



ST.MARY'S UNIVERSTY

SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF PROMOTIONAL PRACTICE ON THE BRAND
IMAGE: THE CASE OF EDEN BUSINESS SHARE COMPANY**

BY

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MAY, 2019

ADDIS ABEBA, ETHIOPIA

**THE EFFECT OF PROMOTIONAL PRACTICE ON THE BRAND IMAGE:
THE CASE OF EDEN BUSINESS SHARE COMPANY**

BY

EDILAWIT TADESSE

**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE
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DECLARATION

I the undersigned, Declare that this thesis my original work, prepared under the direction of Mohamed Mohamednur [Ass. Professor] .All Sources of material used for the these have been accordingly acknowledge .I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree .

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St. Mary University,

Addis Ababa

May, 2019

ENDORSEMENT

The thesis The Effect of Promotional Practice on the Brand Image: The Case of Eden Business Share Company has been submitted to St. Mary's university examination with my approval as a University advisor.

Advisor

Addis Ababa University, Addis Ababa

Signature

May, 2019

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LIST OF ACRONYMS

EBSC	Eden Business Share Company
EBSCMD	Eden Business Share Company Marketing Department
ESBW	Eden Spring Bottle Water
KC	Key Customer
ADV	Advertising
SP	Sales Promotion
SPSS	Statistical Package for Social Science

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ABSTRACT

Promotion is defined 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. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program). The research paper presents the Effect of promotion on Brand image In Eden business Share Company. It investigates Eden Spring water promotional elements practice and the effect on brand image. The researcher selected Advertising and Sales Promotion as focus points of promotional independent variables and Brand image as dependent variable. Explanatory research design used and quantitative research approach was adopted and the total sample of the study is 122 respondents .Data were collected through questioner and analyzed using SPSS version 20. The result of the study revealed that the Promotion practice of the company has significant effect on its brand image. The findings showed that Eden business Share Company uses both advertising and sales promotion as promotional tools to enhance to Brand Image of Eden Spring bottle Water. Given the findings the researcher recommended that the company use appropriately the promotional elements to improve brand Image. According to correlation result all independent variables (Advertising and Sales Promotion) are a significant relation with dependent variable (Brand Image). Based on regression result all independent variables are the effect on dependent variable brand image.

KEY WORDS: *promotion, Advertising, Sales Promotion, Brand Image*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Promotion is the process of marketing communication involving information, persuasion, and influence. The promotion has three specific purposes: communicating marketing information to consumers, users, and resale persons. Promotion has been defined 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 (Belch & Belch, 2003)

Promotional efforts act as powerful tools of competition providing the cutting edge of its entire marketing program. The promotion has been defined as “the coordinated self-initiated efforts to establish channels of information and persuasion to facilitate or foster the sale of goods or services, or the acceptance of ideas or point of view.” promotion is persuasive communication to inform potential customers about the existence of products, to persuade and convince them that those products have emerged with want satisfying capabilities. Consumers really, speaking, buy a bundle of expectations to satisfy their economic, psycho- social wants and desires. The promotion offers the message, the communication of these benefits to consumers. Hence, promotion message has two main purposes; persuasive communication and tool of competition. According to different writer promotion is the back bone for one business firm [Kotler, 2009].

According to (Philip Kotler, 2009) “Promotion includes all the activities the company undertakes to communicate and promote its products to the target market and “Promotion is the element in an organization’s marketing mix that serves to inform, persuade and remind the Branding, by definition, is a marketing practice in which a company creates a name, symbol or design that is easily identifiable as belonging to the company. This helps to identify a product and distinguish it from other products and services. Additionally according to Arora, Stoner (2009) Brand image represents the emotional aspects that identify the brand of a company or its products, and has a powerful impact on consumer buying behavior.

