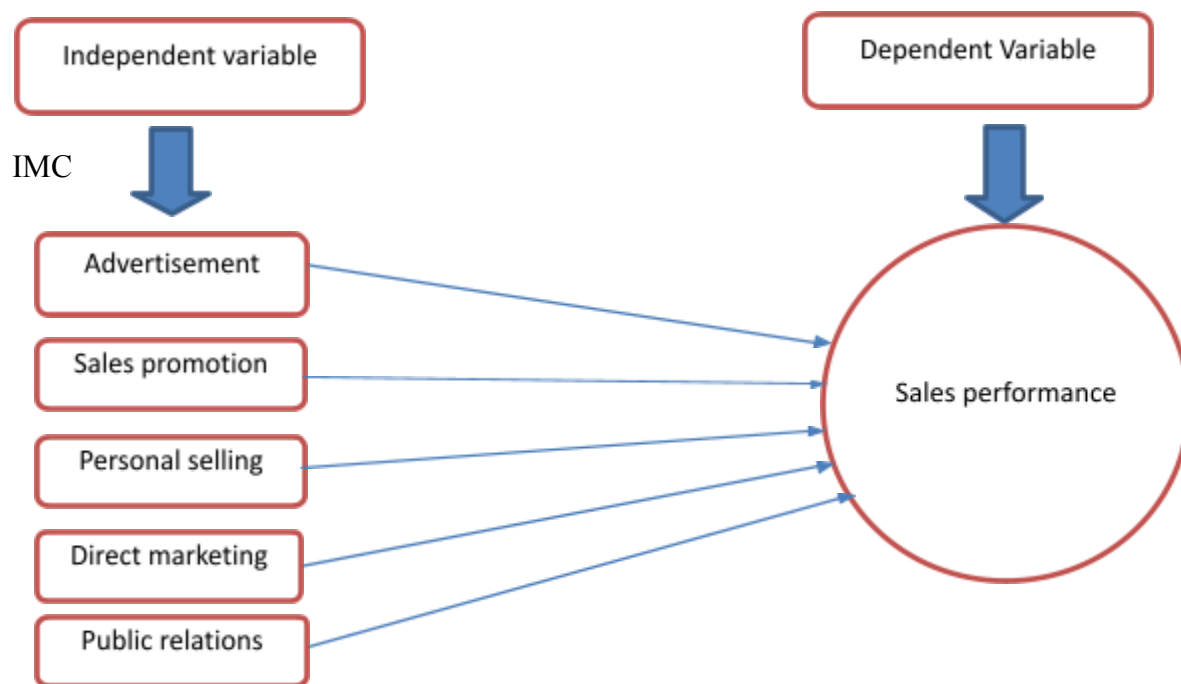
Figure 2.1 Conceptual Framework of the research, Kotler & Keller, 2012

Based on the above empirical review and the suggested conceptual framework the study has hypothesized the following points.

H1- Advertisement has positive and significant effect on sales performance.
H2- Sales promotion has positive and significant effect on sales performance.
H3- Personal sellinghas positive and significant effect on sales performance.
H4-Direct marketinghas positive and significant effect on sales performance.
H5-Public relationshas positive and significant effect on sales performance

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter contains the methodology part that helps in collecting the research data. It includes the research approach, research design, target population, sample size, sampling procedure, sampling technique, type of data collection instruments, data collection procedures and data analysis techniques, validity and reliability, and research ethics. Each topic will be elaborated on briefly below.

3.2 Research Approach

This research applied quantitative and qualitative research approaches. This mixed method research approach was preferred considering the research objective and gaining a better understanding of the research problem. The reason to use the qualitative approach is case study design and the reason for the quantitative approach will use to collect numerical data, and the researchers assume it will be measurable and presentable in the form of numbers and statistics.

The goal of mixed methods research in this research is to draw from the strengths and minimize the weaknesses of both qualitative and quantitative methods in single studies (Creswell, 2009). As for mixed-method research, quantitative and qualitative methods complement each other. Results from one method are used to elaborate on results from the other method (Cresswell et al., 2008 quoted in Migiro& Magangi, 2011). Creswell (2014) acknowledged that the combination of qualitative and quantitative approaches provides a more complete understanding of a research problem than either approach alone. In addition, mixed methods research offers greater promise for researchers to see methodological descriptions and develop techniques that are closer to what researchers actually use in practice (Johnson & Onwuegbuzie, 2004).

3.3 Research Design

A research design is the planning of circumstances for gathering and examination of data in a manner that aims to combine significance to the research purpose with economy in procedure. The goals of scientific research are to answer questions and acquire new knowledge (Geoffrey et

al., 2005). The research design for this study has followed a cross-sectional survey method. In cross-sectional surveys, both independent and dependent variables are measured at a similar time using a single questionnaire. Along with the cross-sectional nature of this study, the study employed both descriptive research design and explanatory research design. Explanatory research answer question overlooked in descriptive research i.e. the why question. It aims at establishing the cause-and-effect relationship between variables (Kotler, 2004). Descriptive research is used to describe some aspect of a phenomenon, i.e. the status of a given phenomenon. It can help understand a topic and lead to causal analysis. It aims to describe the as it exists and interpret what is (Kotler, 2004). The descriptive design is intended to show the practices of decision-making and the performance of the employees by using descriptive statistics such as frequencies, percentages, and mean. Further, the explanatory design is intended to examine the effect of IMC factors on sales performance by using Regression analysis. The research design for this study is explanatory in nature. The quantitative data was generated by using a structured questionnaire. Therefore, in terms of approach, this study has employed a quantitative method and qualitative while conducting the study.

3.4 Target Population

Hair et al., (2010) states a target population is a specified group of people or object for which questions can be asked or observed to collect required data structures and information. The study takes on the beer industry in Ethiopia, Addis Ababa, to study the effect of integrated marketing communication elements on the sales performance of Habesha beer. The target population chosen for the study is defined based on the nature and objective of the study. This is defined as all the consumers of Habesha beer products found in Addis Ababa who are 21+. Therefore, the study population included all the customers of the beverage company in Addis Ababa which were uncountable

3.5 Sampling Technique

According to Oso &Onen (2005), sampling refers to the process of selecting subsets from a Population of research interest to enable detailed study for further generalization of research results. The research is undertaken using a non-probability sampling method called the convenient sampling technique. It was implemented to select representative samples from the

population of the study. Yin (2005) posits that convenient samplingis a non-probability samplingtechnique where subjects are selected because of their convenient accessibility and proximity to the researcher. Since the product of Habeshabeer is found in many parts of the country and could be hard to reach, the study adopted convenient sampling techniques to enable samplingof users of the products in addressable and reachable places of AddisAbaba have been taken as a grand population to select the sample size.

3.6 Sample size

There is no single and precise way to determine the size of the sample; hence there are a number of variations in deciding on sample size determination. The population of this research is basically all the general public of Addis Ababa, that are over the age of 21 and that consume beer. But, since assuming everyone drinks beer is irrelevant the number of people that are consumers of beer is not well known, so the target population number is unknown. So, to find out the sample size when the population is unknown the sample size was determined with the use of the Topman formula as presented below (Hair, Busch, Ortinau, 2000).

