



**ST. MARRY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT**

**ASSESSMENT OF PROMOTIONAL TOOLS' IMPACT ON
CUSSTOMERS FOR BRAND EQYITY:
THE CASE OF WALIYA BEER**

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DECLARATION

I, *Girma Tesfaye* declare that the work I am submitting for assessment entitled “*Assessment of Promotional Strategies: The Case of Waliya Brewery*” is my original work and that it has never been presented to any University or Institution for an award of any academic qualification. No section copied in whole or in part from any other source unless explicitly identified in quotation marks and with detailed, complete and accurate referencing.

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ENDORSEMENT

This is to certify that *Girma Tesfaye* carried out her thesis on “*Assessment Of Promotional Strategies: The Case of Waliya Brewery*” and submitted in partial fulfillment of the requirements for the award of the degree of Masters of Art in Marketing Management at St. Marry University with my approval as university advisor.

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TABLE OF CONTENTS

CONTENTS	Pages
Board of Examiners Approval Sheet-----	I
Declaration-----	II
Endorsement-----	III
Acknowledgement-----	IV
Table of Contents-----	V
Acronyms/Abbreviations-----	VII
List of tables-----	XII
List of figures-----	X
Abstract-----	XI

CHAPTER ONE

1. INTRODUCTION-----	1
1.1. Background of the Study-----	1
1.2. Statement of the Problem-----	4
1.3. Objective of the Study-----	6
1.4. Research Questions-----	7
1.5. Significance of the Study-----	7
1.6. Scope and Limitation of the Study-----	7
1.7. Organization of the Paper-----	8

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE-----	9
2.1. Theoretical Literature Review-----	9
2.1.1. Promotion-----	9
2.1.2. The Promotional Mix-----	9
2.1.2.1. Advertising-----	9
2.1.2.2. Direct Marketing-----	10
2.1.2.3. Sales Promotion-----	12
2.1.2.4. Public Relation-----	14
2.1.2.5. Personal Selling-----	15
2.1.3. Branding-----	15
2.1.3.1. Branding Value-----	17
2.1.3.2. Branding Equity -----	17
2.1.3.3. Perceived Quality -----	18
2.1.3.4. Brand Association-----	18
2.1.3.5. Brand Loyalty-----	19
2.1.3.6. Brand Awareness-----	20
2.1.4. Marketing Communication Foundation-----	20
2.1.4.1. AIDA Theory-----	21
2.1.4.2. Hierarchy of Effective Theory-----	21
2.1.4.3. Relationship Marketing Theory-----	22
2.2. Methodological Literature Review-----	23
2.3. Empirical Literature Review-----	26
2.4. Conceptual Framework-----	29

CHAPTER THREE

3. RESEARCH METHODOLOGY AND DESIGN-----	30
------------------------------------------------	-----------

3.1. Research Design -----	30
3.2. Research Method -----	30
3.3. Source of Data -----	30
3.4. Population and Sampling Procedure -----	31
3.5 Sample Size-----	31
3.6 Data Presentation and Analysis-----	32
CHAPTER FOUR	
4. Data analysis and presentation-----	33
4.1. Response rate-----	33
4.2. Demographic Characteristics of Respondents-----	33
4.3. General Questions Related with Promotion-----	37
4.4. Respondents Perception about Brand Equity-----	47
4.5. Cross Tabulation of Selected Demographic Characteristics with Selected Features-----	48
4.6. Reliability Test of Overall Factor of the Five Point Likert Scales-----	53
4.7. Influence of the Five Promotional Tools on Customer-----	53
4.8. Correlation Matrix-----	61
CHAPTER FIVE	
5. CONCLUSION AND RECOMMENDATION-----	65
5.1. Conclusion-----	65
5.2. Recommendation-----	67
REFERENCES-----	71
APPENDIX-----	79

ACRONYMS/ABBREVIATION

Ad	-----	Advertisement
B 2 C	-----	Business to Customer
PR	-----	Public Relation
SMS	-----	Short Message service
USD	-----	United States dollar

LIST OF TABLES

	Pages
Table1. Response rate-----	33
Table2. Gender, age group, educational level and monthly income of the respondents-----	34
Table3. Length of time Customers have been drinking Waliya beer and their respective jobs participated in-----	35
Table4. Awareness about waliya brand and Advertising-----	37
Table5. Direct marketing and sales promotion-----	38
Table6. Personal selling, and Public Relation-----	40
Table7. Brand equity and its descriptive features-----	43
Table8. Frequency that customers use to see/ hear about Waliya beer cross tabulation with length of drinking Waliya beer-----	47
Table9. Evaluation of overall activities of Waliya beer's promotion cross tabulation with types of jobs and educational background-----	49
Table10. Recommendation Waliya beer for others crosstab with length of drinking the beer-----	51
Table11. Reliability statistics of the five point likert scale questions-----	53
Table12. Influence of promotion on customer-----	54
Table13. Correlation matrix of Brand equity and Promotional tool-----	61
Table14. Correlation between Promotion and Brand equity-----	62
Table15. Regression Analysis-----	63

LIST OF FIGURES

	Pages
Conceptual Framework -----	29

ABSTRACT

This study is intended to investigate the impact of promotional tools on customers for Brand equity. So, the objective of this research is: to analyze the promotional tools and their significance for Brand equity, to find which promotional tool is more valuable for Walya beer Brand equity. The nature of this study has been cross sectional field survey sideways with descriptive research design. This study has been conducted on customers of Waliya beer in selected region of Addis Ababa city. The sampling technique employed in this research have been both probability and nonprobability that included the purposive cluster sampling method as the researcher first delimit the area using cluster and purposive technique. After the specific area has been identified, the sample size has been determined using Cochran's (1963) approach. Later, structured questionnaires have been distributed for 384 randomly selected samples of which 328 respondents have returned the questionnaires. The qualitative results were interpreted qualitatively, analysis and interpretation of the collected data were conducted by using descriptive and inferential statistical tools with the help of SPSS. The finding of this research clearly states that promotion is considered as a significant instrument for a firm's great effort in order to differentiate their products from competitors and effective implementation of those five tools of promotion has a significant effect on customers for Brand equity though the effectiveness of each tool's level differs. Promotion is vital in informing, reminding and influencing the purchase of Waliya beer and in developing and infusing strong and dominant brand because it enhances perceived superiority of the brand or customer based Brand equity on side of existing and potential customers and helps to distinguish brands from other similar product providers in competitive markets. The researcher recommended that managements of Waliya beer have to conduct their business with promotional activities and implement and work on the promotional tools effectively.

Key words: Promotion, Brand equity, promotional tools, Brand equity dimensions

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Promotion strategy is the direct way an organization tries to reach its public. Promotion strategy has remained the only way firms gain competitive edge in the market. Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). In order to keep up with the competition and changing consumer needs and wants, firms are forced to adopt effective promotional strategies to promote growth beyond borders thus creating awareness and increase usage rates of their products and services. Promotional strategies enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2007).

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. Brassington and Pettitt (2000) have categorized the promotional tools into five main elements; Advertising, Sales Promotion, Public Relations, Personnel Selling, and Direct Marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; Advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing (Czinkota and Ronkainen, 2004). The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

In any organization whether profit or no profit oriented the main purpose of the organization is to achieve its objectives. The objectives cannot be achieved in a vacuum there must be a clearly set strategy that management should use in order to meet these objectives.

Many businesses fail to realize that they cannot stay in business without any marketing strategies. This is because they were operating in a market that was monopolistic in nature. This means that

there was no intense competition from other organization. But these days due to dynamic nature of the market, and consumer taste changes every day it has become imperative on the part of the business to look into their strategies and review them if at all they want to remain in business.

The marketing communication mix consists of the sub sets of marketing tools that are primarily communicational in nature. There are tools normally classified under promotion which is one of the controllable variables of the 5ps of marketing mix, is made up of Advertising, Personal Selling, Sales Promotion, Direct Marketing and Public Relation. The elements in the promotional mix that is rapidly gaining additional recognition in most industries especially in the brewery industry in Ethiopia is the promotion. It is not enough mostly in developing countries like our country, Ethiopia in manufacturing sector to merely produce and trust that consumers will become aware of such products. The firm has to engage in promotional activities. The most important factor in determining the optimal mix is identifying the target market. This can be determined through extensive market research. Once a company knows its target market, it can then research its use of various media outlets in order to come up with the best combination of marketing materials to reach the defined target. For example, if the target market is stay-at-home moms, an organization might find that television advertisements during certain daytime television shows are most effective for reaching them. If the target market is a young professional, the marketer might find that using billboards in a downtown commercial district and morning drive time radio advertisements are effective for getting the message to this target market. Over the years some notable authors like Kotler, Keller and Belch have regarded promotion activities as having such roles as: Boosting sales in a particular geographical area, appealing to special segments of the market, attracting bargain hunting, non-brand conscious buyers, stimulating a new use of the product, encouraging more frequent use of a product, encouraging the use of other product, Securing self-space of a particular product, encouraging seasonal sales or stimulating off peak period sales, offsetting price competition, and assisting sales force in presentation of their product because motivation and encouragement have been created. Due to the facts that are discussed on the above, it is clear to understand that promotional tools play vital role for the achievement of an organization's objectives and successes.

Brand embodied a set of values and attributes which were appropriate, which stimulated consumer interest, which distinguished brand from others and created a unique piece of property for its

owners. The original meaning of the word 'brand' seems to derive from an old Norse word brand, which meant 'to burn' (Inter brand Group, 1992). According to Charlie, Power brand means uniquely successful blending together of qualities and attributes both tangible and intangible. The brand offers a unique set of values and attributes which are appealing and which people are prepared to purchase. Therefore, Branding consist the development and maintenance of sets of product attributes and values which are coherent, appropriate, distinctive, protectable and appealing to consumers. Kotler and Keller (2006) state that a brand is needed because it identifies the product, and the responsibility of the product hence lies in the hands of the makers or producers of the product. After a customer has been contact with the brand and the product through its marketing activities, the customer has created a perception of the brand. After that, the brand can be identified by the customer. The increasing growth of globalization has forced companies to consider the importance of branding (Yu Xie & Boggs, 2006). Yin wong & Merriless (2007) state that branding has remarkable potential for international marketing. According to Kotler, brands are gradually more vital for companies in just about all industries since customers face a great number of different suppliers.

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

Therefore, this study has tried to assess the promotional tools' impact on customers to gain Brand equity.

1.2 Statements of the Problem

To survive in the competitive marketing environment, both small and large organizations need to adopt promotional mix strategies in order to attract and retain customer hence long term relationships and growth in terms of productivity (Reid et al, 2005). Increased revenue, increased client-base and customer loyalty are measures of growth of any organization in the competitive market (Marquardt, 1994).

It is safe to accept that the beer industry in Ethiopia is booming recently. Attracted by the potential for rewarding gains and high market share, major beer companies from around the world have joined the Ethiopian beer market. Companies such as Heineken, Diageo and BGI are changing the face of the beer market through their continuous expansion of their production capacity, acquisition of shares of soon-to-be introduced brands, revitalization of existing brands and the introduction of new beer brands. These multinational companies in addition to their huge investment capital, they are able to bring their marketing knowhow and expertise which has heated up the competition among major beer brands and newly introduced beer brands.

It is true that consumers of both industrial and consumers of goods exhibits various attitudes and behavior toward the products and service offered and rendered to them. This is basically because presently consumers' income is very low due to the economic predicament coupled with the other environmental factors that influence their buying habit many consumers preferred to spend their hard earned resources on essential goods like food stuff, clothes, shelter and other immediate requirement.

In a developing economy like Ethiopia, it is not enough for manufactures to just produce and expect consumer will buy their product or services without considering what they will benefit or deprive from it hence promotion becomes inevitable. Manufacturers are faced with the problem of products substance and competition. So for that reason many manufactures now attempt to stimulate and get consumers attention with customer loyalty, increase market share by using the appropriate promotional strategies that can attract new and repeat customers on goods and service.

Organizations usually encounter problems such as lack of management known how, not appointing the right and experience marketers or promotion experts. Most of the promotional activities carried out by organizations are usually ineffective in terms of achieving the organization objective due

to lack of assumptions about attitude of the target audience towards various promotional activities, appeal of the product to target audience, and ability of the business to produce and deliver promotional activities implemented which leads to the aim being defeated thereby having a direct effect on sales volume and profit. This problem of low sales and low demand leads the organization to spend much amount of cost on promotional mixes like advertising personal selling, publicity and public relations.

In order to be visible in the market, brands can be used to play an important role. From marketing point of view, brands are the means that consumers use to distinguish products and services based on essential and non-essential attributes and they are a source of business's differential advantage. Furthermore, brands communicate tangible and intangible advantages and are attractive to a range of feeling. Critical advantage of branding is for product identification, and it is also the key element for marketers to differentiate a product from its rivals. Brand building starts with understanding the key attributes about the product and service in the customers' mind using various brand building tools. The media contributes comprehensively to the creation of strong Brand equity. Promotional tools are one of the means of marketing communication by which companies aim to inform, persuade, and remind customers directly or indirectly about its products in order to achieve Brand equity.

Though there are several literatures on brewery market, most of them are discussing on marketing theories more than promotional practice. A study on the role of advertising and pricing in building brand equity the case of Waliya beer carried out by Kassahun (2015) looked at marketing efforts should be geared up to the creation of brand loyalty. The study found out that brand loyalty contributes the most to overall brand equity, Perceived advertising spending and advertising frequency is very important. The study did acknowledge that the advertisement messaging matters the most, a persuasive advertisement messaging together with significant advertisement spending that is most likely proved to be a successful. His study also figured out that Consumers' perceptions should be the center stage of the brand building process. Brands live in consumers' minds and hearts. What consumers perceive about a brand matters the most than what a firm actually thinks the product represents. Therefore new products should find a way to appeal to consumers through understanding their thought process. However the study is limited on the role of advertising and pricing in building brand equity.