Promotion is a core component of any business company. A positive brand image is created by marketing programs that link strong, favorable and unique associations to the brand in memory (Keller, 2004)

Every business uses a combination of different promotional mix elements to achieve high performance. These promotional mix elements are General advertisement, Sales promotion, personal selling, Publicity/PR, Direct Marketing and Interactive Marketing (Belch & Belch, 2009).

Integrated marketing communications are the “Voice” of the brand and are means by which it can establish a dialogue and build relationships with customers (Keller, 2004).

The fastest growth of bottled water consumption is seen in the developing countries especially Asia and South America. The reason to use bottled water is that it is perceived to have convenience, purity and better taste (Mahler et al, 2011). Similarly, the major reason for the blast of bottled water market worldwide is that companies advertise it as it is pure and healthier than tap water. The industry is greatly affected by the bottled water manufacturers promotion (Yao, 2011). Other studies show that market share and brand image of firms is secured by advertising and sales promotions and it is aimed at “unloading goods on resistant customers”. Creative advertisement also plays a role of convincing customers to buy (Whalley, 2010). Additionally, one of the major role of promotion is to create awareness (Patterson, 2010). On similar manner, bottled water manufacturers are able to sell their products by creating awareness of bottled water and convincing customers to buy.

Most premier popular bottled water brand in Ethiopia is “Yes” (Alemayehu, 2016). He has also indicated that Yes and Eden bottled waters are the leading brands from others. As seen by the researcher, there are a bunch of bottled water advertisers other than Yes and Eden waters which use different prom

1.1.1. Background of the Company

Eden Business Share Company was established in 2006 by a group of likeminded and visionary people. Currently with a callable capital of Birr 190 million and paid up capital of Birr 97 million. EBSC is engaged into two distinct operational activities. The major business activity is potable water bottling and packaging facility, under the brand name of —Eden Organic Spring Waterll, at a factory located at Agenna town some 205 KM South of Addis Ababa. The second activity is the agricultural project located at Cheha town, South – West of Addis Ababa at a distance of about 185 KM.

As a relatively young and growing company EBSC has designed this strategic business plan so as to systematically guide its growth and business expansion endeavors for the coming five years. The first year performance of EBSC has been impressive with a production level of 28 million bottles and gross sales of about Birr 140.44 million, with a profit level of about Birr 3million. As a newly starting company this is impressive performance by any standard. The reason for the high performance in such a short period of time is the uniqueness of Eden water that is organic in nature as it does not pass through reverse osmosis process to regulate the mineral content of the water, because by nature its raw material, (i.e., the spring water), does not entail regulation of minerals. What is more EBSC is committed to environmental friendly business as it devotes two cents from sales of every bottle of water sold.

Vision, mission and core values of EBSC: - The vision, mission and core values of EBSC have been identified on the basis of extensive discussions held with company management team and key stakeholders. Accordingly the vision, mission and core values of EBSC are the following.

Vision:- To see the products and services of Eden Business in every house, market and work places worldwide.

Mission: - “Supply the national and international markets with quality products and services that are produced under strict ethical and environmental friendly production process”

Core values:-

- Innovation:- Innovative business that promotes efficient production process and quality product
- Global presence;- Engage in multiple business activities with global presence
- Integrity;- serve customers and stockholders with integrity and professionalism
- Ethical values and excellence:- promote ethical business culture in Ethiopia
- Environmental friendly:- Dedicated to promote green economy through afforestation and sustainable use of natural resources.
- Promote a culture of sustained joint investment initiatives
- Contribute to the human resource development of the country
- Encourage citizens to be involved in business activities
- Ethical corporate social responsibility:- contribute to the social and economic development endeavor of the country optional mix like advertise on Medias like radio and events.