$N = Z^2 PQ / E^2$ Where: n = required sample size

Z = degree of confidence (i.e. $1.15)^2$

$Z = (1.81)^2$ P = probability of positive response (0.5)

$P = 0.5$ Q = probability of negative response (0.5)

$Q = O.5$ E = tolerable error (0.05)

$E = (0.05)^2$

$n = 3.2761 * 0.5 * (1 - 0.5) / 0.052^2$

$n = 0.819 / 0.0025 = 327.61$

$n \approx 328$ (sample size)

3.7 Sources of Data

In order to perform the research, both primary and secondary data sources were utilized. According to (Malhotra &Briks, 2007), primary data are used for the specific purpose of addressing the problem at hand. Primary data, being the most significant will be gathered through structured questionnaires. Secondary data is data that is collected for some purpose other than the problem at hand (Malhotra &Briks, 2007). As a rule, as stated (Malhotra &Briks, 2007), "examination of available secondary data is a prerequisite to the collection of primary data. Start with secondary data and proceed to primary data only when the secondary data sources have been exhausted or yield managerial returns." Thus, this study has conducted and analyzed primary data with the rationale of the secondary data.

3.8 Data Collection Methods

The primary data collection tools of the study are questionnaire and document analysis techniques. The tool to collect data for this study was developed and taken from a different source in order to assess the effect of service quality on customer satisfaction in Habesha Brewery. The questionnaire is used to obtain both object and subject information about a certain topic. Because of this, the researcher used questionnaires as one tool for gathering data. the questionnaire had three parts. Part one was prepared to gather general information about the participants characteristics including gender, age, educational status, and employment. Part two was prepared to ask participants to answer basic questions for measuring sales performance. Part three was prepared to ask about customers' personal experiences with Habesha Beer.

3.9 Procedure of data collection

The time of data collection is regarded based on the interest and willingness of participants and the permission of the customers. The questionnaire was first developed in the English language. However, to make it clear to participants, the questionnaire was translated into the Amharic language. This made participants understand the retailer's massage of questions and answered questions appropriately. When the participant needed further clarification about the questions under questionnaires, explanations were given by the researcher. This helped the researcher to get clear self-answered information from all of the participants. A data collection instrument is

an item used to collect data for a research project (Agbor, 2011). This could be a questionnaire or a personal interview. In this case, data are collected from primary sources using questionnaires that are distributed to customers of selected branches of Habesha Brewery.

3.10 Validity and Reliability of Data Collection Instrument

Reliability and Validity were confirmed by continuous follow-up during data collection and by explaining the role and object of the study to participants. In order to reduce the possibility of getting wrong answers, different actions, or considerations were taken to ensure the soundness of the study. Data was collected from a reliable source, from participants who are customers of the beer and the questionnaires were constructed based on a literature review to ensure the soundness of the result. Expects including the advisor has gone through the research instrument. It is believed that the effort made was to assure the validity of the research instrument. Besides, before data collection, sample questionnaires were tested, and asked to check the quality of the questionnaires if the questions measure the intended variables and if they serve the purpose of the research. The respondent's comments were taken into consideration for developing the final version of the instrument and finally approved by the research advisor. To test the reliability test was also Cronbach's Alpha test was carried out and the result (advertisement =.782, sales promotion =.750, personal selling =.755, direct marketing =.788, and public relations =.762, sales promotion =.746)and the total of alpha Cronbach value of .765 shows there is satisfactory internal consistency among variables.

3.11 Methods of Data Analysis

The researcher has processed the raw data before beginning the real data analysis. After data collection is completed, each questionnaire was checked for completeness, and code is given before data entry. After that, data was input, saved, revised, and cleaned for missing values. Then, data analysis was done by using statistical tools including descriptive and inferential statistical techniquesRegression analysis was used to know how much the independent variable i.e., advertisement, sales promotion, persona selling, direct marketing, and public relations. Correlation analysis was also conducted to measure the strong relationship between the integrated marketing communication dimensions and customer satisfaction. The statistical tools

descriptive analysis was used for the demographic factor such as gender, age, education, and employment.

3.12 Ethical Consideration

As the data was collected from the customers by the researcher, data was collected accordingly to their will. The study was free from bias, the customer will not invite to write their name and address, to keep and assure their confidentiality. According to Sanders, Lawis& Thornhill (2001:130), "ethics refers to the appropriateness of your behavior in relation to the right of those who become the subject of your work or are affected by it." The data was collected from those willing customers without any unethical behavior or forced action. The subject Researcher must be aware that their participation in this study is voluntary. The study considers ethical issues when collecting questionnaires from customers whose permission will be asked to fill out the questionnaires. In order to increase the confidentiality of the information they give and also the questionnaires explain that the purpose of the Research was for academic purposes and finally the participant was included based on their willingness.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

This chapter focuses on the analysis and interpretation of data collected from participants. In doing this, it tries to see the IMC on customer satisfaction using the IMC dimension based on the analysis of empirical data.

The data were gathered through a questionnaire, document analysis, and review of related literature. Descriptive statistics including frequency distribution mean, and standard deviation analysis has been made to determine the demographic characteristics of the participants and study variables. Besides, in order to test the specific objective and general objective, and model fit, the study has adopted linear regression testing modalities. In the first section, frequency distributions were employed to show the demographic characteristics of the participants. In the second section of the analysis, a description of the responses of participants is presented using percentage, mean, and standard deviation. In the final part of the chapter, regression analysis is made to test each specific research specific objective and general objective.

In order to conduct the analysis, Statistical Package for Social Sciences (SPS) version-20 software was used for data analysis. Where it is found relevant, the data analysis and discussion are supported by relevant literature and the researcher's own opinion. The reliability among the multiple measures of the variables that comprise this study is measured using the Cronbach Alpha coefficient generated by statistical SPS. Cronbach's Alpha is a measure of the internal consistency of questions within the questionnaire and checks if the questions of the questionnaire were understood and if the data are reliable for analysis (Kothari, 2004).

The data is collected from sampled customers and the study has selected 328 participants (as the target population. Following this, the researcher distributed 328 questionnaires prepared for this purpose to the selected participants. Accordingly, out of the total number of questionnaires distributed, 306 complete questionnaires are received, translating into a 93.30 % response rate. The response rate was considered appropriate since Nulty, (2008) argues that any response rate above 75 % is classified as appropriate. The remaining questionnaires are discarded for their incompleteness or participants did not return them at all.