Another research made on promotion strategies in wine marketing by Matel (2014), it discussed that even though promotion activity can be quite expensive for a company, when it is done properly, the return on the investment can be very high. The challenge that these raise, consists in the increased difficulty of measuring efficiency of special promotional strategy, and this especially when market conditions are constantly changing and wine companies are forced to adapt and reinvent themselves considering the promotion strategies adopted.

Regardless of the configuration of promotional mix or promotional tools portfolio of a company, the policy to promote the latter is designed to present the enterprise, its products and services on the one hand, and on the other to cause a series of favorable changes in mentality and consumption habits of customers. To note is the fact that the success of promotion of efficient policy is conditioned by compliance with the following requirements: be strong enough to be attractive and credible. However, this study does not discuss on promotional strategies of brewery, it is about promotional strategies of wine marketing instead.

In light of the existing theoretical basis and empirical evidences in relation to promotion accompanied by scarce of local researches, this research has been conducted.

1.3 Objective of the Study

This research was conducted with the intention of meeting the following general and specific objectives.

General Objective

The general objective of the study has been to assess the impact of promotional tools on Waliya beers' customers for Brand equity.

Specific Objectives

The specific objectives are listed below.

- To evaluate the customers' perception towards Waliya beer Brand equity.
- To investigate how significant the promotional tools for the company are.
- To distinguish which promotional tools are more vital for Waliya beer's brand.

1.4 Research Questions

This research is expected to answer the following basic questions

- What is customers' perception towards Waliya beer Brand equity?
- How are the significance of the promotional tools for Waliya beer?
- Which promotional tools are appropriate particularly for Waliya beer's brand?

1.5 Significance of the Study

The ultimate goal of any business establishment is to remain in business profitably through production and sale of products or services. Without optimal profit, a business firm cannot survive. One of the core activities in a business company is having a well-developed promotional activities. The ultimate success or failure of a company depends on its marketing strategies.

The study is therefore, intend to help the company management to redirect their attention to this highly essential function. The study is focused on how promotional tools are crucial for Brand equity by creating influence on customers and under taking such study is very crucial for any business entity so as to shape its promotional strategy. The study will worth doing because it will help the company or any other to look at its performance and problems, to take in to the alternative consideration, and to give basic knowledge about promotional tools and their significance in the Brewery industry.

The study does also contribute towards the advancement of theoretical knowledge and serve as a reference material for similar studies in future.

1.6 Scope and limitation of the Study

The scope of the study has covered the promotional tools' impact on customers which is supposed to be used by Waliya beer in order to gain Brand equity

The study has been delimited to the promotional activities and their impact to have Brand equity. The focus of the study was also delimited to the data obtained from the rates using questionnaires

in the Addis Ababa city only while further study of other regions in the country would have a significant effect on the comprehensiveness of the study.

A study undertaken in a country wide scale will have a far more generalizable result although it requires more resources. However, due to financial and time constraints the study has been geographically confined in Addis Ababa.

1.7 Organization of the Paper

The research project was organized into four chapters: Chapter one has contained the introduction part dealing with research problems, objectives, and significance of the study. The second chapter discussed the review of related literatures about the subject area with theoretical, methodical, and empirical aspects. In chapter three the focus is on research design and methodology including data analysis and presentation. Chapter four has covered the research data analysis and interpretation. Finally, chapter five has included conclusion and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Theoretical Literature Review

2.1.1 Promotion

Advertising and promotion are essential elements of our total economic and social systems. All over the world the large multinational corporations to medium and even small firms recognize that there is no best alternative than promotion to communicate with consumers and promote them to purchase their products or services (Belch & Belch, 2009).

Belch & Belch (2009) define promotion as “the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.” It is widely accepted that promotion boosts short terms sales. “Some promotional activities may create stockpiling, increase sensitivity to prices, and reduce post promotional sales, while others may attract new customers or increase consumption”(Sigue,2008).

Sales promotion could be most effective when it will be used together with advertisement. For example: Found in one study, “a price promotion alone produced only a 15 percent increase in sales volume. When combined with feature advertising, sales volume increased 19 percent; when combined with feature advertising and a point-of-purchase display, sales volume increased 24 percent” (Kotler & Keller, 2006)

2.1.2 The Promotional Mix

2.1.2.1 Advertising

Advertising is one of the best known and most discussed form of promotional mix. Advertising is very important tools for companies whose products and services are targeted at mass consumer markets. Advertising is the most cost effective for the company to reach large audiences (Belch & Belch, 2009).

According to (Jobber, 2007) Advertising is “any paid form of non-personal communication of ideas or products in the prime media, i.e. television, the press, outdoor, cinema and radio.” The

nature and purposes of advertising differ from one industry to another and across the situation of the market. Advertising can be based on the consumers markets and also business and professional markets (Belch & Belch, 2009).

TV, Radio and Newspaper are the most useable channels in the world for promotion of product and service. Companies can advertise their services on TV, Radio, and Newspaper with special offer to target mass consumers. By using these channels company can get more response from both present and potential consumers.

TV advertisement can influence consumer's taste and perception is pervasive. TV advertisement can reach large audience in a cost effective manner. For example, according to Aaker & Myers, (1982) as cited in (Ramalingam, Palaniappan, Panchanatham & Palanivel) "One million dollar is huge money for one product advertisement, but when advertisers are reaching over 250 million people, the cost is not so extreme".

Through TV advertisement, advertiser can present their product with proof in front of consumer. According to Richard Vaughan, (1986) as cited in Ramalingam, Palaniappan, Panchanatham & Palanivel (2005) "Clients expect proof, and, for the most part, that proof must lead to or actually produce sales".

National newspapers advertisements are effective tools to spread the product or service information quickly to a large audience (Altstiel & Grow, 2006).

Banner, festoon, and billboard also could be very effective medium of advertisement for companies. For location or in area based advertisement, a company can hang banner and festoon in busy areas or such a location that is easily viewable for maximum customers. In various occasion they can announce different offer through banner and festoon. Billboard can be best fit in some busy or linkages road in the city where mass people can see and get information about service and company. Companies can choose billboard for their advertisement to give information to mass consumers and that will cover large area of the city.

2.1.2.2 Direct Marketing

According to Direct Marketing Association (DMA), defined direct marketing as "any direct communication to a consumer or business recipient that is designed to generate a response in the

form of an order (direct order), a request for further information (lead generation), and a visit to a store or other place of business for purchase of a specific products or services (traffic generation). According to Belch & Belch (2009) direct marketing is a system of marketing by which organizations communicate directly with target customers to generate a response or transaction. This response may take the form of an inquiry, a purchase, or even a vote. Direct marketing techniques are used to reduce distance between buyer and seller through squeeze intermediary (Jobber, 2007). Immediate response is very important for service provider firms and who are providing service to mass consumers. Direct marketing is one of the most effective promotional tools to get immediate response (Belch & Belch, 2009). Peter Bennett defines direct marketing as the total of activities by which the seller, in effecting the exchange of goods and services with the buyer, directs efforts to a target audience using one or more media (direct selling, direct mail, telemarketing, direct action advertising, catalogue selling, cable TV selling etc.) for the purpose of soliciting a response by phone, mail, or personal visit from a prospect or customer. One of the fastest-growing sectors of the U.S economy is direct marketing, in which organizations communicate directly with target customer to generate a response and transaction. Direct marketing is much more than direct mail and mail order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing and direct response ads through direct mail, the internet, and various broadcast and print media. One of the major tools of direct marketing is direct-response advertising, whereby a product is promoted through an ad that encourages the consumer to purchase directly from the manufacturer. Direct Marketing is the distribution of products, information and promotional benefits to target consumers through interactive communication in a way that allows response to be measured (Jobber, 2007).

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

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

2.1.2.3 Sales Promotion

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

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

Sampling: Generally considered as a procedure whereby consumers are given some quantity of a product for no charge to induce trial.

Coupons: Coupons is like ticket that could offer a price reduction and could be attractive only to those consumers who are price-sensitive.

Premiums: Premiums is an offer for a particular product or service either free or at low price that is an extra incentive for purchasers.

Contests and Sweepstakes: Contest is a promotion where consumers compete for prizes or money on the basis of ability of consumers. Sweepstakes is also a promotion where the winners are needed to determine purely by chance; it can't require a proof of purchase as a condition of entry.

Refunds and Rebates: These are offers to return a portion of the product/service purchase price, usually after the consumer supplies some proof of purchase.

Bonus Packs: Bonus packs could be offer for the consumer an extra amount of a product at the regular price by providing extra or large units.

Price-Off Deals: Price-off reductions are generally offered for specific marked price packs.

Loyalty Programs: Loyalty programs are introduced for consumers and influence them to use the products/services on a continual basis.

Event Marketing: The purpose of event marketing is to create experiences for consumers and promote the product/service through linked to an event (Belch & Belch, 2009).

Consumer oriented Sales Promotion will be more effective for companies to promote their consumers rather than trade-oriented sales promotion activities. Consumer-oriented advertising encourage consumers to purchase specific brand and create demand for it like pull strategy, but on the other hands trade-oriented sales advertising motivates wholesalers and retailers to push the customers to carry a product or service (Jobber, 2007).

Sales Promotion techniques are designed to produce outcome quickly as a result accelerates the selling process and brings maximizes sales (Altstiel & Grow, 2006).

A short-term price cut or discounts, for instance, may be very effective to boost up the sales. Sales promotion can be more effective than any other promotion to motivate customer to purchase product or service or even new services or products. For example, One study showed marketers spend 54 percent of total promotional budget on Sales Promotion and rest of them for others promotional activities (Arens, Schaefer & Weigold, 2009).

Sales people can use Sales Promotion activities like; coupons, premium, loyalty program and event marketing to increase sales. Coupons promotion can be used where the consumer are price sensitive. It could be very effective for a developing country like Ethiopia because consumer always seeking good product with lower price. Through premium, company can announce some offer in various important social occasions like; holidays. In every product there are some customers who are using a single brand product for a long day. They are the loyal customers for the company. Here firms can provide some offers to make them continue using their products and encourage them to refer new customers to the company. Event marketing is one of the most effective forms of sales promotion activities. In various occasion, a Company can arrange event marketing to introduce its product to the consumers. Here company can give event marketing program in concert, bars/clubs, or in any important social and in cultural fair. It will help marketers to get more consumer response for their product and to increase market share.

2.1.2.4 Public Relation

Public Relation is concerned with people's attitudes toward the firm or specific issues and designed to sell a product or service and help marketing activities. Public Relation activities include raising awareness, informing and educating, gaining understanding, building trust, giving consumers a reason to buy, and motivating consumer acceptance (Belch & Belch, 2009).

According to Jobber (2007) public relations can be defined as "the management of communications and relationships to establish goodwill and mutual understanding between an organization and its public."

Public Relations activities build a favorable company image with firm's publications through publicity (Zeithaml, Bitner & Gremler, 2006,). "Publicity represents one of the most visible elements of public relations and as such draws a lot of attention from both within and outside the profession" (Vercic, Vercic, & Laco, 2008).

Publicity is a subset of the Public Relations. "Publicity refers to the generation of news about a person, product, or service that appears in broadcast or print media". Publicity is so much more powerful than advertising or sales promotion because publicity is highly credible for its news value and the frequency of exposure of product or service (Belch & Belch, 2009).

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

To send information about company and its product to general public, firms can enroll on social activities through publicity. According to Ace (2002) "Advertising brings the product to the customer and publicity or PR brings the customer to the product".

Firms can work on public-service activities like; cleaning the city and beautification activities. Through these activities customer will inform about company and their offers as well. Firms can

arrange press conference that will appear in the media and through media customer will inform about their activities that can build firm's image. Firms can also arrange some events to create awareness among the people about uses of the product and its benefits and importance. These activities will appear in media and then people will know about it.

2.1.2.5 Personal Selling

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

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

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

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

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

2.1.3 Branding

The literature on branding has increased greatly through the 1990s and the beginning of the 21st century. The definitions of a brand are as diverse as the extensive amount of literature. In the classical definition, the brand is linked to the identification of a product and the differentiation from its competitors, through the use of a certain name, logo, design or other visual sign and

symbols. The original meaning of the word 'brand' seems to derive from an old Norse word brand, which meant 'to burn' (Inter brand Group, 1992). Yet in the etymology of the word, this idea of branding as a 'permanent mark deliberately made with hot iron' now takes second place to "goods of particular name or trademark" (Oxford English dictionary, 1990). The American Marketing Association (AMA) defines a brand as: A name, term, design, sign, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller- if used for the firm as a whole; the preferred term is trade name.

From this definition all products are brands, since they are different from other products in terms of packaging, logo and so forth. However, in line with many other strategies and marketers (Keller, 2000), brand involves lot more elements to be strong brand.

A brand is more than its name and logo, because a brand stands out in consumers' minds as delivering something more than merely the product. What characterizes a brand, according to Knowles, is that it addresses both functional and emotional consumer needs.

The relationship with consumers is thus no longer merely transactional. There are often psychological, social, and non-physical elements involved as well (Hougaard & Bjerre, 2002). Hougaard & Bjerre have termed this symbolic exchange which can be described as adding the perception of what a product or service means to an individual, and not just focusing on what the product or service can do (Hougaard & Bjerre, 2002).

This also explains the development of literature on strategic relationship marketing. There has been a shift from focusing on producing goods as cheap as possible to considering the consumer the focal point. And now another shift to focus on creating relationships and interact with the consumer to create a Win - Win situation (Webster, 1992), the goal now is to create a long term relationship with the customers, because it has proven to be the most profitable strategy.

Products have been marketed almost entirely on functional benefits (Knowles, 2001), for instance, technological superior performance. But now that companies have the same access to information and technology products tend to have the same functional benefits. This makes it hard to differentiate the brand on this parameter alone in the mind of the consumers.

Commodity products have often not been differentiated at either of the two parameters. The strongest position, and the position which characterizes brand, is on that is both functionally and emotionally differentiated according to Knowles. This suggests that homogeneous products like milk and potatoes cannot be branded, since they seem to be unable to be functionally differentiated. However, as have been in the example of Heinz and Evian, it is possible to brand commodity products.