1.2. Statement of the Problem

Promotion is a core component of any business company. A positive brand image is created by marketing programs that link strong, favorable and unique association to the brand in memory (Keller, 2004)

There are Numerous promotion in different medias ,different events in many ways including at the customers destination (personal selling) but, the important questions for marketer is “ do all these promotions positively influence the customers ‘ brand Image ?” if promotion is not creating any positive change in consumers brand preferences ,all the resources such as money, time, and effort spent on promotion will gain vain, Therefore, it is essential for a marketer to find out the extent to which the promotion creates positive change in preferring the brand of the company plus increasing in volume of sales (Vithya,2008)

Although the term or phrase of brand image has been widely used in a variety of technical and casual applications and researchers have measured and categorized the dimensions of brand image (e.g., Park et al., 1986; Dohbi & Zinkhan, 1990; Sirgy & Samli, 1985), there is a lack of unanimity regarding the measurement of brand image. The brand image isn't measured from the perspective of Promotion.

Achieving a sustainable competitive advantage is a main important tool in the business world, creating and building a positive brand image is one of them. Businesses use Promotion in order to build up positive brand image. Since there is a fierce competition between the bottle water companies in Ethiopia, all have a plan to build up a positive brand image through promotion.

The low quality of the promotional services is suspected to have a negative impact on the imagery of Eden Business Share Company. An effective promotional strategy is needed to build up an encouraging brand image. The successful combination of different promotional mix elements has a positive effect on building up a brand image. Different communication options have different strengths and can accomplish different objectives (Keller, 2004).

To investigate the gap the effect of promotional practices on the company brand image; on Selected promotional elements (Advertising, and Sales Promotion), this study were assess the effect of promotional practices on brand image in Eden Business Share Company.

1.2.1. Basic Research Questions

In view of the problems, the central question of this study is what is the effect of promotion practices on the brand image of Eden Business Share Company? The basic research questions for this study are:

- To what extent advertising has an effect on brand image of Eden Business Share Company
- To what degree sales promotion has an effect on brand image in Eden Business Share Company

1.3. Objectives of the Study

1.3.1. General Objectives of the Study

The general objective of the study is to identify the effect promotional practice on brand image in the case of Eden Business Share Company.

1.3.2. Specific Objectives

- To assess the effect of advertising on brand image of Eden Business Share Company
- To Investigate the effect of sales promotion on brand image of Eden Business Share Company

1.4. Hypothesis

The researchers were planning to identify the effect and relation of promotional practices in Eden business Share Company on building brand image on Water bottling market.

- ✓ Ho1: Sales promotion do not have a significant Effect on brand image
- ✓ Ho2: Advertising do not have a significant Effect on brand image

1.5. Significance of the Study

The researcher believes that the finding of this study may contribute to EBSC- Promotional practice to indicate ideas on the effect of current promotional activities on the company brand image Eden Business Share Company.

In addition to the above, this study may give additional benefits to different stakeholders:

- Shareholders and managers of EBSC may use the finding of this study to evaluate and determine the important promotion practices, which can help them revise their promotional practice.
- The study may also serve as a stepping stone for other researchers and academicians to undertake further research.
- Other similar organizations may also use the finding of this study as input for revising and improving their promotional strategy.

1.6. Scope of the Study

The study was focused on the effect of the promotional practice on the company brand image of Eden Business Share Company. The researcher planned to limit the scope of the study on Eden Business Share Company and Target Key Customers of Eden Business Company that are available in Addis Ababa only. The promotion practice is a very wide field of area. Out of these the study was only focused on advertising and sales promotion.

1.7. Definition of Terms

- **The promotional mix or marketing communications:** a set of components that interact and are integrated together to achieve the institution's promotional objectives in the context of the prevailing marketing philosophy (Kotler & Keller, 2006).
- **Advertising:** Is defined as any non-personal communication means of ideas or products by using mass communication media such as television, newspapers, magazines, cinema, radio etc. and is implemented through a specific sponsor, for a fee paid to influence consumer behavior (Kotler & Keller, 2006; Mualla, 2007).
- **Sales promotion:** 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 (Belch & Belch, 2003).
- **Brand image:** - represents an important aspect of marketing activities; branding and market offering with varied definitions and approaches to its conceptualization (Burleigh and Sidney, 1955; Dobni and Zinkhan, 1990; 2003).