4.2 Demographic Characteristics of Participants

Figure 4.1 Gender of participants
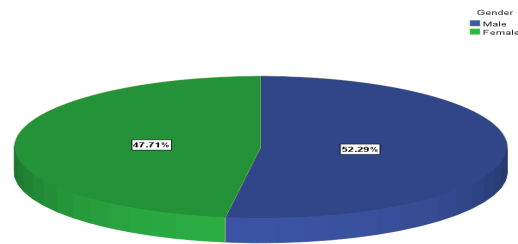
Source: survey output, 2023

As indicated in chart 4.1 majorities of participants are males at 52.29 % and female participants account for 47.71 % of the total. Therefore the majority of the respondents included in this study are males

Figure 4.2 Age groups of participants
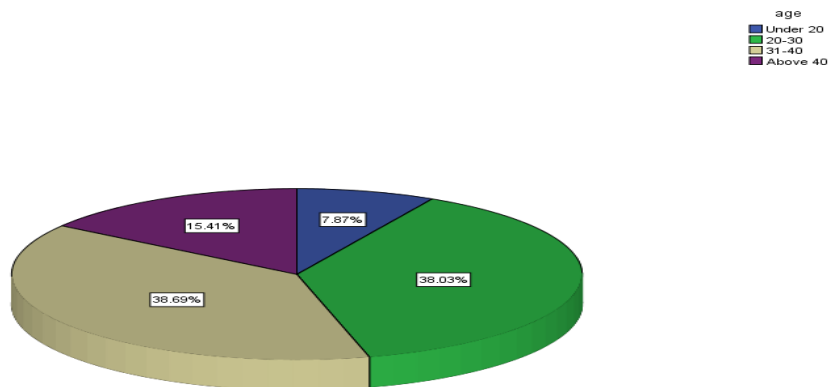
Source: survey output, 2023

Chart 4.2 concerned with the age group of participants, as indicated above the age group of 21-30 years holds 38.03% of the total, and 38.69% of participants are in the age group of 31-40 years. The remaining 15.41 % of participants are in the age group of above 40 years. This dictates that from our target population, the working age group holds the majority of the participants.

Figure 4.3 Educational backgrounds of participants
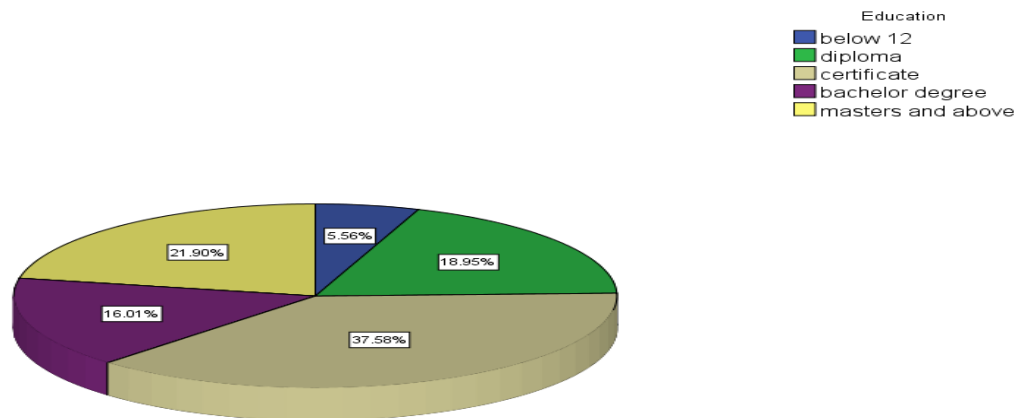
Source: survey output, 2023

This chart 4.3 deals with the educational status of participants, from the aforementioned data above, 37.58 % of participants are certificate holders, 18.95 % are diploma holders, 21.90 % have master's degrees and above, 16.01 % are bachelor degree holders and the remaining 5.56 % are below grade 12, from this information we can tell those major users of the products do have basic communication skills this indicates that the respondents have good educational readiness to understand the data collection instruments and provide credible responses to the study.

Figure 4.4 Employment statuses of participants
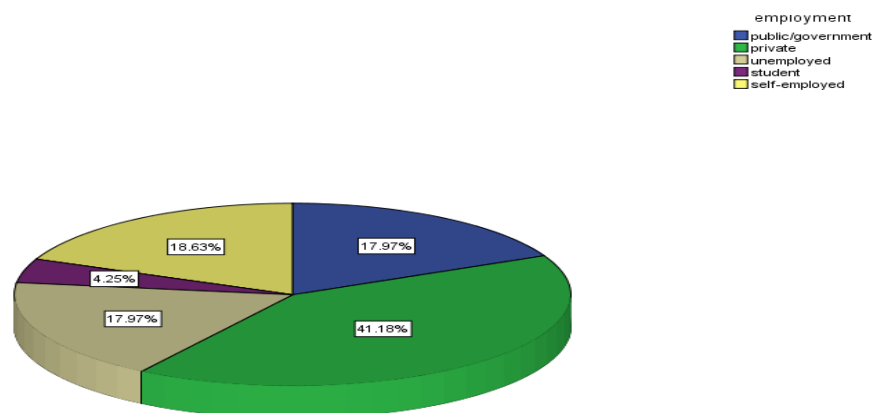
Source: survey output, 2023

The last chart from the demographic part of our questionnaire elaborates on the employment status of our participants, from the presented chart 41.18 % of the participants are working in a private organization and 17.97 % works in governmental organizations, 18.63 % are self-employed whereas 17.97 % are unemployed and 4.25 % are students This percentage indicates that the greatest number of respondents are working in private organizations.

4.3 Descriptive analysis of data

The mean is a poor fit of the data. Standard deviation is a measure of how well the mean represents the data it shows the variability of an observed response and the result will be said less varied if the value is close to zero usually below 1 and the result will be said highly varied when the value is far from zero usually above 1. The measurement scale is set in such a way that respondents strongly disagreed if the mean scored value is in the range of 1.00 – 1.80; disagreed within 1.81 – 2.61; neither agreed nor disagreed within 2.62 - 3.42; agreed if it is in the range of 3.43 – 4.23; while strongly agreed when it falls within 4.24 – 5.00.

4.3.1 Advertisement

Advertisement is a method of communicating with product or service users. They are messages that are paid for by the senders and are designed to inform or persuade individuals who receive them. Advertising strategies include direct mail, comparative, informative, and outdoor advertising through channels such as television, radio, print, internet, social media, outdoor/billboards, and digital placements, among others.

Table4.1 Advertisement of products

VARIABLES DESCRIPTIONS	N	MEAN	SD
Advertisement of Habesha beer is presented in my favorite media	306	4.29	.456
Advertisement of Habesha beer attracts deeply	306	4.29	.456
advertisement of Habesha beer provide clear information regarding the products	306	4.29	.456
Advertisement of Habesha beer changes my attitude to its products	306	4.33	.471
advertisement of Habesha beer is more interesting than an advertisement of other breweries	306	4.69	.462

Valid N (listwise)	306		

As presented in the above table advertisement of Habesha beer has been assessed by using five indicators, getting advertisement of Habesha beer in their favorite media has been strongly agreed by participants (mean 4.29), deep attractiveness of advertisement, clear provision of information regarding the products and attitudinal changes of users to products due to advertisement is also strongly agree agreed by participants with the same mean value of 4.29, 4.29 and 4.33 respectively. The last indicator used is the interestingness of Habesha beer advertisement than other breweries which is strongly agreed by participants with a grand mean of 4.69 which tells us the advertisement of Habesha beer sound interesting much more than the advertisement of other breweries to our participants.