It can thus be established that brand also derives its value from its ability to meet subjective emotional needs. Some marketers and strategies primarily focus on the emotional aspect of branding however it should not be forgotten that if the brand does not deliver the functional benefits expected by consumers, it will fail (Knowles, 2001).

2.1.3.1 Branding Value

The value buyers perceive the brand to be worth. According to Sawyer and Dickson (1984) value is a ratio of attributes weighted by their evaluations divided by price weighted by its evaluation. Perceived value is the consumer's overall assessment of the utility of a product based on a perception of what is received and what is given (Zeithaml, 1988). Branding provide value to customers and companies.

2.1.3.2 Brands Equity

Brands are more than just names and symbols. They are key elements in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance- everything that the product or service means to consumers. According to Aaker (1991), brand equity is a multidimensional concept. It consists of brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets. These assets in turn provide benefits and value to firm. In the final analysis, brands exist in the mind of consumers. Ambler & Barwise (1998) define brand equity as ' the marketing asset that exists in consumers' minds and is of continuing value to the brand owner because it influences future purchases by the buyer and buyer's social network through word of mouth. Keller(2002), defined customer based brand equity as the differential effect that customer knowledge about a brand has in the customer's response to marketing activities and programs for the brand.

Fundamentally, the goal for any brand manager is to endow products and services with brand equity (Park & Srinivasan 1994; Farquhar 1989). Brand equity defines the value of the brand and can refer to two understandings of brand value, namely a strategic, subjective understanding or brand equity as a financial, objective expression of the value of the brand. In the financial understanding of brand equity, the concept is a way to account for how much value a brand holds. Brand equity is one of the intangible entries on the balance sheet (like goodwill and know-how). The subjective understanding of brand equity refers to the consumers' perception of the brand and is strategically valuable for brand management. A consumer perceives a brand's equity as the value added to the functional product or services by associating it with the brand name (Aaker & Biel, 1993). According to Keller (2003), a set of brand assets and liabilities linked to brands, its name and symbol that add to or subtract from the value provided by a product or service to a firm and to that firm's customers.

2.1.3.3 Perceived Quality

Perceived quality is the judgment of the customer regarding the overall excellence or superiority of the product that is different from objective quality and associates to the perception of customer (Tang & Hawley, 2009). According to Syzmanski & Henard (2001), Perceived quality is part of the forerunners of customer satisfaction and has a significant effect on repeat purchase. Therefore, perceived quality about a product is central to boost up strong brands because it improves the superiority regarding the perception of the brand and aids to enhance brands differentiation in the markets (Low & Lamb, 2000; Yoo et al, 2000).

2.1.3.4 Brand Association

Aaker (1991) defined brand associations as "anything linked in memory to the brand". These brand associations will form the image of a brand, which is a set of brand associations organized in a meaningful way (Aaker, 1991). Keller (2013) defines brand image as "consumers' perception about a brand, as reflected by the brand associations held in consumer memory". Keller (2013) stated the creation of these unique, favorable, and strong brand associations would initiate differences in customers' response leading to the creation of brand equity.

Aaker (1996), in his brand equity ten model structured the measurement of brand associations in to three perspectives: "brand as a product, brand the brand as product (value), the brand as person (brand personality), and the brand-as-organization (organizational association)" Brand as a product

focuses on the value proposition of the brand or the functional benefit of the brand. The second perspective of brand association is brand-as-a person that refers to the brand's emotional and self-expressive benefits. The last perspective of brand association is brand-as-an organization. This perspective considers the people values and programs of the organization behind the brand (Aaker, 1996).

Keller (1993) also classified brand associations in to three categories with intensifying scope: attributes, benefits, and attitudes. The first category is attributes that refers to what the consumer thinks the product is. Attributes are further classified in to product related attributes and non-product-related attributes. Benefits on the other hand refer to the personal value consumers attach to the attributes of a product. These are also classified in to functional, experiential, and symbolic benefits. The last category, brand attitudes refers to the overall evaluation of the brand, which forms the base for consumer behavior (Keller, 1993).

Several studies indicated brand associations to be a strongly related to brand equity in the beverage industry (Atilagn et al., 2005). A study undertaken on the soft drinks category using structural equation modeling has revealed that brand image has a positive significant impact on brand equity and suggested companies engaged in the soft drinks business should strive to build brand image (Alhaddad, 2014). A study undertaken by Porral et al., (2013) also found out brand association to be the strongest predictor of brand equity in the beer sector.

2.1.3.5 Brand Loyalty

Brand loyalty is a core dimension of brand equity measured by the level of attachment the consumer has with a brand (Aaker, 1991). Keller (2013) discussed about brand loyalty in his brand resonance model stating active loyalty is what characterizes brand resonance. Belch & Belch (2003) defined brand loyalty as a preference by consumer for a particular brand that results in continuous purchase of it. Brand loyalty can also be a source of predictable and secure demand for a firm in addition to being barrier for potential entrants (Kotler & Keller, 2012).

Achieving a high degree of loyalty is a vital part of the branding process (Heding et al., 2009). Brand loyalty is of "sufficient importance that other measures, such as perceived quality and associations, can often be evaluated based on their ability to influence it (Keller, 1993). Keller's (2013) and Aaker's (1991) outlook on brand loyalty indicates that it is the closest dimension to

brand equity. The presence or lack of brand loyalty will often determine the value of the brand (Aaker, 1996). Kotler & Keller (2013) have identified four groups of consumers based on loyalty status. Hard-core loyalist would only buy a single brand name all the time, split loyalist are loyal to two or three brands. Shifting loyalist constantly shift their loyalty from one brand to the other whereas switchers are not loyal to any brand (Kotler & Keller, 2012).

Javalgi & Moberg (1997) classified brand loyalty in to behavioral, attitudinal, and choice perspectives. Amount of purchases made for a specific brand represents the behavioral perspective of brand loyalty. Attitudinal perspective includes consumer preferences towards brands whereas the choice perspective assesses the reason to buy or the factors that influence it (Javalgi & Moberg, 1997; Mellens et al., 1996). A study undertaken in Malaysian fast food sector found out that attitudinal loyalty plays a key role in explaining the relationship between other brand equity dimensions and brand equity (Tan, 2012)

Several researchers identified brand loyalty as the most influential dimension of brand equity (Atilagn et al., 2005; Yoo et al., 2000). A study undertaken in the Chinese sportswear market identified brand association and brand loyalty to be the most influential dimensions of brand equity (Tong & Hawley 2009). A similar study undertaken in Indian FMCG industry also identified brand association and brand loyalty as the most influential (Mohan & Sequeira, 2012). A study by Porral *et al.* (2013) however found out that brand loyalty as the third influential dimension behind brand association and perceived quality.

2.1.3.6 Brand Awareness

According to Keller(2003) cited in Abad & Hossein (2012), brand awareness is the ability to recall and recognize the brand by the customer visa-vise their ability to identify the brand under different situations and to link with the brand name, , symbol, logo and the like in the memory of the customer. So, brand awareness has two features; to recall and recognize the brand. In connection to that, Brand awareness can be identified as a sign of quality, commitment and the act of letting customers to become familiar with a brand (Tang & Hawley, 2009). Various researchers saw brand awareness as a vital component that plays a role in order to choice the brand. So, brand awareness has a powerful impact on customer's decision to purchase (Lin & Chang, 2003).

2.1.4 Marketing Communication Foundation

Various theories have been suggested by different authors in relation to marketing communication. Some of the theories include; AIDA theory, hierarchy of effects theory, and relationship marketing theory.

2.1.4.1 AIDA Theory

The AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). It explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favorable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market.

Therefore, adoption of the theory by firms promote tremendous growth of the companies in terms of client base and revenue (Aaker and Joachimsthaler, 2000). They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000).

2.1.4.2 Hierarchy of Effective Theory

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 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 using various communication channels which include; the internet, retail advisors 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 of the product involves customer willingness to buy a product after information search in the market concerning the product 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).

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 on 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 encourage purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander and Schouten, 2002).

2.1.4.3 Relationship Marketing Theory

Relationship marketing theory is a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions (Alexander and Schouten, 2002). As a practice, relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages (Aaker and Joachimsthaler, 2000). With the growth of the internet and mobile platforms, relationship

marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels (Berglof & Bolton, 2002).

Relationship marketing involves a short-term arrangement where both the buyer and seller have an interest in providing a more satisfying exchange (Adebsi, 2006). This theory tries to unambiguously transcend the simple post purchase-exchange process with a customer to make more truthful and richer contact by providing a more holistic, personalized purchase, and uses the experience to create stronger ties (Aaker and Joachimsthaler, 2000).

Relationship marketing relies upon the communication and acquisition of consumer requirements solely from existing customers in a mutually beneficial exchange usually involving permission for contact by the customer through an "opt-in" system (Adebsi, 2006). With particular relevance to customer satisfaction the relative price and quality of goods and services produced or sold through a company alongside customer service generally determines the amount of sales relative to that of competing companies (Berglof & Bolton, 2002).

A key principle of relationship marketing is the retention of customers through varying means and practices to ensure repeated trade from preexisting customers by satisfying requirements above those of competing companies through a mutually beneficial relationship (Albers & Straughan, 2000). Extensive classic marketing theories center on means of attracting customers and creating transactions rather than maintaining them, the majority usage of direct marketing used in the past is now gradually being used more alongside relationship marketing as its importance becomes more recognizable. Increased profitability associated with customer retention efforts occurs because of several factors that occur once a relationship has been established with a customer (Berglof & Bolton, 2002).

2.2 Methodological Literature Review

This part of review literature contains studies that are related with sampling procedures.

Richard, in his study: The relationship between capacity utilization and value chain performance: Evidence from Kenyan tea processing firms used Cochran's (1962) formula to determine sample size of the study as shown below.

The tea processing firms in all the forty-seven (47) counties in Kenya were selected to capture the constructs of capacity utilization and value chain performance. The unit of analysis for this study was the individual tea processing firm. The sampling frame was obtained from the Tea Board of Kenya (www.teaboard.or.ke).

Inspection of the list of tea processing firms in each county revealed that there were 107 registered in Kenya by May 2013. Therefore, the target population was 107 firms. Since the purpose of the research was to generalize the results obtained as much as possible, the target population was first stratified into forty-seven counties. Then proportionate sample was sorted from each of the groups for purposes of providing survey data. According to Cochran (1963), the appropriate sample size for a population-based survey is determined by the estimated percentage prevalence of the population of interest. A sub sample size was determined for each stratum. The total sample size required was calculated using Cochran (1963) formula by taking 5% as estimated percentage prevalence of the population of interest,

$$n = t^2 \times p(1-p) / m^2$$

Where: n is the required sample size; t is the confidence level at 95% (standard value of 1.96); p is the estimated percentage prevalence of the population of interest. The conservative estimate and one that is often used is 50% (0.5 will be used in this formula); m is the margin of error at 5% (standard value of 0.05).

Therefore, the sample size (n0) for this study was computed as follows:

$$n_0 = \frac{1.96^2 \times .5(1-.5)}{.05^2}$$

$$n_0 = \frac{3.8416 \times .25}{0.0025}$$

$$n_0 = .9604 / .0025$$

$$384.16 \sim 385$$

Three hundred and eighty-five (385) tea processing firms in Kenya were determined. This gave a higher sample than the target population. The sample size (n0) was adjusted using Equation 2.

$$n = n_0$$

$$\frac{1+n_0-1}{N}$$

(2)

Where n is the sample size and N is the population size. The sample size that was necessary for this study was determined as follows:

$$n = \frac{385}{1 + \frac{385-1}{107}}$$

$$n = \frac{385}{1 + 3.84}$$

$$n = 83.984$$

The sub-sample size for each county was determined using the formula by Krejcie and Morgan (1970) given as:

$$s = \frac{p \times S}{p}$$

In another study held by Joseph. C. The scale to Measure Customer Experience in India Retail Banking Context, he used similar formula with the above one:

The samples were drawn from the retail liabilities customers of the two banks under study, Standard Chartered Bank, and State Bank of India from the cities of Coimbatore & Chennai. Due to the lack of literature in the area of customer experience management in bank with respect to Indian context, the managers and customers of the identified banks were interviewed at the initial stage. Non probability sampling technique is used in the research. Judgmental Sampling technique is used for the qualitative research for interviewing the key customers and employees of the two banks. Consecutive and Snow ball sampling technique is used for the quantitative research for survey research and data collection.

Glenn D Israel (1992) quoted formula of W G Cochran (1963:75) as below:

$$N = \frac{p(1-p) (z)^2}{e^2}$$

Where n = required sample size;

Z = the normal curve constant that represents the level of confidence (1.96);

E = the desired level of precision estimated at 95%;

p = the estimated proportion of attribute that is present in a population assumed as 50% that would yield the maximum sample size and q is the 1-p.

By substituting the above values in the formula, the sample size is calculated as 384. With the approximate response rate at 85%, the sample size for the study is fixed at 452 by dividing 384 by 0.85. Hence, it is decided to collect 452 samples through survey research. Out of the collected sample questionnaires, 422 completed questionnaires were obtained after scrutinizing the total collected questionnaires. Hence, a sample of 422 is used in the study.

2.3 Empirical Literature Review

Empirical Study on the effect of promotional activities on performance revealed a positive correlation between promotional strategies and sales performance. Alphonse, Victor, Fredrick, Patrick, Beatrice, and Odhiambo, (2012) it was reported that at 5% level of significance, there was positive relationship between the promotional strategies and profits because as the costs on the promotional strategies increased so did the profits.

Grankvist, Kollberg, Peterson, (2004) in their study in which they focused on promotional activities for banking services, concluded that all elements of promotion mix were used to some extent for promotion of banking services. This view was supported by Ananda & Murugaiah

(2003) who carried out similar study on financial industry and recognized the importance of promotional activity in influencing performance in the sector. In his finding, Kristina (2006) recommended that promotional strategies should be designed as per the nature of services to be promoted. The impact of promotional strategy was further noted by Channon (1985) when he opined that promotion attract deal oriented consumers who are likely to switch banks rather than new long accounts.