1.8. Organization of the Study

The first chapter deals with the Background of the study, Statement of the Problem, Objectives of the study, Scope of the study and Significance of the study. The second chapter has confined to review of the related literature, where the theoretical and empirical reviews have been discussed. The third chapter were devote to data presentation and analysis. It has covered research design, population, sample and sampling method, and data collection. The fourth chapter is covers data analysis and discussion. The fifth chapter focuses on summary, conclusions, and recommendations.

CHAPTER TWO

REVIEW OF RELATED LILITERATURE

2.1. Theoretical Literature

2.1.1. Concept of Promotion

The marketing concept emerged in the mid-1950s as a customer-centered, sense-and-respond philosophy. The job is to find not the right customers for your products, but the right products for your customers. Dell doesn't prepare a PC or laptop for its target market. Rather, it provides product platforms on which each person customizes the features he or she desires in the machine. The marketing concept holds that the key to achieving organizational goals is being more effective than competitors in creating, delivering, and communicating superior customer value to your target markets. Harvard's Theodore Levitt drew a perceptive contrast between the selling and marketing concepts: Selling focuses on the needs of the seller; marketing on the needs of the buyer. Selling is preoccupied with the seller's need to convert his product into cash; marketing with the idea of satisfying the needs of the customer by means of the product and the whole cluster of things associated with creating, delivering, and finally consuming it (Kotler,2016).

2.1.2. The Role of Marketing Communications

The Role of Marketing Communications Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers— directly or indirectly—about the products and brands they sell. In a sense, they represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. By strengthening customer loyalty, they can contribute to customer equity. Marketing communications also work by showing consumers how and why a product is used, by whom, where, and when. Consumers can learn who makes the product and what the company and brand stand for, and they can become motivated to try or use it. Marketing communications allow companies to link their brands to other people, places, events, brands, experiences, feelings, and things. They can contribute to brand equity—by establishing the brand in memory and creating a brand image—as well as drive sales and even affect shareholder value (Kotler, 2016).

Factors have profoundly changed the way consumer's process communications, and even whether they choose to process them at all. The rapid diffusion of powerful smart phones, broadband and wireless Internet connections, and ad-skipping digital video recorders (DVRs) have eroded the effectiveness of the mass media. In 1960, a company could reach 80 percent of U.S. women with

one 30-second commercial aired simultaneously on three TV networks: ABC, CBS, and NBC. Today, the same ad would have to run on 100 channels or more to achieve this marketing feat (Kotler, 2016).

2.1.3. Promotional Mix Elements

Promotion is defined 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. While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program (Belch & Belch, 2003).

Advertising, Sales promotion, Public relations, Interactive Personal, Direct Promotion, Selling Marketing Source: (Belch & Belch, 2009) traditionally the promotional mix has included four elements: Advertising, sales Promotion, publicity/ public relations, and personal selling. However, in this text we view direct marketing as well as interactive media as major promotional-mix elements that modern-day marketers use to communicate with their target markets. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms and each has certain advantages (Belch & Belch, 2009) .

2.1.3.1. Advertising

Advertising is a 'Paid form' of communication. It is used to develop attitudes, create awareness and transmit information in order to gain a response from the target market, Armstrong and Kotler (2003). There are many advertising 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides). According to (Chernatony, 2006) Advertising is a powerful way of communicating a brand's Functional and emotional values.

The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time. The non-personal nature of advertising means that there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising). Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it (Belch & Belch, 2009) Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool,

particularly for companies whose products and services are targeted at mass consumer markets (Kotler, 2002).

Television Advertising: According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, Sound and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure.

Radio Advertising: Radio Advertising is available on national networks and on local markets. Radio stations are designed either AM or FM. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention, Thus Radio advertising is cost effective as it appeals to the mass which results in cost economies (Jenkins and Yadin 2000).