4.3.2 Sales promotion

Promotion is one of the essential and core elements in marketing mixes alongside price, product, and place. It plays a major role in presenting our products to our intended customers wherever they are through different channels to aware our clients about our products. It involves communicating the products, brands, or services to the user.

Table 4.2 sales promotional activities

VARIABLES DESCRIPTIONS	N	MEAN	SD
free samples provided by Habesha beer stimulates customer trial	306	4.59	.493
sales promotions of Habesha beer are attractive and enable to switch brand	306	4.55	.498
Habesha beer has different products and adds new features to the existing products	306	4.55	.498
sales promotional activities of Habesha beer appeals to me	306	4.08	.909
Valid N (listwise)	306		

Referring table 4.3 sales promotion is assessed with four indicators out of those, free sample trials which are released for the purpose of customer trials are being strongly liked with the mean value of 4.59, the next indicator used is the attractiveness and ability of Habesha beer sales promotions which enable them to switch brands and our participants strongly agreed to this indicator as being inferred with mean value of 4.55, our participants also enjoyed different Habesha beer products as well as addition of new features to the existing products (mean 4.55), the final indicator is the appealing nature of Habesha beer promotional activities which is strongly agreed by our participants (mean 4.08).

4.3.3 Personal Selling

Personal selling is the process of meeting potential buyers face-to-face with aim of selling a product or service. It is also known as the act of convincing a customer to buy a given product.

Table 4.3 Personal selling and promotion

VARIABLES DESCRIPTIONS	N	MEAN	SD
sales of Habesha beer maintain a good relationship with customers and accept feedback	306	4.00	.726
sales of the beer have good behavior	306	4.07	.918
sales of the beer effective in persuading customers	306	4.33	.819
Sellers of Habesha beer adapt and respond based on needs and situations of customer need	306	3.90	.615
Have you ever gotten the chance to receive any reward for from Habesha beer for participating in trying products?	306	4.07	1.109
Valid N (listwise)	306		

Source: survey output, 2023

Among tested indicators in assessing personal selling, the adaptive and responsive character of sellers of Habesha beer is agreed by participants with mean 4.00, persuasion capacity of sellers and the flexibility of those sellers towards the needs and situations of customer requirements is also highly appreciated which is being strongly agreed as it is indicated by the mean value of 4.33 and 3.90 respectively. Another indicator used is the good behavior of sellers which is agreed by the participants as it is indicated by the mean value of 4.07, at last participants were asked if

they have got any reward for trying products from Habesha beer and they enjoy those support as it is shown by the mean value of 4.07.

4.3.4. Direct marketing

Direct marketing is a type of promotion to elicit a specific action or response from a select group of consumers. it involves providing information on a brand, product, or service directly to a segment of consumers who are most likely to respond.

Table 4.4 direct marketing

VARIABLES DESCRIPTIONS	N	MEAN	SD
Habesha beer advertises a noticeable promotion in a magazine or any other materials	306	3.69	1.211
Habesha beer advertisement encourages me to purchase the product	306	3.67	1.027
Habesha beer's salespersons sell the product door to door	306	3.77	.999
Valid N (listwise)	306		

Source: survey output, 2023

Referring to the table above the noticeability of Habesha beer promotion is done in a good level since they are able to get those promotions in a magazine or other materials this agreement is shown by the mean value of 3.69, the second indicator is whether they are encouraged by those advertisement activities which results in purchasing the product most of our participants seems to be encouraged with those activities and they agreed to it (mean 3.67). The last but not the least indicator is the door-to-door provision of products of Habesha beer products those participants get the provision sufficient since they agreed to it (3.77).

4.3.5 Public relations

Public relation is the process of maintaining a favorable image and building a beneficial relationship between an organization and public community groups. It helps to maintain a positive image, inform the target audience about positive associations with products, services, or brands, maintain a good relationship with influencers, and so on.

Table 4.5 Public relations

VARIABLES DESCRIPTIONS	N	MEAN	SD
Habesha beer release promotions using different social media that influence your buying behavior	306	3.67	1.171
Habesha beer release promotions using different social media that draw attention to your understanding	306	3.96	.835
Habesha beer involves in community-related works	306	3.96	.835
Valid N (listwise)	306		

Source: survey output, 2023

As being presented in the above table public relational activities are tested by using three indicators and the result is presented as follows. The first indicator is releasing promotions using different social media the result suggested by its mean value of 3.67 shows most participants agree on the mentioned indicator. The mean value of 3.96 shows the second indicator which is the capacity of drawing attention due to the release of promotion using different social media agreed by many participants. The last indicator is the involvement of Habesha beer in community works, the aforementioned mean value of 3.96 shows most participants agree on the stated matter of Habesha beer taking part in community-related works.

4.3.6 Sales Performance

Table 4.6 Sales Performance

VARIABLES DESCRIPTIONS	N	MEAN	SD
Habesha beer is hitting the sales target	306	4.17	.630
sales promotions of Habesha beer are attractive and enable to switch brand	306	4.48	.683
Habesha beer company has the right people for sales	306	4.53	.794

Habesha beer release promotions using different social media that influence your buying behavior	306	4.05	1.216
customers have high awareness about Habesha beer company	306	4.19	.816
Valid N (listwise)	306		

Source: survey output, 2023

Sales performance is the dependent variable of the study it is assessed by using five different indicators, the first one is whether the sales of Habesha beer hit the target or not as shown in the table the mean value of 4.17 shows that many of our participants agreed that it hits the predetermined target. The second indicator which is the attractiveness of sales promotion which leads the to switch brands is also strongly agreed by the users and it is shown by the mean value of 4.48. The presence of the right people for sales and the higher awareness about the company by the customers also showed agreement by our participants with a mean value of 4.53 and 4.19 respectively. Another indicator used is the release of promotions by using different social media which influences the buyer's behavior it is also strongly agreed and it is shown by a mean of 4.05.

4.4 The Effect of IMC Tools on Sales Performance

4.4.1 Correlation Analysis

In this section we assessed the existence of a linear relationship between the IMC componentsCorrelation analysis in research is used to measure the strength of linear relationship and association between two or more variables used in the research. A high correlation point indicates strong relationship between variables, and low correlational point shows weak relation between variables.

The correlation coefficients are graded as follows according to Marczyk, Dematteo and Festinger (2005), the correlation coefficient value (r) fall between 0.01 and 0.30 is considered to be weaker, and the r value between 0.30 and 0.70 is assumed to have moderate correlation, whereas r value between 0.70 and 0.90 is considered strong and r value between 0.90 to 1.00 is considered as very strong in their order.