Mohd & Wannur (2012) in their study noted that personal network promotional tool comprised of promotion through family / friends (asking friends or relatives to advertise), Sales Promotion (special sale price, purchase with purchase, giveaway with purchase and free sample) and distributors (which moving around office, schools, clinics, houses and any premises showing the products) have impact on performance. In the study conducted among women in Kenya by Arvinlucy (2012) it was found that most women groups use personal selling in promoting their products. This was due to the fact that other promotional elements require a lot of money and the groups do not have sufficient fund to carry out those other promotional elements. Advertising was used only once by the groups providing services just to create awareness of their existence so that they may get donors to fund their activities. The different elements of the promotional strategy impacts on performance was also noted in the previous studies.

Sandra (2005) used a series of focus groups in three different locations with young people aged 16-25 years, separated by age and gender, with a total of 85 participants in the study of the effect of point of sale promotions on the alcohol purchasing behavior of young people in metropolitan, regional and rural Australia. . Participants were asked questions about their recollection of various POS promotions and the effect of these promotions on their alcohol purchasing and consumption behavior. The majority of participants indicated a strong link between POS promotions and alcohol purchasing and consumption behavior. A majority of participants demonstrated a strong recall of previous promotions and almost all participants indicated they had been influenced to buy more or a particular brand of alcohol because of a promotion. Specifically, the results of the study indicate that POS promotions involving price or volume discounts have a strong impact on young people, and are particularly effective in encouraging the purchase of increased volumes of alcohol.

Ripon *et al.* (2007) in the study the effects of Sales Promotion and Advertising on consumers purchase behavior reported that sales promotion is more effective on the consumers who travel

through the peripheral route and it can lead the consumer's mind to brand switching. This study also found that sales promotion and advertising is much more effective in low involvement category products where a simple promotional signal can lead the consumers to buy a product. This study also suggests to the marketers to be aware of the new or unknown product, as sales promotion could have strong negative effects on consumers' internal price reference and perceived quality. This work also highlights the importance of integrating the advertising with different promotional activities to improve the growth of sales of a product. Mkanda (2009) analyzed the consumer buying behaviors of Carbonated Soft Drinks in the Tanzanian market. Five hypotheses were empirically tested and the results showed that there is a significant negative relationship between the price of the pack and the choice of brand of carbonated soft drinks. Regarding quality the results revealed that the perceived quality of the product negatively influenced the decision to purchase a carbonated soft drinks brand. The negative correlation might result from the fact that consumers often judge the quality of the products on the basis of variety of information cues that they associate with products. Chalarsoughi and Savory (2012) in the study on effect of sales promotion as a tool on customer attention to purchase concluded that introducing Khodro's products through sales' promotion attracts customer's attention to purchase. 50% of the participant selected the agreement choice believing that sales' promotion will bring about customers attention and promotion of selling. Fornell, Robinson, and Wernerfelt (1985) argued that sales' promotion can play a dual role in that it can be involved in both "habit formation" as well as in "habit destruction".

Moshi (2009) assessed the effectiveness of promotion techniques upon sales performance in the telecommunication industry. The overall findings revealed that effective promotion techniques have significant influence on sales performance. In all the promotion mix, personal selling has been effectively used by the organization, and therefore proved to be handy especially for corporate customers. Nonetheless, the intensity of the influence of marketing promotion variables on consumer buying decision varies according to the degree of stimulation influenced by other factors like social groups, and the type of the product promoted.

Metwally (1997) explained the variations in the growth rates of advertising expenditure of consumer goods and services in Australia during the period 1975- 1995 by developing and testing a number of hypotheses. The regression results indicate, among other findings that the growth in

advertising expenditure is strongly correlated with the growth in sales and that movement in market shares exerts a significant effect on the growth in advertising expenditure. This view was corroborated by Dekimpe and Hanssens (1995) who used the Vector Auto Regressive modeling to show that temporary increases in advertising have a long term carry over effect on the brand's performance in some, but not all the stores. Andras and Srinivasan (2003) highlighted the importance of higher advertising intensity in performance especially profits. The view of Joshi and Hanssens (2004) was not different from Andras' and Srinivasan's who concluded on the impact of advertising and R&D spending on sales and profits and also went on to show that there is a positive impact of advertising on market capitalization.

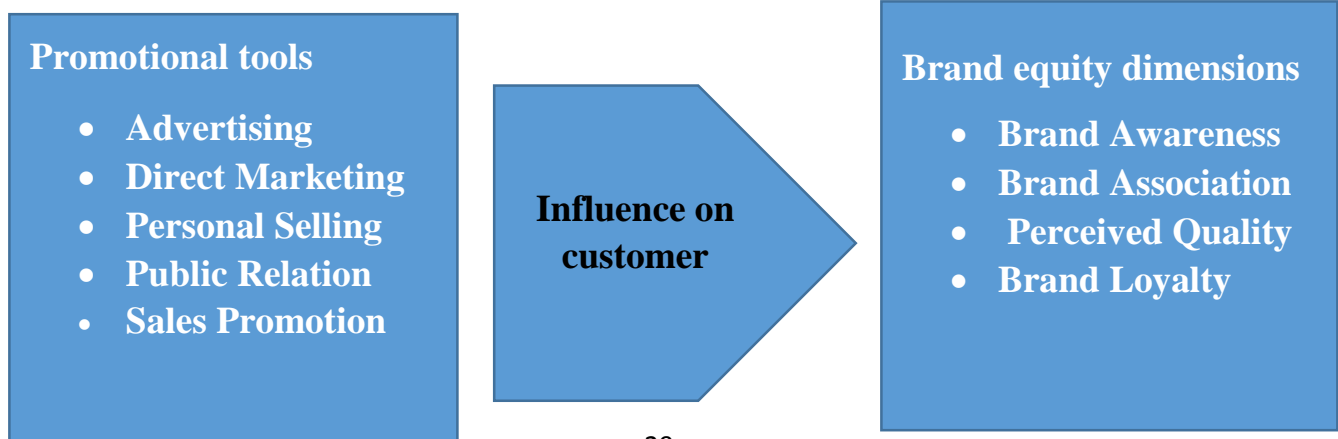
Mnkeni (2007) on the other hand investigated the impact of marketing promotions on consumers' decision to make increased use of the mobile phone services in Tanzania and found that marketing promotion has a significant influence on increased usage rate decisions. The study established that advertising and sales promotion are effective and efficient marketing promotion strategy that can provide proper marketing information to the consumers. They opinioned that mobile phone service providers need to understand their consumers well and apply the most effective and efficient promotion elements that make consumers aware of the service to consumers with minimal inconveniences.

2.4 Conceptual Framework

Independent Variable

Mediating Variable

Dependent Variable



CHAPTER THREE

3. RESEARCH METHODOLOGY AND DESIGN

3.1 Research Design

The research has employed Cross-sectional field survey method to assess the relationship between the promotional tools and Brand equity based on consumers' attitude. In cross-sectional field surveys, independent and dependent variables have been measured at the same point in time using a single questionnaire. In order to meet both the general and specific objectives of this research, it has been found that descriptive method is appropriate along with cross-sectional survey. In light of this method of study, findings about the customers' perception towards Brand equity, significance and relevance of the promotional tools have been presented in tables quantitatively and interpreted qualitatively.

3.2 Research Method

The research has used both quantitative and qualitative methods. The method has permitted the gathered data from the respondents and results in the presentation of the quantitative data which were afterwards interpreted qualitatively.

3.3 Source of Data

The study has been relayed on both primary and secondary data sources. Primary data have been collected using structured questionnaires, with both close-ended and open-ended questions. Secondary data have been gathered from library material, journals and reports, media publications and various Internet search engines that have helped the researcher to develop the questionnaire.

Questionnaires have been used as data collection instruments. They are advantageous as they collect information that is not directly observable, are less costly, using less time as instruments of data collection and useful in obtaining objective data (Sekaran, 2003). The Waliya beer customers have been the respondents in the study. Questionnaires have been administered by the researcher at bars and public restaurants during weekends as it has been believed that it was the better time to get more respondents since it is day off for most people to have time for fun.

3.4 Population and Sampling procedure

In this research, both probability and nonprobability sampling techniques have been used. The target population of this research were customers of Walia beer in. The decision to identify sample population began with delimiting the research area in Addis Ababa. This was made decisively by the researcher as he lives and works in the city. Later, the researcher has clustered the area in Addis Ababa in terms of its sub regions as north, south, east and west. Among these four sub regions one was identified purposively based on the researchers knowledge and previous observation of the area. In this way the northern district was finally taken as the specific area where the sample respondents were spatially confined.

3.5 Sample Size

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

$$n = Z^2 pq / e^2$$

n= stands for the sample size which will be drawn

e = level of precision or sometimes called sampling error (ranges in which the true value of the population would be estimated).

P= population proportion

Z= level of confidence

The sample to be drawn from maximum variability of the population (P=0.5) with 95% level of confidence with 5% precision level.

Therefore:

$$n = 1.96^2 \times 0.5 \times 0.5 / 0.05^2 = 384$$

3.6 Data Presentation and Analysis

After collection, field and in-house editing was made. Then the researcher has made post coding so as to minimize the complexity of data entry. The data entry method has been done by using statistical process for social science (SPSS).

After the accomplishment of this all process, the analysis of data have been started to draw important conclusions that reflected the researcher's interest of inquiry.

Tables, frequencies and percentages have been used to display the survey results. Based on the general concepts and theories the statement of the purpose of the institution's existence, and their real practices; strengths & gaps, roles they performed and other related issues have been identified and analyzed by using both quantitative and qualitative analysis techniques.

Quantitative analysis techniques have been employed to demonstrate processed data in absolute terms through the use of descriptive statistical tools such as frequency, valid percentages, minimum and maximum value, mean and standard deviation of results with the help of SPSS by employing descriptive and inferential analysis techniques. Descriptive analysis have been used to describe the data that have been collected from questionnaire in terms of, mean, standard deviation and the like while inferential analysis have been used to explore the relationship between variables by using associational inferential statistics particularly Pearson correlation coefficient and Cronbach's Alpha to test internal reliability of various items.

Chapter four

4 Data analysis and presentation

4.1 Response Rate

A total of 385 questionnaires were distributed with the help of 4 enumerators and the response rate was indicated in the table below.

Table1. Response rate

Items	Response rate	
	No.	Percent
Sample size	384	100%
Collected	341	88.8%
Remain uncollected	43	11.2%

From the above table, out of 384 distributed questionnaire 341(88.8%) were collected while 43(11.2%) of the questionnaire remained uncollected. Moreover, from the collected questionnaire i.e.341 (88.8%), 13 questionnaire were not filled properly and completely. Therefore, analysis were made based on the responses obtained from 328(341-13) questionnaire.

4.2 Demographic Characteristics of Respondents

This research was enclosed the main demographic characteristics such as gender, age groups, marital status, educational levels, experience of customers with Waliya beer, and type of job customer involved. Gender was considered to find out whether male or female customers have been highly involved in. Age group of respondents was considered to find out the age groups that were dominant in beer market specially Waliya beer. Educational level was considered to find out the customers level of educations that were mostly engaged. Whereas, monthly income was considered to uncover which income group is more involved in drinking beer and is more involved as a customer of Waliya beer. Likewise, length of customer has been drinking Waliya beer and the job of customer were considered to consider the longevity of relationship existed with Waliya beer and the job mostly involved by customer respectively. The findings were indicated below:

Table2. Gender, age group, educational level and monthly income of the respondents

Items	Options	Freq.	Valid percent	Cumulative percent
Gender of respondents	Male	177	54	54
	Female	151	46	100
	Total	328	100	
Age (in year)	< 20	7	2	2
	21 – 30	262	80	82
	31 – 40	43	13	95
	41 – 50	16	5	100
	Above 50	0	0	100
	Total	328	100	
Educational level	High school and below	20	6	6
	Diploma/ certificate	89	27	33
	Bachelor degree	190	58	91
	Masters and above	29	9	100
	Total	328	100	
Monthly income	< 1000	0	0	100
	1000 – 2500	99	30	30
	2501 – 5000	216	66	96
	Above 5000	13	4	100.0
	Total	328	100.o	

From the data presented in table above, the majority (54%) of the respondents was male and the remaining 45% of the respondents were female. This indicates that out of 328 customers around

177 customers were male and the remaining 151 customers were female. Therefore, with insignificant variation both male and female customers use to drink Waliya beer.

From the data presented in table 2 above, the majority (80%) of the respondents were under age group of 21-30 years old ; 13% of the respondents were under age group of 31-40 years and the remaining 2% and 5% were less than or equal to 20 years and 41-50 years old respectively. Therefore, the majority of the customers who drink Waliya beer are youngsters.

Regarding educational level of the respondents, the above table portray that, the majority (58%) of the respondents were BA/BSC holders, 27% were diploma and certificate and the remaining 6% &9% of the respondents were high school &below and masters & above respectively. Therefore, the educational background of most customers is BA/BSC holders and/or diploma/certificate holders.

Finally, regarding personal income, the lion share (66%) of the respondents' monthly income was 2501 - 5000; 30% of the respondents was 1000 - 2500 and the remaining 4% was above 5000. Therefore, the majority of customers' personal income is between 2500 – 5000.

Table3. Length of time Customers have been drinking Waliya beer and their respective jobs participated in

Items	Options	Freq.	Valid percent	Cumulative percent
Length of time respondents drinking Waliya beer	Less than one year	39	12.0	12
	1 – 2 years	220	67.0	79.0
	2- 3 years	46	14.0	93.0

	More than three yeas	23	7.0	100.0
	Total	328	100.0	
Types of jobs that respondents participated	Student	53	16.0	12
	Employee	157	48.0	79.0
	Agriculture and related	10	3.0	93.0
	Own work	72	22.0	100.0
	Student and employee simultaneously	36	11.0	
	Total	328	100.0	

From the table above, most (67%) of the respondents have an experience of about 1 -2 years as a customer of Waliya beer; 14% had an experience of about 2 - 3 years;12% had less than one year and the remaining 7% of the respondents had experience of more than three years with Waliya beer. Therefore, the finding indicates that the customer base of Waliya beer has been improving specially starting from recent time.