Table 4.7 Pearson correlation analysis between variables

		SAL.PER	ADV	SP	PS	PR	DM
SAL.PER	Pearson Correlation	1	.181**	.344**	.167**	.407**	.210**

	Sig. (2-tailed)			.001	.000	.003	.000	.000
ADV	Pearson Correlation	**.181****	1	.519**	.745**	.636**	.315**
	Sig. (2-tailed)	.001		.000	.000	.000	.000
SP	Pearson Correlation	**.344****	.519**	1	.426**	.278**	.138*
	Sig. (2-tailed)	.000	.000		.000	.000	.016
PS	Pearson Correlation	**.167****	.745**	.426**	1	.624**	.382**
	Sig. (2-tailed)	.003	.000	.000		.000	.000
PR	Pearson Correlation	**.407****	.636**	.278**	.624**	1	.348**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
DM	Pearson Correlation	**.210****	.315**	.138*	.382**	.348**	1
	Sig. (2-tailed)	.000	.000	.016	.000	.000	

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

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

Source: survey output, 2023

The above table shows that all independent variables have a positive correlation with the dependent variable and they are all significant at the level of 1%. By the help of suggestion made by field (2005), the strength of relationship from 0.1 to 0.29 shows weaker relationship, moderate relationship is shown by value of 0.3 to 0.49, and the strong relationship between variables is shown by value which is greater than 0.5. based on this suggestion the results shown in the above table are presented as follows: specifically, advertisement (r= .181, P< 0.05), Personal Selling (r= .167, P <0.05), and Direct Marketing (r= .210, P<0.01) all shows positively significant but weaker relation. Whereas Sales promotion (r= .344, P<0.01), and Personal selling (r= .167, P<0.01) both shows significant but moderate relation.

4.4.2 Regression Analysis

Regression is one statistical tool that is used to show whether changes observed in the dependent variable are associated with changes in one or more of the listed independent variables.

4.4.2.1 Regression Assumption Test

Multicollinearity Tests

Multicollinearity is a statistical concept that shows whether there is a strong correlation between one or more independent variables which can cause less reliable statistical inferences. It is checked by using the Variance Inflation Factor (VIF) and the result is presented as follows

Table 4.8   Multicollinearity test

	Collinearity Statistics	
	Tolerance	VIF
Advertisement	.418	2.394
Sales promotion	.452	2.213
Personal selling and promotion	.812	1.232
Direct marketing	.423	2.366
Public relation	.434	2.305

Source: survey output, 2023

The above table shows all independent variable VIF values are below 10 which indicate that there is no collinearity issue among our independent variables.

Normality Test

Normality test is used to check whether we take the sample from a normally distributed population. It can be assessed by graphical methods, as shown in the histogram below (Figure 4.1) the biggest bars are found in the central part of the histogram which indicates residuals are normally distributed. Only some of the standard residuals are far from the curve.

Figure 4.1 Normality test
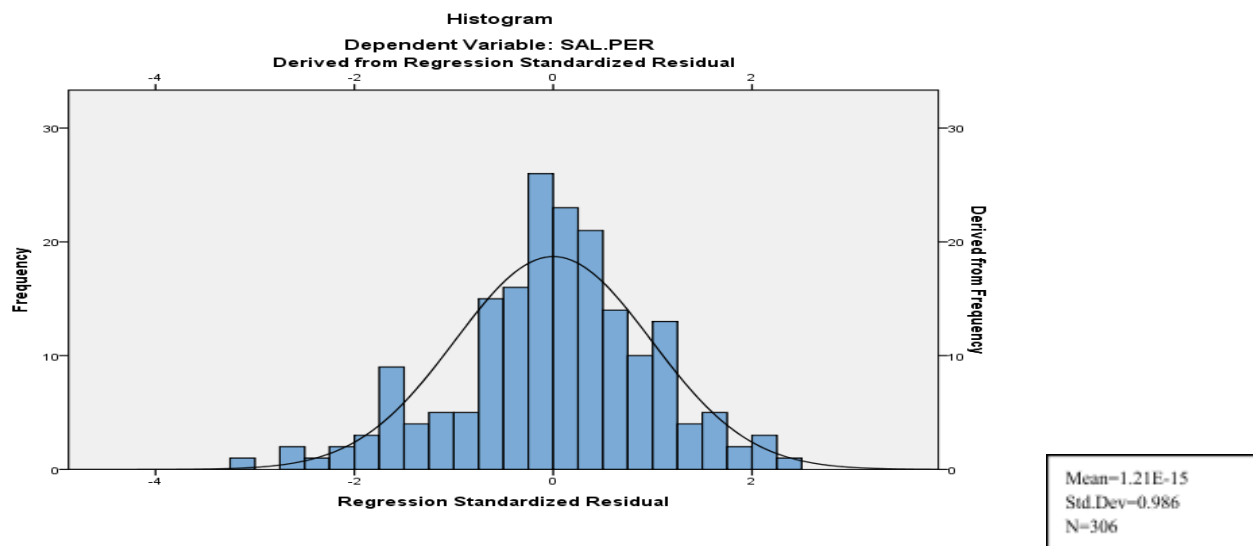
Source: survey output, 2023

Heteroskedasticity

In regression analysis heteroskedasticity refers to a situation where the variance of the residual is unequal over a range of the measured value. In this study the analysis of heteroscedasticity

shows the following pattern as depicted in the figure below, the residuals do not form uniform pattern rather they are dispersed which indicates the model has no heteroskedasticity problem.

Figure 4.2 Heteroskedasticity test

Scatterplot
Dependent Variable: SAL.PER
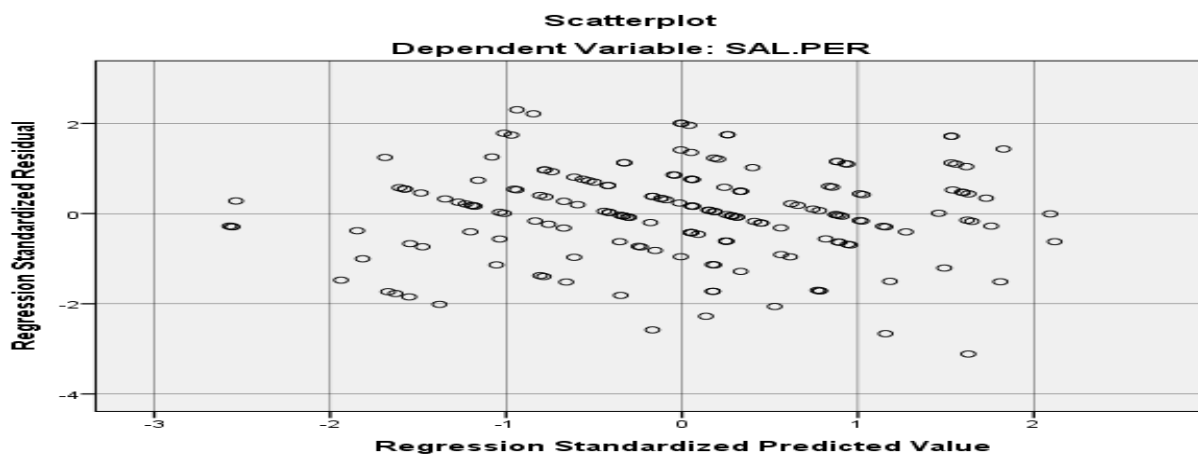
Source: survey output, 2023

4.4.2.2 Regression Coefficient Analysis

This part of the study depicts the results of multiple regression analysis by using the results of model summary, ANOVA, and coefficients.

In the model summary part, the level of R square is used to measure the effectiveness of the IMC tools (advertisement, sales promotion, personal selling and promotion, direct marketing, and public relations) on the sales performance as follows.

Table 4.9   Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867[a]	.751	.744	2.09004

Source: survey output, 2023

As shown in the above table the computed R-value is 0.867 and its sign is positive with the R squared valueof 0.751. this result tells us those implemented IMC tools have a positive effect on

sales performance, and as explained by the R square value 75.1 % of the variation is caused by variation in IMC variables.

Table 4.10 ANOVA analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	480.952	5	96.190	33.740	.000[b]
	Residual	510.313	179	2.851		
	Total	991.265	184			

Source: survey output, 2023

The ANOVA analysis is the analysis of variation among variables by comparing two or more independent variables means difference. The above table shows that he F- statistics value of 33.740 is statistically significant at 1% level of significance which indicates the regression model significantly predict the dependent variable adequately.

Table 4.11 Coefficient results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.558	.265		13.435	.000
ADV	.314	.096	.266	3.270	.001
SP	.233	.035	.382	6.729	.000
PS	.171	.071	.186	2.416	.016
PR	.374	.045	.545	8.285	.000
DM	.107	.040	.138	2.675	.008

Source: survey output, 2023

After we computed model summary to tell the effect of IMC tools on dependent variable and on the ANOVA analysis we use F- value and R-square to tell whether the regression model predicts the dependent variable adequately, the final part of the analysis will be to check the coefficient of beta so that we can tell which variable shows significant effect on the outcome of sales performance. Beta value can be negative or positive, and it shows any increase or decrease can cause an increase and decrease on sales performance consecutively.

Advertising has positive coefficient with standardized beta value of .266 and t-value of 3.270

Which shows it has positive effect on sales performance, and the t-value is statistically significant at 1% level of significance.

Sales promotion is the second indicator it has positive coefficient with standard beta value of 0.382 and t-value of 6.729 and significant at 1% level of significance. Personal selling also have positive coefficient with beta value of 0.186 and t-value of 2.416 and it is statistically significant at p-value of <0.05. the last two indicators are direct marketing and public relations in which both has positive effect on sales performance with beta value of 0.138 and 0.545 and t-values of 2.675 and 8.285 respectively and they are both statistically significant at 1% level of significance. Overall, all implicated IMC tools shows positive effect on sales performance.

4.5 Discussion

4.5.1 Advertising and Sales Performance

As presented in the regression part advertising shows positive effect on the sales performance with 1% of significance level. Five indicators were applied to test the effect of advertisement on sales performance as shown in the result all of them shows positive effects on sales performance, presentation of the advertisement in their favorite channel shows positive implication on sales performance, the attractiveness of the advertisement and clear provision of information regarding the products also shows positive effect in increasing sales performance. Other indicator which is attitudinal change due to advertisement and the attractiveness of its advert than its competitors also shows positive effect on sales performance which means any positive increase in any of those indicators will bring incremental effect on sales performance. This finding is supported by the findings of George Assaf, Alexander Josiassen, Anna S Mattila, LjubicaKnezevicCvelbar (2015).

4.5.2 Sales Promotion and Sales Performance

Sales promotion is assessed with four variables in which all of them are statistically significant at 1% level of significance, free sample provision to stimulate the consumer trials opens the door for consumers to test the product and be stimulated towards the product this is also showed by its positive effect on sales performance, switching brands to Habesha beer and addition of new features to the existing products and introduction of new products also make consumers be more into the product to taste different items of products these two indicators also shows a positive

effect on sales performance. Sales promotion of Habesha beer shows to have an appealing character for consumers this shows they are pleased with the promotional activities this cumulatively with other indicators brings a positive effect of sales performance This outcome shows agreement with the findings of, Ibojo Bolanle Odunlami, Amos Ogunsiji (2011).

4.5.3 Sales Performance and Personal Selling

Personal selling is another factor used to assess the sales performance five indicators are used with a significance of p-value < 0.05 the sellers of Habesha beer capacity to maintain a good relationship with the customer and their readiness to accept their feedback make customers purchases the products which have a positive effect on sales performance. The good behavior of sellers which plays a major role in persuading consumers about the products also shows a positive effect on sales performance. The adaptiveness and responsiveness of sellers to the situation of customer need services from Habesha beer are other indicators used and they show positive effects on sales performance. This finding is complemented by the findings of Robert A. Peterson (2020).

4.5.4 Direct Marketing and Sales Performance

Sales performance is assessed with direct marketing by using three indicators with a significance of 1% level of significance, from applied indicators using magazines and any other noticeable materials for the advertisement to make the product reachable to the consumers, encouraging attributes of the advert in purchasing the product and door to door provision of the products by the sellers all show a positive effect on sales performance.

4.5.5 Public Relation and Sales Performance

Three indicators used to assess the sales performance all show a positive effect on it with a 1% level of significance. Using different social media platforms to release promotions brings a positive significant behavioral change in consumers which positively affects sales performance. Another indicator used is drawing attention by using different media outlets which shifts the attention of consumers and also shows a positive effect on sales performance. The last indicator is participation in community relations works which really needs to have a positive impact on the addressability of the products to consumers and as expected it shows a positive effect on sales performance.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATIONS

5.1 Summary of Major Findings

This study emphasizes the effect of IMC tools on the sales performance of Habesha beer. Basically, five indicators are used those are advertisement, sales promotion, personal selling, direct marketing, and public relation. Pearson correlation is used to assess the correlation effect between dependent and independent variables, and model summary and ANOVA analysis are used to check the variation of variables and the percentage to which the regression model predicts the dependent variable by using the R-square value. Multiple linear regression was applied to check the significant effect of independent variables on dependent variables and the major findings are presented as follows:

- On the estimation result part the positive R-value of .934 and R-square value of .872 is computed and this shows IMC tools positive affect sales performance and 87.2 % of their variation is also expressed respectively.

- Advertisement has a beta value of .266 and a t-value of 3.270 which is significant at a 1% level of significance.

- Sales promotion has a beta value of .382 and a t-value of 6.729 with a 1% level of significance.

- Personal selling has a beta value of .186 and a t-value of 2.416 which is significant at a 5% level of significance.

- Direct marketing and public relations statistical values are also significant at a 1% level of significance with a beta value of .138 and .545 and a t-value of 2.675 and 8.285 respectively.

Post-estimation results show that there are no multi-collinearity problems and heteroskedasticity issues which are shown by a VIF value less than 10 and the scatter plot which shows a dispersed pattern of distribution of the data.

 From the tested IMC tools public relations show a stronger effect on sales performance followed by sales promotion and advertisement with standardized beta coefficient values of 0.545, 0.382, and 0.266 respectively.