Regarding the job that the respondents participated; 48% of the respondents were employees; 22% were business owners; 16% were students; 11% were simultaneously students and employees and the remaining 3% were agriculture related jobs. Therefore the majority of the customers are employees of different organizations and institutions both in the public & private sectors and business owners in micro, small, medium and large enterprises are only few.

4.3 General Questions Related with Promotion

Table4. Awareness about waliya brand and Advertising

Items	options	freq.	Valid percent	Cumulative percent
Are you aware of Waliya beer brand name?	Yes	266	81.0	81.0
	No	62	19.0	100.0
	Total	328	100.0	
Which type of media do you like more to know about Waliya beer products?	Radio	43	13.0	13.0
	Television	79	24.0	37.0
	Newspaper and Magazine	43	13.0	50.0
	Radio and Television	36	11.0	61.0
	Television and Billboard	56	17.0	78.0
	Online/ internet and Billboard	7	2.0	80.0
	Radio, Television, and Newspaper and Magazine	52	16.0	96.0

	Radio and Newspaper and Magazine	13	4.0	100.0
	Total	328	100.0	

From the above table, 81% of the respondents were aware of Waliya beer brand name and the remaining 19% of the respondents were not aware about the brand name of Waliya beer. Therefore, most of the customers have the awareness of the brand Waliya beer.

Regarding the medium from which they get to know about Waliya beer various customers opined various mediu: 13% of the respondents were informed through radio, 24% of the respondents were informed through television, 13% obtained information through print media and the remaining 50% of the respondents were using to be informed through dual and/ or triple mediums such as through radio, television, and print medias, billboard, and online/ internet. This shows that most of Waliya beer’s customers use multiple types of medium that include both electronic and print media to know about Waliya beer.

Table5. Direct Marketing and Sales Promotion

Items	Options	Freq.	Valid percent	Cumulative percent
Do you think Direct Marketing is an important promotional tool?	Yes	174	53.0	53.0
	No	154	47.0	100.0
	Total	328	100.0	
If your answer is Yes, which	Direct ads	43	25.0	25.0

Direct Marketing channel do you think is more flexible for brewery to communicate with customers?				
	Direct selling	50	28.6	53.6
	Direct phone	24	14.0	67.6
	Direct mail	12	6.7	74.3
	Direct selling and Direct phone	12	6.7	81.0
	Direct ads and Direct selling	19	11.0	92.0
	Direct selling and Direct mail	8	4.8	96.8
	Direct ads and Direct phone	6	3.2	100.0
	Total	174	100.0	
Which Promotional tool do you like more to purchase/ drink Waliya beer?	Discount	129	39.3	39.3
	Sampling	35	10.7	50.0
	Couponing	29	8.7	58.7
	Premium	43	13.3	72.0
	Discount and sampling	63	19.3	91.3

	Discount and couponing	29	8.7	100.0
	Total	328	100.0	

From the above table, 53% of the respondents depicted that they think Direct Marketing is an important promotional tool for brewery companies and the remaining 47% of the respondents oppose the issue i.e. they do not think. In connection to that, they depicted that which direct marketing promotional tool more flexible for brewery companies is, so 25% of the respondent preferred direct ads while around 29% of the respondents preferred direct selling. Whereas, 14% of respondents preferred direct phone while around 7% of the respondents preferred direct mail furthermore, the remaining 25% of the respondents pointed out the combination of direct marketing tools. Due to this, it is clear to understand that Direct Marketing is an important promotional tool for brewery. In addition to that respondents' first preference from the category under this tool is direct selling whereas combining these tools is also an important technique.

For the question respondents asked about which Sales promotion tools they do prefer to purchase waliya beer, 39% of the respondents discount, and 10.7% of respondents preferred sampling, 8.7% of respondents pointed out that they preferred couponing, 13.3% prefer premium, while 19.3% prefer both discount and sampling, and the rest 8.7% prefer both discount and couponing. This is a good insight for Waliya beer to give more focus on applying discount promotional tool while the company holds sales promotion activity.

Table6. Personal selling, and Public Relation

Items	Options	Freq.	Valid percent	Cumulative percent
Which PR media encourages you to know about Waliya brewery brand name?	Press release	49	15.0	15.0

	Sponsorship	144	44.0	59.0
	Campaigns	135	41.0	100.0
	Total	328	100.0	
Do you think personal selling is an important tool for Waliy brewery to keep long term brand image in customer mind?	Strongly agree	43	13.1	13.1
	Agree	122	37.2	50.3
	Disagree	140	42.7	93.0
	Strongly disagree	23	7.0	100.0
	Total	328	100.0	
How often do you see hear about waliya beer through different promotional activities?	Always	43	13.1	13.1
	Frequently	122	37.2	50.3
	Some times	140	42.7	93.0
	Not at all	23	7.0	100.0
	Total	328	100.0	
How do you evaluate Waliya	Excellent	10	3.0	3.0

beer promotional activities?				
	Very good	164	50.0	53.0
	Good	115	35.0	88.0
	Poor	39	12.0	100.0
	Total	328	100.0	

From the above table, respondents depicted their opinion on which public relation activity does encourage to know about waliya beer and 15% of the respondents perceived that press conference encourage them to know about Waliya beer, the majority, 44% of respondents thought that sponsorship is better and the rest 41% replied that press campaign is better to encourage to know about Waliya beer.

Regardless of the above finding, 13.1% respondents strongly agreed, personal selling is the most important media to keep long term brand image in customer mind using face to face contact. 37.2 % respondent only agreed, 42.7% disagree and 7 % is strongly disagreed respectively. Based on this result, we can understand that personal selling can play vital role in keeping long term brand image.

According to the above finding, respondents also reflected their perception about frequency of seeing/ hearing about Waliya beer through different promotional activities. So, 13.1% of the respondents demonstrate that they use to see/ hear about Waliya beer always while 37.2% of the respondents perceived that they see/ hear about Waliya beer frequently. Whereas, 42.7% of the respondents felt that sometimes and the remaining 7% of the respondents depicted that they never saw/ herd about Wliya beer through promotional activities. This shows that effectiveness of Waliya beer’s promotional activities availability is somehow satisfactory.

Besides the above issues, respondents also demonstrated their perception on Waliya beer promotional activities; so 3%of the respondents perceived that the company promotes excellent while 50% of the respondents evaluated that it promotes very good and, the remaining 35% and

12% evaluated good and poor respectively. Based on this result, it is clear to understand that the company's promotional activities are effective in achieving their target as the result shows that positive result regarding to its excellence.

4.4 Respondents perception about Brand equity

This is intended to portray customers perception on the brand equity of Waliya beer and it can be determined by brand loyalty, perceived quality, brand association and brand awareness and their basic descriptive features are specified under each dimension.

Tabel7. Brand equity and its descriptive features

Brand loyalty	N	Min	Max	Mean	Std. Dev
I usually use Waliya beer as my first choice compared to other beers.	328	1	5	3.54	.947
I am satisfied with Waliya beer.	328	1	5	3.76	.712
I would recommend this brand for others to buy.	328	1	5	4.00	.620
Even if there are other brand, I	328	1	5	3.68	1.091

would not switch to any of them.					
Perceived quality					
It makes sense to buy Waliya beer instead of any other brand, even if they are the same.	328	1	5	4.00	.765
Even another brand has same features as Waliya beer, I would prefer to buy Waliya beer.	328	1	5	3.68	.764
Even If there are other brands as good as Waliya beer, I prefer to buy Walia beer.	328	1	5	4.14	.766
If other brands are not different	328	1	5	3.99	.798

from Waliya beer in any way, it seems better to purchase Waliya beer.					
Brand association					
I am highly aware about Waliya beer	328	1	5	3.91	.726
I can simply recognize Waliya beer among other beers	328	1	5	4.01	.759
The organization which Walia beer belongs has credibility	328	1	5	3.89	.815
Brand awareness					
Some characters of Waliya beer come to my mind quickly	328	1	5	3.91	.986
I can recall the symbol or	328	1	5	4.10	.718

logo of Waliya beer quickly					
Waliya beer is the brand I am familiar with	328	1	5	4.00	.739

**Note: - 1=strongly disagree; 5=strongly agree;
- Mean value > 3 revealed positive results**

From the above table, Respondents perceived that Waliya beer is their first choice and so that they have been usually drinking Waliya beer (Mean =3.54 with std. deviation =.947), they also perceived that they are satisfied with Waliya beer (Mean=3.76 with std. deviation =.712).In line with the above idea, they would recommend Waliya beer to other potential customers (mean=4.00 and std. deviation .620) and finally they perceived that they would not switch to other brand (mean=3.68 and std. deviation 1.091). Therefore, most of the customers of Waiya beer are loyal customer (with mean of the mean 3.775).Therefore, most of the customers perceived that they feel sense of loyalty.

From the above table, most of the respondents perceived that it makes sense to buy Waliya beer instead of any other brand, even if they are the same. (mean = 4.00 and std. deviation .765). Furthermore, they also perceived that even if another brand has same features as Waliya beer, they would prefer to buy Waliya beer (M=3.68&std.deviation .764). On the other hand, most customers perceived that even If there are other brands as good as Waliya beer, they preferred to buy Walia beer (M=4.14 &std. deviation .766). Finally, customers pointed out that it is better for them to drink Waliya beer as long as other brands have no difference from Waliya beer (M=3.99 &std.dev. =.798).

The above result demonstrates that, most customers perceived that the overall excellence or superiority of Waliya beer's products are promising and are existed in a good position and it is the direct effect on brand equity.

From the above table, customers are highly aware about Waliya beer ($M=3.91$ & $\text{std.dev.}=.726$). Moreover, most respondents can recognize Waliya beer than others ($M=4.01$ & $\text{std.dev.}=.759$). Furthermore, most respondents perceived that the organization that Waliya beer belongs to has credibility ($M=3.89$ & $\text{std.dev.}=.815$). Therefore, most customers have good brand image and / or association with the brand of Waliya beer because they feel that they can easily recall and associate brewery products to Waliya beer.

Most respondents perceived that some features of Waliya beer comes to their mind ($M=3.91$ $\text{std.dev.}=.986$). In another word, most respondents quickly recognize Waliya beer among other competing brands and like brand association they are familiar with Waiya beer. In addition to that respondents perceived they can recall the symbol of Waliya beer quickly ($M=4.10$ & $\text{std.dev.}=.718$). And familiarity with the brand Waliya beer ($M=4.00$ and $\text{std.dev.}=.739$).

Therefore, the cumulative effect of the above result shows that brand awareness of Waliya beer on the mind of customer is positive. However, it is not mean that every customer has positive brand awareness about the brand of Waliya beer.

4.5 Cross Tabulation of Selected Demographic Characteristics with Selected Features

Cross tabulation of selected demographic characteristics with features of Frequency of customers seeing/ hearing about Waliya beer through different promotional activities, Customer's perception towards promotional activities by Waliya beer cross tabulation with years of experience with Waliya beer, and customers' recommendation of the beer for others.

Table8. Frequency that customers use to see/ hear about Waliya beer cross tabulation with length of drinking Waliya beer

<p>Frequency that customers</p>

use to see/ hear about Waliya beer							
							Total
			Always	Frequently	Sometimes	Not at all	
Customers' years of experience with Waliya beer	<1 year	Count	0	16	14	13	43
		%	.0%	37.2%	32.65	30.2%	100.0%
	1-2 years	Count	29	82	89	0	200
		%	14.5%	41%	44.55	.0%	100.0%
	2- 3 years	Count	20	10	15	12	57
		%	35%	17.5%	26.3%	21.5%	100.0%
	>3 years	Count	0	15	6	0	21
		%	0%	71.4%	28.6%	.0%	100.0%
	Total	Count	56	123	124	25	328
		%	17%	37.0%	37.8%	7.6%	100.0%

From the above table, 37.2% of the respondents who have an experience of less than one year perceived that they frequently see/ hear about Waliya beer through different promotional activities, the remaining 32.6% of them say sometimes and the remaining 30.2% perceived that they never saw/ herd any promotion about Waliya beer. On the other hand, respondents who have an experience of 1-2 years perceived as follow: 14.5% perceived always, 41% revealed frequently

and 44.5% revealed sometimes. Whereas, among respondents who have an experience of 2 -3 years perceived that 35% of them opined that they always see/ hear about Waliya beer through different promotional activities and the remaining 17.5%, 26.3% and 21.5% of the respondents pinpoint frequently, sometimes and not at all respectively. Finally, respondents who have an experience of more than three years perceived that 71.4% of them said frequently and the remaining 28.6% of them revealed some times they see/ hear about Waliya beer through different promotional activities.

Therefore, customers who have been drinking Waliya beer longer time use to be informed about Waliya beer through promotion only 7.6% of the respondent revealed that they didn't see or hear about Waliya beer through different promotional activities.

Table9. Evaluation of overall activities of Waliya beer's promotion cross tabulation with types of jobs and educational background

		Evaluating overall activities of Waliya beer's promotion					Total
			Excellent	Very good	Good	Poor	
Type of jobs respondents participated	Student	Count	7	20	22	3	52
		%	12.5%	37.5%	43.8%	6.3%	100.0%
	Employee	Count	0	115	62	16	193

		%	.0%	59.6%	32.1%	8.3%	100.0%
	Agriculture	Count	0	0	3	7	10
		%	.0%	.0%	33.3%	66.7%	100.0%
	Business owner	Count	3	26	28	16	73
		%	4.5%	36.4%	37%	22.7%	100.0%
Total		Count	10	161	115	42	328
		%	3.04%	49.09	35.1	12.8	100.0
Educational background	High school and below	Count	0	13	7	0	20
		%	.0%	66.7%	33.3%	.0%	100.0%
	Diploma and/ or certificate	Count	0	39	28	22	89
		%	.0%	40.7%	33.3%	25.9%	100.0%
	Bachelor degree	Count	20	67	60	30	190
		%	13%	36.8%	34.2%	15.8	100.0%
	Masters and above	Count	8	13	16	0	37
		%	21.6%	35.1%	43.2%	.0%	100.0%
Total		Count	28	135	151	52	328
		%	8.5%	41.2%	46.3%	15.8%	100.0%

From the above table, respondents who were student rated the overall activities of waliya beer's promotion and among them 12.5% excellent performance has been observed, 37.5% revealed very good and the remaining 43.8% and 6.3% rated good and poor respectively. Alternatively, respondents who were employee of various organizations rated the overall activities of waliya beer's promotion and among them 59.6% revealed very good, 32.1% rated good and 8.3% rated poor. From 10 respondents who were participated in farming/agriculture, 33.3% rated good and

66.7 revealed poor. Finally, among respondents who have been participated as a business owners, 4.5% revealed excellent, 36.4% revealed very good, 37% rated good and the remaining 22.7% of the respondent rated poor promotion activities have been observed.

The above table also crosses tabulate educational backgrounds and perception of respondents about the overall promotion activities of the company. Among 20 respondents who were high school and below revealed the following: 66.7% of them rated very good activities of promotion and the remaining 33.3% rated good while among 89 respondents who own diploma or certificate perceived as: 40.7% revealed very good,33.3% rated good and the remaining 25.9% revealed poor. Regarding respondents who own bachelor degree, 13% of the respondents revealed excellent, 36.8% rated very good 34.2% perceived good and the remaining 15.8% perceived poor promotion activities. Finally, among 37 respondents who own masters and above rated the overall promotion activities performed by Waliya beer as follows: 21.6% revealed excellent, 35.1% perceived very good and the remaining 43.2% revealed that the overall quality of the promotion rendered by Waliya beer is good.

Therefore, employees and business owners have relatively better perception about the overall activities of promotion rendered by Waliya beer. Customers who have been participated in agriculture and related jobs perceived negatively (poor performer) regarding the overall activities of promotion provided by Waliya beer.

On the other hand, more educated customers evaluated positively about the overall promotion activities rendered by Waliya beer. Around 87 % of customers who own bachelor degree and above constructively evaluate the overall activities of waliya beer’s promotion.

Table10. Recommendation Waliya beer for others crosstab with length of drinking the beer

Recommending Waliya beer for others								
								Total

			ST.DA	DA	N	A	SA	
Experience with Waliya beer	Less than one year	Count	0	12	0	23	0	35
		%	0%	34%	0%	65.7%	0%	100.0%
	1-2 years	Count	0	14	43	118	32	207
		%	0%	6.8%	20.8%	57%	15.4%	100.0%
	2-3 years	Count	0	6	12	23	17	58
		%	0%	10.3%	20.7%	39.7%	29.3%	100.0%
	More than three years	Count	0	3	0	19	6	28
		%	0%	10.7%	0%	68%	21.3%	100.0%
Total		Count	0		19	62	19	328
		%	0%		19.0%	62.0%	19.0%	100.0%

Note: ST.DA=strongly disagree; DA=disagree; N=neutral; A=agree; SA=strongly agree

The above table cross tabulate customers' length of time drinking Waliya beer with customer's recommendation to others (word of mouth). Around 66% of the respondents who have been drinking Waliya beer less than 1 year have a positive word of mouth. Likewise, around 72% of the respondents who have been drinking the beer 1-2 years have a positive word of mouth. Furthermore 69% of respondents who have familiarity with 2-3 years also have a positive word of mouth. Finally, among 28 respondents, 89% of them who have been drinking Waliya beer more than 3 years, they recommend the beer for others or potential customers.

Therefore, customers having long experience with specific brand have a positive impact on loyalty. If time of drinking/ usage increase, positive word of mouth for others will increase and this is the basic features of loyal customer and it contributes positively for customer based brand.

4.6 Reliability Test of Overall Factor of the Five Point Likert Scales

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. So before analyzing the collected data the reliability of the main items of the questionnaire were tested by using Cronbach's alpha.

Table11. Reliability statistics of the five point likert scale questions

Cronbach's Alpha	Cronbach's Alpha based on standardized items	No of items
.811	.803	33

Therefore, the reliability of 33 items that critically determine the influence of promotion on customer has been tested by using cronbach's alpha. According to Haire et al (2005). The reliability coefficient which are more than or equal to 70 % ($A > 0.7$) is acceptable. So, reliability of the question was evaluated and the result (cronbach's Alpha) was used to test the reliability of the materials used in this research. Thus, the reliability coefficient of the above item is above 70% and/or the overall reliability test for the item is 80.3%. This implies that the items were reliable and understandable for the respondents.

4.7 Influence of The Five promotional Tools on Customer

The following descriptive statistics clearly shows the perception of respondents on the influence of promotion on customer. Therefore, this part was considered to analyze and find out the general perceptions of the respondents regarding the promotional tools. The findings are exhibited in the table below.

Table12. Influence of promotion on customer

Options	Min.	Max	Mean	Std. Deviation
Personal Selling				
Sales perons of Waliya brewery influence me to buy/ drink Waliya beer	1	5	3.1	.946
Sales persons of Waliya beer give me an updated information about Waliya beer and the company	1	5	3.4	.839
Sales persons of Waliya beer invite/ ask me if I have any suggestion or comment about Waliya beer	1	5	3.58	.794
Grand mean	3.36			
Advertising				
The advertisings of Waliya beer initiate me to buy/ drink the beer	1	5	3.34	.956

When I see/ hear Waliya beer advertisings, they grab/ catch my attention	1	5	3.85	.821
The advertisings of Waliya beer are connected with something that I am interested in (good experience) mostly	1	5	3.86	.711
The advertisings of Waliya beer have persuasive power	1	5	3.68	.665
The advertisings of Waliya beer deliver basic information about the beer's features	1	5	3.74	1.116
Grand mean	3.69			
Direct Marketing				
As I observed, sales representatives of Waliya	1	5	3.2	1.125

brewery use to visit and discuss with people who drink beer in clubs, bars, hotels etc.				
The information I get about Waliya beer by sales representatives enforces me to keep drinking the beer	1	5	3.5	.844
When the company introduces new beer, it use to offer free trial using sales representatives	1	5	3.69	.961
Discussions that I had with Waliya beer sales representatives are from my point of view/ interest often	1	5	3.73	.930
Grand mean	3.53			
Public Relation				

I use to hear/ see about Waliya beer by representatives of the company through different Medias often	1	5	3.55	.757
The information given by Waliya beer through media seems credible	1	5	3.60	1.082
The company, Waliya beer participates in social/ humanitarian activities	1	5	3.51	.893
Grand mean	3.55			
Sales Promotion				
Waliya beer promoters influence me to buy/ drink the beer	1	5	3.12	.875
I want to buy/ drink Waliya beer more than the usual when there is a	1	5	3.4	.841

promotion to win something				
I am more likely to buy/ drink Waliya beer if there is a “buy one get one free” promotion	1	5	3.6	.742
After buying/ drinking Waliya beer on promotion, I usually buy/ drink again after the promotion is over	1	5	3.2	.887
Grand mean	3.33			

As it has been mentioned by scholars, it is clear to understand that physical conversation is necessary because customer wants to know a lot about what they are buying and gives their opinion towards it (Arens, Schaefer & Weigold, 2009). Physical conversation with customers is also important for the company in order to influence customer’s buying decision.

The above table regarding the influence of promotion on customer, Personal selling indicates that the ability of Waliya beer’s sales representatives being orator to convince customers is satisfactory/ good and has a positive effect on influencing customers to buy/ drink the beer (M=3.1 with std.dev=.946). Most respondents perceived that sales persons of Waliya beer give an updated information about Waliya beer and the company (M=3.4 with std.dev. = .839). In connection to the above idea, invitation/ questioning customers if they have comment or suggestion about Waliya beer by sales representatives is effective (M=3.58 with std.dev. = .794).

As it is described, Advertising is one of the most cost effective tools to spread the product information to large number of customers (Belch & Belch, 2009). The importance of advertisement ranges from awareness, image enhancement, generating sales leads, as well as identifying and attracting potential customers for the company. Another vital importance of advertisement (Hayes et al: 1996) is that, it introduces the firm to prospective customers.

Regarding effectiveness of Waliya beer advertisings, the above table clearly shows that, most customers perceived that Waliya beer advertisings televised, aired, and posted through Medias have the initiation power on customers' mind to buy/ drink the beer (M=3.34 with std.deviation=.956). In connection this, Waliya beer advertisings' features/ presentation have the ability of grabbing/ catching viewers'/ hearers' attention (M=3.85 with std. deviation=.821). In addition to these, most of the times, the advertisings are connected with customers' favorable experience or something that they are interested in (M=3.86 with std.deviation=.711). Moreover, Waliya beer advertisings regarding of having the potential of persuading is the key to maintain customers convinced (M=3.68 with std. deviation=.665). Finally, details included in the advertisings, delivering basic information about the beer through advertisings has a positive effect on customer (M=3.74 with std. deviation=1.116).

Direct Marketing techniques are used to reduce distance between buyer and seller through squeeze intermediary (Jobber, 2007). Immediate response is very important for service provider firms and who are providing service to mass consumers. Direct Marketing is one of the most effective promotional tools to get immediate response (Belch & Belch, 2009).

From the above table regarding the effectiveness of Waliya beer's Direct Marketing activity, the observation of customers on whether sales representatives of Waliya beer use to visit and discuss with people where the product is available the result shows (M=3.2 withstd.dev.=1.125). Most respondents perceived that sales representatives of the company have the ability of enforcing customers to keep drinking the beer which is one of the methods to acquire new customers and retain existing ones (M=3.5 with std.dev.=.844). In addition to this, using sales representatives, the company offers people who drink beer free trial which is one of the activities included in Direct Marketing (M=3.69 with std.dev.=.961). Finally, most respondents perceived that the discussion

they have with Waliya beer sales representatives is from their point of view or interest (M=3.73 with std.dev.=.93).

Public Relation is so much more powerful like Advertising or Sales promotion because publicity is highly credible for its news value and the frequency of exposure of product or service (Belch & Belch, 2009). According to Ace (2002) “Advertising brings the product to the customer and publicity or PR brings the customer to the product”. Most used publicity activities include public service activities, press conferences and various events activities etc (Kotler, 2000).

Among other things the above table shows the finding about activities being done by Waliya beer Public Relation. Customers pointed that they see/ hear about Waliya beer through different Medias using representatives frequently (M=3.55 with std.dev. = .757). In connection to the above idea, most respondents perceived that, the information given by Waliya beer through Medias seems (M=3.6 with std.dev. = 1.082). Lastly for the question about the company’s humanitarian activity most respondents perceived that Waliya beer is effective in working on such tasks (M=3.51 with std.dev=.893).

Sales Promotions are concerned with offering customers additional value, in order to induce an immediate sale (Belch, 2009). Sales promotion is designed to get quick and maximum sales volume through providing extra incentives to the customer like; coupons, premium, loyalty program and event marketing (Belch & Belch, 2009).

Finally, the above table exhibits the results concerning the Sales Promotion activities of Waliya beer. The skill of Waliya beer promoters being influential in order to make customers buy/ drink the beer has a positive effect (M=3.12 with std.dev=.875).In line with the above idea, respondents pointed that they want to buy/ drink the beer more than the usual when there is a promotion to win something for buying/ drinking the beer and it is one of the method to get new customers as well (M=3.4 with std. deviation =.841). In addition to this, promotion like “buy one get one free” is also a crucial tactic (M=3.6 with std.dev=.742). Finally, the above result shows that the importance of sales promotion which concerns about weather customers buy/ drink the beer after the promotion is over (M=3.2 with std.dev=.887).

4.8 Correlation Matrix

The above findings (findings in table 9) will be strengthened / supported by correlation matrix which was created by using the Pearson correlation coefficient (r). It demonstrates how each Promotional tool such as Advertising, Public Relation, Direct Marketing, Personal Selling, and Sales Promotion was correlated with Brand equity (Waliya beer) based on the overall Brand equity by using data reduction of Brand equity dimensions. The result is demonstrated as follows.

Tabel13. Correlation matrix of Brand equity and Promotional tool

	Brand equity	Advertising	Public Relation	Direct Marketing	Personal Selling	Sales Promotion
Brand equity	1**					
Advertising	.945**	1**				
Public Relation	.81**	.755**	1**			
Direct Marketing	.69**	.623**	.71**	1**		
Personal Selling	.62**	.23**	.75**	.561**	1**	
Sales Promotion	.52**	.381**	.62**	.613**	.369**	1**

Note: ** correlation is significant at the 0.01 level (2-tailed)

Sample size =328

From the above Table, we can understand that all of the variables had positive correlation with Brand equity as well as had positively correlated with each other. However, this matrix may show the causal relationship between variables and the magnitude of the association between variables.

The correlation coefficient between promotional tools and Brand equity. This indicates a strong direct linear relationship between promotional tools and Brand equity. Further, the correlation coefficient between Advertising and Brand equity intentions is 0.945, again indicating a strong direct relationship between Personal Selling and Brand equity 0.62. Similarly, the correlation coefficient between Public Relation and Brand equity intentions is 0.81 confirming a strong direct relationship between them and the like.

As a result, we can observe that Advertising is the most correlated variable with Brand equity (.945**) and it was followed by Public relation (.81**), but Sales promotion had a weakest correlation with Brand equity (0.52**). Therefore, Advertising and Public relation have a strong relationship with and vital effect on Brand equity followed by Direct marketing (.69**), Personal selling (.62**) and Sales Promotion (.52**). Therefore, the five promotional tools effectiveness vary in the degree to which they drive Brand equity.