5.2 Conclusion

The objective of this study majorly focused on assessing the sales performance (dependent variable) of Habesha beer by using IMC tools like Advertisement, Sales promotion, Personal selling, direct marketing, and public relation. After the target population is identified and the sampling technique is prepared, a 5-point Likert scale questionnaire is prepared for both dependent and independent variables to collect data for analysis. 328 questionnaires are distributed to the intended target population and from those distributed only 306 were legible for analysis so they are taken for further measurements.

By using these obtained data different inferential statistical tests are done. Starting from the descriptive analysis presentation of demographic data like Age, Gender, educational background, and employment status, which are presented with their respective count and frequency percentage. The descriptive analysis presentation of all independent variables and dependent variables are presented in tabular format and its interpretation is made by the mean value of each tool. From this part, we can tell that almost all questions are agreed upon by the participants with an average value of a mean greater than 3.60.

Pearson correlation analysis is also used to test the level of correlation between dependent and independent variables and the result shows that all applied independent variables show a strong and positive correlation with sales performance.

Different validity checks are performed before we move into multiple regression analysis like multicollinearity test, Normality test, and Heteroskedasticity test, the result shows there is no multi-collinearity problems since the VIF value of independent variables is below 10, by using

histogram the normality of distribution of data is showed and the result of the curve shows as the larger bars of the histogram are located centrally which shows the data has a normal distribution of variables and residuals.

From the multiple regression analysis parts, three outcomes are used for interpretation those are Model summary, ANOVA analysis, and Coefficient values. The model summary shows the positive effect of the IMC tool on sales performance which is shown by an R-square value of .872. The ANOVA analysis shows an F-value of 33.740 which is significant at a 1% level of significance. The final outcome of the regression analysis is the beta coefficient value with its sign from the presented findings we can tell that all 5 used IMC tools shows a positive effect on sales performance with appropriate significance level.

5.3 Recommendation

Based on the conclusion and summary of the major finding of the study, it indicates the following points as recommendations for Habesha beer sales department and managers.

☐ The result shows public relations has a stronger effect on sales performance, even though

it is the most significant one it is advisable to take part in more community-related works that can bring the consumer attention to the products in addition to using different media platforms for better release of promotional materials.

☐ Sales promotion and advertisement hold the next places in terms of affecting sales

performance strongly. Nowadays advertising alcohol in public medias are forbidden which will hinder the chance to present the products to major audiences, due to this since we are in a social media-dominated world addressing the products can be done through it which can bring a major shift in those variables.

☐ Direct marketing and personal selling need a major overhaul in terms of revamping them

for better performance of sales, in order to change their weaker effect on sales performance we are in the digital marketing world which makes things easier for us this part needs more attention.

Personal selling involves using manpower and individual needs appreciation and incentives for their better performance to persuade consumers to purchase products. Direct marketing also involves intensive use of manpower so this needs to be replaced with digital marketing platforms which will ease the intensiveness of the work for employees and results in increased performance.

 Even though this study tried to see the effects of IMC tools on sales performance still a lot has to be done by performing more researches on it with larger sample size and more participants as well by adding different factors to elaborately assess their effects by future researchers.

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Department of Masters of business administration

Postgraduate program

Dear respondents;

I would like to thank you in advance for taking the time to fill out this questionnaire as your input will be key in developing my research on **(**The Effect of Integrated Marketing Communication on Sales Performance: The case of HabeshaBrewery **)** The purpose of this survey is to partially fulfill the requirements for the master of art in business administration at St Mary University.

Therefore, I would appreciate it if you could provide me with reliable information and spare a few minutes to answer the following questions. All the information provided will be purely used for academic purposes and your identity will be treated with at most confidentiality. Thank you in advance for your corporation.

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with best regards

Melat Tamrat

Phone No. +251924909248

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Part I: General Information

Instructions: Please select a suitable response category by ticking an appropriate choice against each question.

Gender	1. Male	2. Female		
Age	1. Under 20 years	2. 21-30 Years		
	3. 31- 40 Years	4. Above 40 Years		
Level of education	1. Below grade 12	2. Diploma		
	3. Certificate	4. Bachelor's Degree	5. Master's Degree and Above	
Employment	1. Public/government organization	2. Private Organization		
	3. Unemployed	4. Student	5. Self-employee	

Advertising	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Advertisement of Habesha Beer is presented in my favorite media	1	2	3	4	5
Advertisement of Habesha Beer attracts deeply	1	2	3	4	5
Advertisement of Habesha provide clear information regarding the products	1	2	3	4	5
Advertisement of Habesha Beer changed my attitude to its products	1	2	3	4	5
Advertisement of Habesha Beer more interesting than an advertisement of other breweries.	1	2	3	4	5

Sales Promotion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Free samples provided by Habesha Beer stimulate consumer trial	1	2	3	4	5
Sales promotions of Habesha Beer are attractive and enabled to switch brand	1	2	3	4	5
Habesha Beer has different products and adds new features to existing products	1	2	3	4	5
Sales promotional activities of Habesha Beer appeal to me	1	2	3	4	5

Personal Selling	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Sellers of Habesha Beer maintain a good relationship with customers and accepts feedbacks.	1	2	3	4	5
Sellers of the beer have good behavior	1	2	3	4	5
Sellers of the beer effective in persuading customers	1	2	3	4	5
Sellers of Habesha Beer adapt and respond based on needs and situations of customer needs	1	2	3	4	5
Have you ever gotten the chance to receive any reward for from Habesha beer for participating in trying products?	1	2	3	4	5

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Direct marketing	Habesha beer advertises a noticeable promotion in a magazine or any other materials	1	2	3	4	5
Direct marketing	Habesha beer advertisement encourages me to purchase the product	1	2	3	4	5
Direct marketing	Habesha beer's salesperson sells the product door to door	1	2	3	4	5
Public relations	Habesha beer release promotions using different social media, that influence your buying behavior	1	2	3	4	5
Public relations	Habesha beer releases promotions using different social media that draw attention to your understanding	1	2	3	4	5
Public relations	Habesha beer involves in community relation works	1	2	3	4	5

Sales performance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Habesha beer is hitting the sales target	1	2	3	4	5
Habesha beer company has a good customer retention power	1	2	3	4	5
Habesha beer company has the right people for sales	1	2	3	4	5
Habesha beer company has a good value of proposition	1	2	3	4	5
customers have high awareness about s Habesha beer company	1	2	3	4	5

<div align="center">

ቅድስተ ማርያም ዩኒቨርሲቲ

ቢዝነስ አድምኒስትሬሽን የድረህ ምረቃ ፕሮግራም(ማስተርስ)