Table14. Correlation between Promotion and Brand equity

Variables	Mean	SD	r value	p value
Promotion	3.80	0.395	0.721**	0.000
Brand equity	4.13	0.459		

The table above clearly demonstrates that perception of customers toward the promotional activities is favorable with mean value 3.80 while Brand equity exhibits a higher level with mean value 4.13. The survey results demonstrate a very good relationship between the Promotional activities and Brand equity. The above table also shows that the correlation coefficient between the Promotional activities and Brand equity stands on a high value 0.721. This value is significant at the significant level of 0.05. This means that the Promotional activities have an exert influence on Brand equity. Thus, we can confirm the positive significant relationship between Promotional activities and brand equity as demonstrated by several scholars and marketing research specialists, and as in other field; this can be applied in the Brewery industry as well.

Table15. Regression Analysis

	Unstandardized coefficients	Standardized coefficients		t	sig
	B	Std. Error	Beta		
(constant)	2.653	.861		10.055	.983
Advertising	1.403	.144	.998	9.925	.000
Public Relation	.570	.122	.383	4.693	.000
Direct Marketing	.462	.204	.328	2.260	.028
Personal Selling	.316	.097	.270	3.268	.002
Sales Promotion	.003	.137	.002	.002	.023

Based on the table 15, when other factors (Advertising, Public Relation, Direct Marketing, Personal Selling, and Sales Promotion) are at zero, Brand equity becomes 2.653. Holding other factors (Public Relation, Direct Marketing, Personal Selling, and Sales Promotion) constant, a unit increase in Advertising would lead to a 1.403($p < .001$) increase in Brand equity. Holding Advertising, Direct Marketing, Personal Selling, and Sales Promotion constant, a unit increase in Public Relation would lead to a 0.570 ($p < .001$) increase in Brand equity. Holding other factors constant, a unit increase in Direct Marketing would lead to a 0.462 ($p = .028$) increase in Brand equity. Further, holding other factors constant, a unit increase in personal selling would lead to a 0.316 ($p = .002$) increase in Brand equity. On the other hand, a unit increase in Sales Promotion, while holding Advertising, Public Relation, Direct Marketing, and Personal Selling constant, would lead to a 0.003($p = .023$) increase in Brand equity. This shows that among the promotional

tools, Advertising followed by Public Relation and Direct Marketing would have the most positive impact on Waliya beer Brand equity.

Chapter Five

5. Conclusion and Recommendation

5.1. Conclusion

It is worthy of note that many companies still rely on one or two marketing communication tools in their attempt to achieve their marketing communication objectives. This practice persists despite growing sophistication of consumers, dynamic nature of the market, growing competition in most industrial sectors and the need for efficient allocation of marketing communication budgets. Yet, the wide range of marketing communication tools, messages and audiences make it imperative for companies to move towards the Promotion approach in an effort to ensure clarity of messages, consistency, and credible messages and above all, a competitive message across to target audience.

The findings presented in this thesis has focused on the link between Promotional tools and Brand equity based on its influence on customers. The findings have revealed that promotional tools have significant influence on consumer for Brand equity. The study has shown that the way Waliya beer is promoted coupled with the brand integrity of such product encourages consumers to purchase it and make repeat purchase of it, and as well enhances the referral of such product to other prospects. From this study, the findings have shown that brand image and promotional tools exert great influence on consumer buying decision thereby affirming that promotional tools are veritable marketing communication tools for influencing consumer buying decisions on sustainable bases. It has also confirmed that there is a significant correlation between branding and promotional tools that could have a determining impact on a company's position in the marketplace. Through customer survey analysis, the researcher hsa come to draw the conclusions that promotion is one of the most effective to create strong brand and to get more customer attention. All Promotional tools have their contribution to develop Waliya beer brand and reputation. Maintaining its reputation and its brand image is a top priority concern, since it is one of the most valuable things for the company. A strong brand can create sufficient higher total returns to shareholders than a weak brand. Brands are at the heart of marketing and business strategy.

A careful comparison of the findings from this research shows some fundamental issues. Findings of this research confirmed that Promotion can help Organizations to maintain long term customer relationships. Findings confirmed that the use of different Promotional tools will make a company's product to compete effectively in the market. This is achieved through clear, consistent and competitive messages across to target audiences. The result of this is that the company will start to entry good customer's patronage, which result into better market share for its product as the company message is highly clear and competitive.

One strategic benefit of Promotion is that it helps produce stronger message, consistency and consequently greater sales impact. Promotion helps in improving the company's ability to reach the right customers with the right message, at the right time and in the right place. It has been theoretically and empirically shown that the usage of Promotion helps in promoting and improving the company's competitive edge. The usage of Promotion will definitely increase impact, make ideas more effective and provide greater consistence communication. Respondents believed that the use of Promotion has an impact on creating long term relationship between Waliya beer and its customers.

The brand awareness and brand association of Waliya beer on the mind of customer is positive, but it does not mean that every customer has positive brand awareness about the brand. However, most of them reflected their ability to identify the brand of Waliya beer regardless of various situations and to link the name, symbol, logo and the like to recognize and associate in their memory. Therefore, Promotional tools are considered as a significant instrument for a company's great effort in order to differentiate itself from its competitors. The effective implementation of those five Promotional tools has a positive effect on Brand equity such as customers could link Waliya beer on their mind first while one talks about beer. As a result, Personal Selling has a positive effect on Brand equity especially on the two dimension of Brand equity such as brand association and perceived quality.

Furthermore, Advertising is more important to maintain brand loyalty and brand awareness. On the other hand, Direct Marketing is crucial to build brand association and brand loyalty. Moreover,

Public Relation as a Promotional tool has a significant effect on building perceived quality, brand association and brand loyalty. Sales Promotion as a Promotional tool is vital to build up customer based brand equity such as brand loyalty and brand awareness. Therefore, regardless of the degree to impact, each Promotional tool has a vital effect to build successful Brand equity.

When ones promotional tool is high, then it has an indispensable contribution on the improvement of Brand equity. Therefore, Promotional tools are vital for the development and infuses strong and dominant brands because they enhance perceived superiority of the brands or customer based Brand equity on side of existing and potential customers and helps to distinguish a brands from other similar product (beer) providers in competitive markets.

According to the findings of this research, Promotional tools have a positive effect in enhancing Brand equity. Some of them are: increase the linkage between customers and the company's brand; Build sense of security and satisfaction; increased perceived excellence and superiority; Uniquely remember and recognize the brand from its competitor; Increase sense of membership; Enhance sense of loyalty to the brand; Attract other customers through the recommendation of existing customers.

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

We suggest that further research should be done in this direction in order to identify and evaluate specific aspects of Promotional tool on Brand equity from its influence on customers for different contexts of brewery and for different types of product providers as well. Another direction for further research could be done to test the conclusions of this study by interviewing companies' managers and comparing the results of this study with those revealed by the experience of manufacturing sector's managers.

5.2. Recommendation

According to the result, respondents like to see/ hear waliya beer's promotion through the Advertising more. Advertising effectiveness must be evaluated against the communication objectives established for the Advertising campaign. Motivation, recognition, awareness, attitudes, and intention to buy are typical measures of business to customer advertising performance.

There is need for Waliya beer to strategically run advertisement through various media thus making its products known in the market by its target market. Waliya beer should endeavor to use advertisement that will communicate its product periodically as it is a contributing factor in the firm's bottom line.

Waliya beer should pay more attention to the activity and means of Public Relation, since the study results showed strength from this activity, in influencing the consumers purchasing decision toward the company product. Crystallizing their interests and attention may be executed through holding specialized training courses to recognize the value and effectiveness of this activity, and its role in creating positive images of the company product in the target markets.

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

There is need for Waliya beer to recruit sales teams that will ensure that its target market are engaged and persuaded to buy/ drink the beer thus increasing sales volume. Personal Selling will help the company to improve brand image, the sales volume of the company's product, even to ensure the proper mix of products in the total sales volume, to increase the market share of the company, to increase the profits of the company, to reduce the overall selling expenses, to gain new customers and improve business growth, to achieve the desired proportion of cash and credit sales, to provide pre-sale and after-sale services. There is need for Waliya beer management to

come up with strategies that will increase the morale of the sales team upped thus making them perform expectation thereby increasing sales volume.

Waliya beer should endeavor to have a long and short term programs they would ensure the increase in market share given that there is lot of completion in the manufacturing (brewery) sector. The selling concept holds that consumers and businesses, if left alone, will ordinarily not buy enough of the selling company's product. Waliya beer must, therefore, undertake an aggressive selling and promotion effort.

Direct Marketing today necessitates entering into and maintaining a relationship with a customer. Getting and keeping loyal customers is an essential part of an organization continuing in business when threatened by recession and will continue to be important when the economy recovers. There are many media and tools available to the marketer and these should be chosen with care so that the best results can be achieved. Marketers should not forget the basics of direct marketing when instigating a relationship as customers are individual people or organizations with individual needs that need to be addressed.

Contemporary customers may be technology savvy but that does not necessarily mean that they wish to use technology to communicate with organizations. They may not wish to have any communication at all yet still remain loyal. As marketers, strategies have to be formed based on customer needs and collecting information on what those needs are is fundamental to marketing success.

Waliya beer should remember that personalization is fundamental to relationships and Direct Marketing. They should use the information they have about customers to enhance a relationship. Failure to do so has negative outcomes. First, a competitor could open communications and steal customers who feel neglected by lack of relevant communication. Alternatively, customers may be alienated by irrelevant, impersonal messages and choose to retract communication permission.

There is need for Waliya beer to initiate Sales Promotion programs that will help the company promotes its product. There is also need for Waliya beer to use sales promotion in building brand image, introducing new products, overcoming any unique competitive situation, overcoming the seasonal slumps in sales, getting new customers, retrieving the lost ones, it acts as a support and supplement to the Advertising effort, it also acts as a support and supplement to the salesmen's

efforts. The management should come up with marketing strategies that involve use of Sales Promotion.

By carefully reviewing and examining the key concepts and major variables impacting Sales Promotions discussed herein, it is hoped that marketing managers will be able to more effectively and efficiently plan, implement, and control these important marketing expenditures that can be so instrumental in determining the success and failure of their companies. Today's and tomorrow's marketing managers really do not have the choice whether or not to use Sales Promotion but only whether to use these valuable tools poorly or skillfully.

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APENDEX

St. Mary’s University School of Graduate Studies College of Business and Economics Department of Marketing Management, Questionnaire on “Assessment of promotional strategies: the case of Waliya brewery”

Dear Respondent,

My name is Girma Tesfaye. I am currently working on a research for as part of my Master of Arts Degree in Marketing Management from St. Mary’s University College School of Graduate studies.

My study focuses on the recently introduced promotional strategies of Waliya brewery. Below you will find four parts of questionnaire designed to collect general information and statements that are designed to find out your perceptions about the promotional strategies of Waliya brewery.

I kindly ask you to *fill all questions* in this questionnaire with full honesty and be assured that there is no right and wrong answer. Your honest opinion is invaluable for this study in terms of its contribution in making this study successful.

I am very thankful for the support you are giving me and I would like to assure you that all your responses will be *kept confidential and will only be used for research purpose*. You can contact me through: 0911097715 or girma4967@gmail.com

Part I: Demographic or personal information (please tick (√) mark)

1. Sex

- Male _____

- Female _____

2. Age

- Less than 20 _____
- 21 – 30 _____
- 31 – 40 _____
- 41 -50 _____
- More than 50 _____

3. Education Level

- High school and below _____
- Diploma/ Certificate _____
- Bachelor Degree _____
- Master Degree or Higher _____

4. Monthly income

- Less than 1000 _____
- 1000 – 2500 _____
- 2501 – 5000 _____
- Above 5000 _____

5. How long have you been drinking Waliya beer?

- Less than one year _____

- One to two years _____

- Two to three years _____

- More than three years _____

6. Your occupation (You can tick more than one)

- Student _____

- Employee _____

- Own work _____

- Agriculture and related _____

Part II General Questions Related to Promotion

7. Are you Aware of the Waliya brand name?

- Yes _____

- No _____

8. Which type of media do you like more to know about Waliya beer?

- By Television _____
- By Radio _____
- By Print media _____
- By Billboard _____
- By Online/Internet _____
- If there other, please specify -----

9. Do think Direct Marketing is an important promotional tool?

- Yes _____
- No _____

10. If your answer is “Yes” which direct marketing channel do you think is more flexible for brewery to communicate with customers?

- Direct Mail _____
- Direct Phone _____
- Direct Selling _____

- Direct ads _____
- If there other, please specify -----

11. Which promotional tool do you like more to purchase/ drink Waliya beer?

- Coupons _____
- Premium _____
- Discounts _____
- Samples _____
- If there other, please specify -----

12. Which PR media encourages you to know about the Waliya brewery brand name?

- Campaigns _____
- Press release _____
- Sponsorship _____
- If there other, please specify -----

13. Do you think personal selling is an important tool for Waliya Brewery to keep the long term brand image in customer mind?

- Strongly agree _____

- Agree _____

- Disagree _____

- Strongly disagree _____

14. How often do you see/hear about Waliya beer through different promotional activities?

- Always _____

- Frequently _____

- Sometimes _____

- Not at all _____

15. How do you evaluate Waliya brewery promotional activities?

- Excellent _____

- Very good _____

- Good _____

Part III: Respondents perception about brand equity of Waliya beer

Respondent's level of agreement on the issues below: This part is kindly requires you to express your view on the issue being asked appropriately; 1 = strongly disagree Agree- SD, 2 =disagree – DA, 3=Not sure- NS, 4 =agree – A, 5=strongly agree –SA.