</div>

በቅድሚያ ሰላምታን ሰጥተው ጥያቄዎቹን ለመሙላት ፍቃደኛ ስለሆኑ አመሰግናለሁ።እኔ የቅድስተ ማርያም የቢዝነስ አድምንስትሬሽን የማስተርስ ተማሪ ስሆን እየሰራው ላለሁት የመመረቂያ ጽሁፍ(The Effect of Integrated MarketingCommunication on Sales Performance: The case of Habesha Brewery)በሚል ዕርስ ላይ ሲሆን የሚሰጡት መልስ ለጽሁፌ ቁልፍ ሚና ይጫወታል። የዚህ መጠይቅ ዋና አላማ ሐበሻ ቢራ እየሰራቸው ያሉትን ማስታወቂያዎች የደንበኞቹን የመግዛት ፍላጎት ላይ ያለውን ሚና ለማወቅ ነው።

መልስዎት በሙሉ እየሰራሁት ላለሁት ወረቀት ብቻ የምጠቀምበት ሲሆን ማንነትዎ የሚገለጽ አይሆንም።ለሚሰጡኝ ምላሾችና ለሚያረጉልኝ ትብብር ከወዲሁ አመሰግናለሁ።

መመሪያ:- ከተሰጡት አማራጮች ውስጥ ትክክለኛ የሆነውን መልስ በመምረጥ ጥያቄዎቹን ይመልሱ።ልን ዘንድ በትህትና እንጠይቃለን

ጾታ	1. ወንድ	2. ሴት	
እድሜ	1. 20 አመት በታች	2. 21-30 አመት	
	3. 31 - 40 አመት	4. ከአርባ አመት በላይ	
የትምህርት ደረጃ	1. ከ 12ኛ ክፍል በታች	2. ዲፕሎማ	
	3. ሰርተፍኬት	4. ዲግሪ	5. ማስተርስ እና ከዚያ በላይ
የስራ አይነት	1. የመንግስት መ/ቤት	2. የግል መ/ቤት	
	3. ስራ አጥ	4. ተማሪ	5. የግል ስራ

ማስታወቂያ	በጣም አልስማማም	አልስማማም	መሀከለኛ	እስማማለሁ	በጣም እስማማለሁ
የሐበሻ ቢራ ማስታወቂያ በምወደው ጣቢያ ላይ ነው የሚተላለፈው	1	2	3	4	5
የሐበሻ ቢራ ማስታወቂያ በጣም ይስበኛል	1	2	3	4	5
የሐበሻ ቢራ ማስታወቂያ ስለምርቶቹ ግልጽ የሆነ መረጃ ይሰጣል	1	2	3	4	5
የሐበሻ ቢራ ማስታወቂያ ስለእሱ የነበረኝን አመለካከት እንድቀይር አድርጎኛል	1	2	3	4	5
የሐበሻ ቢራ ማስታወቂያ ከሌሎች የቢራ ማስታወቂያዎች በተለየ መልኩ ይስበኛል	1	2	3	4	5

የሽያጭ ማስታወቂያ	በጣም አልስማማም	አልስማማም	መሀከለኛ	እስማማለሁ	በጣም እስማማለሁ
በሐበሻ ቢራ በነጻ የሚሰጡ የውከራ መጠጦች ደንበኞች ምርቱን እንዲገዙ ያደርጋቸዋል	1	2	3	4	5
በሐበሻ ቢራ የሚሰሩ የሽያጭ ማስታወቂያዎች የሊሎች ምርት ደንበኞችን ወደ እራሱ ይስባል	1	2	3	4	5
ሐበሻ ቢራ አዳዲስ የሆኑ ምርቶችን ለገቢያው ያስተዋውቃል በተጨማሪም ባሉት ምቾች ላይ ማሻሻያ ያደርጋል	1	2	3	4	5
ሐበሻ ቢራ ለደንበኞቹ ተደራሽ የሚያደርጋዉ የሽያጭ ማስታወቂያዎች ምርቱን ለመግዛት ወይም ለመጠቀም የሚያጎነጉ ናቸዉ	1	2	3	4	5

የግል ሽያጭና ስፖንሰር	በጣም አልስማማም	አልስማማም	መሀከለኛ	እስማማ ለሁ	በጣም እስማማለሁ
የሐበሻ ቢራ ሽያጭ ክፍል ሠራተኞች ከደንበኞች ጋር ጥሩ ግንኙነት ያላቸውና እስተያየት የሚቀበሉ ናቸው	1	2	3	4	5

የሐበሻ ቢራ ሽያጭ ክፍል ሠራተኞች ጥሩ ስነ-ምግባር አላቸው		1	2	3	4	5
የሐበሻ ቢራ ሽያጭ ክፍል ሠራተኞች ደንበኞችን የማሳመን ብቃት አላቸው		1	2	3	4	5
የሐበሻ ቢራ ሽያጭ ክፍል ሠራተኞች በደበኞች ፍላጎት ላይ ተመስርተው ደንበኛው የሚፈልገውን ምርት ያቀርባሉ		1	2	3	4	5
ሐበሻ ቢራ የሚያቀርበውን የነጻ መጠጥ አገልግሎት አግኝተው ያውቃሉ		1	2	3	4	5
		በጣም አልስማማም	አልስማማ ም	መሀከለ ኛ	እስማማለሁ	በጣም እስማማለሁ
ቀጥተኛ ግብይት	ህበሻ ቢራ በመጽሔትም ሆነ በማናቸውም ቁሳቁሶች ላይ የሚታወቅ ማስተዋወቂያ ያስተዋውቃል	1	2	3	4	5
ቀጥተኛ ግብይት	የሀበሻ ቢራ ማስታወቂያ ምርቱን እንድገዛ ያበረታታኛል	1	2	3	4	5
ቀጥተኛ ግብይት	የሀበሻ ቢራ ምርቱን ቤት ለቤት ይሸጣል	1	2	3	4	5

የህዝብ ግንኙነት	የተለያዩ ማህበራዊ ሚዲያዎችን በመጠቀም የህበሻ ቢራ ማስታወቂያዎችን በመግዛት ባህሪዎ ላይ ተጽእኖ ያሳድራል	1	2	3	4	5
የህዝብ ግንኙነት	ህበሻ ቢራ የተለያዩ ማህበራዊ ሚዲያዎችን በመጠቀም ወደ ግንዛቤዎ ትኩረት የሚስቡ ማስተዋወቂያዎችን ላቆል	1	2	3	4	5
ህየህዝብ ግንኙነት	ህበሻ ቢራ በማህበረሰብ ግንኙነት ስራዎች ላይ ይሳተፋል	1	2	3	4	5

የሻያጭ አፈጻጸም	በጣም አልስማማም	አልስማማም	መሀከለኛ	እስማማለሁ	በጣም እስማማለሁ
ሐበሻ ቢራ የሻያጭ ኢላማውን እየመታ ነው	1	2	3	4	5
የሐበሻ ቢራ ኩባንያ ጥሩ ደንበኛን የማቆየት ኀይል አለው	1	2	3	4	5
የሐበሻ ቢራ ድርጅት ለሻያጭ ትክክለኛ ሰው አለው	1	2	3	4	5
የህበሻ ቢራ ድርጅት ጥሩ ዋጋ አለው	1	2	3	4	5

ደንበኞች ስለ ሀበሻ ቢራ ኩባንያ ከፍተኛ ግንዛቤ አላቸው	1	2	3	4	5