No.	Items	SD (1)	DA (2)	NS (3)	A (4)	SA (5)
	Brand loyalty					
1	I usually use Waliya beer as my first choice compared to other beers.					
2	I am satisfied with Waliya beer.					
3	I would recommend this brand for others to buy.					
4	Even if there are other brands, I					

	would not switch to any of them.					
	Perceived quality					
1	It makes sense to buy Waliya beer instead of any other brand, even if they are the same.					
2	Even another brand has same features as Waliya beer, I would prefer to buy Waliya beer.					
3	Even If there are other brands as good as Waliya beer, I prefer to buy Walia beer.					
4	If other brands are					

	not different from Waliya beer in any way, it seems better to buy Waliya beer.					
	Brand association					
1	I am highly aware about Waliya beer					
2	I can simply recognize Waliya beer among other beers					
3	The company which Walia beer belongs has credibility					
	Brand awareness					
1	Some characters of Waliya beer come to my mind quickly					
2	I can recall the symbol					

	or logo of Waliya beer quickly					
3	Waliya beer is the brand I am familiar with					

Part IV: Influence of promotion on customer

Respondent's level of agreement on the issues below: This part is kindly requires you to express your view on the issue being asked appropriately; 1 = strongly disagree Agree- SD, 2 =disagree – DA, 3=Not sure- NS, 4 =agree – A, 5=strongly agree –SA

No.	Items	SD	DA	N	A	SA
	Personal Selling					
1	Sales perons of Waliya brewery influence me to buy/ drink Waliya beer					
2	Sales persons of Waliya brewery give me an updated information about Waliya					

	beer and the company					
3	Sales persons of Waliya beer invite/ ask me if I have any suggestion or comment about Waliya beer					
	Advertising					
1	The advertisings of Waliya beer initiate me to buy/ drink the beer					
2	When I see/ hear Waliya beer advertisings, they grab/ catch my attention					
3	The advertisings of Waliya beer are connected with something that I am interested					

	in (good experience) mostly					
4	The advertisings of Waliya beer have persuasive power					
5	The advertisings of Waliya beer contain basic information about the beer					
	Direct Marketing					
1	As I observed, sales representatives of Waliya brewery use to visit and discuss with people who drink beer in clubs, bars, hotels etc.					
2	The information I get about					

	Waliya beer by sales representatives enforces me to keep drinking the beer					
3	When the company introduces new beer, it use to offer free trial using sales representatives					
4	Discussions that I had with Waliya beer sales representatives are from my point of view/ interest often					
	Public Relation					
1	I use to hear/ see about Waliya beer by representatives of the company					

	through different Medias often					
2	The information given by Waliya beer through media seems credible					
3	The company, Waliya beer participates in social/ humanitarian activities					
	Sales Promotion					
1	Waliya beer promoters influence me to buy/ drink the beer					
2	I want to buy/ drink Waliya beer more than the usual when there is a promotion to win something					
3	I am more likely to buy/					

	<p>drink Waliya beer if there is a “buy one get one free” promotion</p>					
4	<p>After buying/ drinking Waliya beer on promotion, I usually buy/ drink again after the promotion is over</p>					

ቅድስተ ማርያም ዩንቨርሲቲ ድህረ ምረቃ ት/ቤት

የዋልያ ቢራ ምርት ትውውቅ ስትራቴጂ ምዘና መጠይቅ፤

ውድ የመጠይቁ መላሾች፡- ስሜ ግርማ ተስፋዬ ሲሆን በአሁኑ ሰዓት በቅድስተ ማርያም ዩንቨርሲቲ ድህረተ ምረቃ ት/ቤት በ ማርኬቲንግ ማኔጅመንት የሁለተኛ ዓመት ተመራቂ ስሆን የመመረቂያ ፅሁፌንም በዋልያ ቢራ የምርት ትውውቅ ስትራቴጂ ላይ ያተኩራል። ከሰር በ አራት ክፍሎ የተከፈለው መጠይቅም የዋልያ ቢራን አጠቃላይ የምርት ትውውቅ አቅጣጫን ለመገምገም እንደዚሁም መረጃ ለመሰብሰብ ይረዳ ዘንድ ቀርቧል።

ከላይ ለመግለጽ እንደተሞከረው ይህ መጠይቅ በተጠቃሚዎች ዘንድ ያለውን ትክክለኛ አረዳድ ለመገምገም የቀረበ እንደመሆኑ መጠን የእርሶን እውነተኛ እና ከስሜታዊ ወይም ወገንተኛነት የፀዳ ምላሽን ይጠይቃል። የእርሶ መልስም ሙሉ ለሙሉ ሚስጥራዊነቱ የተጠበቀ እና ለጽናት እና ዓላማ ብቻ የሚውል መሆኑን እየገለጸኩ ከወዲሁ ምስጋናዬን እገልጻለሁ።

ለበለጠ መረጃ በ09 11 09 77 15 ወይም grima4967@gmail.com ሊያገኙ ይችላሉ።

ክፍል አንድ የግል መረጃ (እባክዎ (✓) ምልክት ይጠቀሙ)

1. ያታ?

- ወንድ
- ሴት

2. ዕድሜ?

- ከሀያ ዓመት በታች
- ከ 21 — 30
- ከ 31 — 40
- ከ 41 — 50
- ከሀምሳ ዓመት በላይ

3. የትምህርት ደረጃ?

- ሁለተኛ ደረጃ እና ከዚያ በታች
- ዲፕሎማ/ሰርተፍኬት
- የመጀመሪያ ድግሪ
- ሁለተኛ ድግሪ እና ከዚያ በላይ

4. ወርሃዊ ገቢ?

- ከ1000 ብር በታች
- ከ2501 — 2500
- ከ 2,501 — 5000
- ከ5000 በላይ

5. ዋልያ ቢራን ለምን ያህል ጊዜ ተጠቅመዋል?

- ከ አንድ ዓመት በታች
- ከአንድ - ሁለት ዓመት
- ከሁለት እስከ ሦስት ዓመት
- ከ ሶስት ዓመት በላይ

6. ሥራ (ከአንድ በላይ ምልክት ማድረግ ይቻላል?)

- ተማሪ
- ተቀጣሪ
- የግል ሥራ
- ግብርና እና ተያያዥ ሥራ

ክፍል ሁለት ከማስታወቂያ ጋር ተያያዥነት ያላቸው አጠቃላይ ጥያቄዎች

7. ስለ ዋልያ ቢራ ስያሜ ግንዛቤው አልዎት?

- አለኝ
- የለኝም

8. በየትኛው መገናኛ ብዙሃን ስለ ዋልያ ቢራ ማወቅ ይፈልጋሉ?

- በ ቴሌቭዥን
- በ ራድዮ
- በ ሕትመት ሚዲያ
- በ ማስታወቂያ ሰሌዳ
- በ ድረ ገጽ (ኢንተርኔት)
- ሌላ ካለ እባክዎ ይግለጹ

9. የ ቀጥተኛ ግብይት አዋጭ መንገድ ነው ብለው ያስባሉ?

- አዎ
- አይደለም

10. መልሶ አዎ ከሆነ የትኛው የቀጥታ ግብ ይት ለ ቢራ ምርት እና ለ ተጠቃሚ ይመቻል? (ከአንድ በላይ መምረጥ ይችላሉ)

- ቀጥታ ምልክት
- ቀጥታ ስልክ ጥሪ
- ቀጥታ ሽያጭ
- ሌላ ካለ

11. የትኛው የማስታወቂያ መንገድ ዋልያ ቢራን ለመገባዎት ይጠቀማሉ?

- ኩፖን
- ልዩ ሽያጭ
- ቅናሽ
- ናሙና
- ሌላ ካለ እባክዎ ይግለጹ _____

12. ስለ ዋልያ ቢራ ስያሜ ትውውቅ የትኛውን ይመርጣሉ?

- ጋዜጣዊ መግለጫ (ፕሬስ ሊዝ)
- ስፖንሰር ሺፕ
- ሌላ ካለ እባክዎ ይግለጹ _____

13. የግል ሽያጭ የዋልያ ቢራን ቀጣይነት የሚያረጋግጥ መንገድ ነው ብለው ያስባሉ?

- አጥብቄ እስማማለሁ
- እስማማለሁ
- አልስማማም
- አጥብቄ አልስማማም

14. ለምን ያህል ጊዜ የዋልያ ቢራን ይክታተላሉ?

- ሁልጊዜ
- ቶሎ ቶሎ
- አልፎ አልፎ
- በጭራሽ

15. የዋልያ ቢራ ማስታወቂያን እንዴት ይገመግሙታል?

- እጅግ በጣም ጥሩ
- በጣም ጥሩ
- ጥሩ
- ደካማ

ከዚህ በታች ለሚጠይቁት ሐሳቦች ያላችሁ አመለካከት /መልስ በደረጃ በሚከተለው መንገድ እንዲመልሱ በአክብሮት ይጠየቃሉ።

1. አጥብቄ
2. አልስማማም
3. እርግጠና አይደለሁም
4. አልስማማም
5. አጥብቄ አልስማማ

		አጥብቄ አልስማማም	አልስማማም	እርግጠኛ አይደለሁም	አስማማለሁ	አጥብቄ አልስማማ
1	ከሌሎች ቢራዎች አንጻር ዋልያ ቢራ የመጀመሪያ ምርጫዬ ነው					
2	ዋሊያ ቢራ ለእኔ ተስማሚ ነው/ተስማምቶኛል					
3	ሌሎች ሰዎች ዋሊያ ቢራን እንዲጠጡ ጥቆማ ሐሳብ እሰጣለሁ					
4	ምንም እንኳን ሌላ የቢራ ምርቶች ቢኖሩም ከዋልያ ቢራ ውጭ አልጠጣም					
1	ከዋልያ ቢራ ጋር ተመሳሳይነት ያላቸው ሌሎች					

	ቢራዎች ቢኖሩም ዋልያ ቢራ ምርጫዬ ነው፤					
2	ሌሎች ቢራዎች ከዋልያ ቢራ ጋር ተመሳሳይ የሆነ ጣዕምና ቃና ቢኖራቸውም ዋሊያ ቢራን መጠጣት ምርጫዬ ነው።					
3	እንደ ዋልያ ቢራ ጥራታቸውን የጠበቁ ቢኖሩም እንኳን ዋልያ ቢራን መጠጣት ምርጫዬ ነው					
	ሌሎች ቢራዎች ከዋልያ ቢራ የተለየ ጥራት ከሌላቸው ዋልያ ቢራን መጠጣት የተሻለ ነው፤					
1	ዋልያ ቢራን በደንብ አውቀዋለሁ					
2	ዋልያ ቢራን ከሌሎች ቢራዎች መካከል ለይቼ አውቀዋለሁ					
3	ዋልያ ቢራን የሚያቀርበው ድርጅት /ፋብሪካ ላይ					

	እምነት አሰኝ/ ፋብሪካው ተአማኝነት አለው					
1	የዋልያ ቢራ አንዳንድ ገፅታዎችና ምስሎች ከአይምሮዩ ላይ ቶሎ ይወጣሉ፤					
2	የዋልያ ቢራን አርማና ምልክቶች ቶሎ አስታውሳለሁ					
2	ዋልያ ቢራ የለመድኩት የቢራ ስም/መጠሪው ስም ነው፤					

ተ.ቁ	አይነቶች	አጥብቁ አልስማማም	አልስማማም	እርግጠኛ አይለሁም	እስማማለሁ	አጥብቁ አልስማም
1	የዋልያ ቢራን ለመግዛት (መጠቀም) የዋልያ ሽያጭ ሰራተኞች ተፅዕኖ አሰድሮብኛል					
2	የዋልያ ቢራ ሽያጭ ክፍል ሰራተኞች ስለ ፋብሪካው እና ቢራው መረጃ ሰጥተውኛል፤					
3	የዋልያ ቢራ የሽያጭ ሰራተኞች ስለ ቢራው ያለኝን አስተዋፅኦ ጠይቀውኛል፤					

1	የዋልያ ቢራ ማስታወቂያ ቢራውን እንድጠቀም (እንድገዛ) አበረታቶኛል፤					
2	የዋልያ ቢራ ማስታወቂያ አትኩሮቴን ስቦታል					
3	የዋልያ ቢራ ማስታወቂያ በ ሕይወቴ ያሉ መልካም ልምዶችን ያስታውሰኛል					
4	የዋልያ ቢራ ማስታወቂያ ሳቢ እና የማሳመን አቅም አለው፤					
5	የዋልያ ቢራ ማስታወቂያ መሰረታዊ የሆነ መረጃ ያካተተ ነው					
1	የዋልያ ቢራ ሽያጭ ክፍል ተወካዮች ቀጥተኛ የሆነ ግንኙነት ከተጠቃሚው ጋር ያደርጋሉ፤					
2	ከዋልያ ቢራ የሽያጭ ክፍል ሰራተኞች ያገኘሁት መረጃ ዋልያ ቢራን መጠጣት እንድቀጥል ረድቶኛል፤					

3	ካምፓኒው አዲስ ምርት በሽያጭ ወኪሎች በኩል በነፃ በመስጠት ማስተዋወቅ					
4	ብዙ ጊዜ ከ ዋልያ ቢራ ሽያጭ ሰራተኞች የሚደረገው ውይይት ከ ተጠቃ ወገን መሆኑ					
1	ስለ ቢራው በወኪሎች አማካኝነት ከተለያዩ ሚዲያዎች የመስማት እድሉ አለኝ፤					
2	ስለ ዋል ቢራ በሚዲያ የሚሰጠው መረጃ ተአማኒነት አለው፤					
3	የዋልያ ቢራ ካምፓኒ በተለያዩ ማኅበራት ጉዳዮች ላይ ተሳታፊ መሆኑ					
1	የዋልያ ቢራ የማስታወቂያ ሰራተኞች ቢራውን እንድንዛ (እንድንጠቀም) ተፅዕኖ ፈጥረውብኛል፤					
2	ዋልያ ቢራ እጣ (ዕድል) ሲኖረው ከተሰማው በላይ እጠቀማለሁ።					
3	አንድ ለጠጣ አንድ					

	ጭማሪ የሽያጭ ሂደት ብዙ እንድጠጣ ያበረታታኛል፤					
4	በማስታወቂያ ጊዜ ከገዛው በኋላ ዋልያ ቢራን ደጋግሜ እገዛለሁ።					