2.1.3.1.1. Background and History of Advertising

Advertising started in ancient Greece by stone tablets or when it was shouted by town criers to advertise for the public (Solomon, Cornell and Nizan, 2012). On contrary, (Kotler & Armstrong, 2008 as cited by Ahmed and Ashfaq, 2013) said that advertising was started by Egyptians using papyrus, outdoor advertising, wall posters, billboards, and signboards to communicate sales ideas. However, there is a belief that advertisement emergence dates back to ancient times and history. Sellers used handmade pictorial signs and different symbols to charm their product users. This trend has grown to be a promotional tool to sell the advertisers products (Abideen and Saleem, 2011).

The beginning of the twentieth century witnessed the emergence of what is called “modern” advertising. Steady progress in 1900s, 1910s, 1920s was observed in professionalism of its practitioners (Beard, 2013). Advertising has moved a step ahead with the development of industrial revolution (Tungate, 2007). He argued that the mass medium used at the time was newspaper. In 1930’s advertising companies used the emergence of radio and its programs for advertisement. However, Beard, 2013 argued that the great depression of 1930s and the war years of 1940s have affected the growth of advertisement in terms of spending, message strategy, and tactical execution.

2.1.3.1.2. History of advertising in Ethiopia

The history of advertisement in Ethiopia has a background originated as a form of mass communication. It was called “Awaj Negari” or “*Official herald*” it was a mechanism which kings used to inform the public about different issues they want to address. Under the

government of King Minelik, a type of newspaper called “Ye Beir Dimts” or “*The voice of Pen*” were distributed handwritten to nobility. In 1990 a more formal newspaper come to the industry with a name “Aimro” or “*Intellect*” which offered advertising on it (Reta, 2013).

After the over throw of monarchy in Ethiopia in 1974, the country witnessed the administration of mass medias by the ministry of information. The law enacted in 1994 by Ethiopian government has allowed the flourishing of print media by private organizations, government, religious and political organizations (Berger, 2007). According to Berger, these medias have covered advertisements among other issues they entertain. Furthermore, Berger has stated that broadcasting agency was established after the Broadcasting Proclamation of Ethiopia in 1999 and it issued broadcasting license and monitor their activities.

On or before 2013 Ethiopia has 20 governments and 7 radio/FM functioning in the country. The number of government TV channel is 1 and there are 50 print Medias. Among all the print Medias, 23 are run by government in different languages (Reta, 2013).

2.1.3.1.3. Implementation of Advertising

Advertising is well-known and most accepted form of promotion especially for companies whose products target mass consumer markets. One of the reasons for this could be advertising is cost-effective tool of communication (Belch and Belch, 2004). Advertising is a promotion using an advertisement in a selected advertising medium.

Additionally, it is guaranteeing exposure to a general or specific target audience which will have a cost from media owners and producers of the advertisement (Baker, 2004)

Advertising can create brand images and symbolic appeals among consumers. It gives companies a power to sell their products and services especially when the products are difficult to differentiate by their functions. Marketers advertise their products to consumers as the type of demand they want to stimulate. It could be at a national and retail/local advertising (Belch and Belch, 2004). National advertising refers to the type of advertisement which is transmitted nationwide using mass media (Semenik, 2002).

2.1.3.1.4. Types of Advertising

There are three types of advertising according to (Khan, 2006). These are informative, persuasive and reminder

- A. **Informative advertisement:** Informative advertisement informs about the benefit and use of the product. The more your advertisement is informative, the more it will be persuasive (Oglvy, 2011).
- B. **Persuasive advertising:** The main objective of this advertisement is to persuade the consumer to buy the products of the advertiser. TV is known for its persuasive advertisement but at the same time costs too much (US small business Administration, access date January 12, 2017).
- C. **Reminder advertising:** This is done for a product at its maturity stage and for matured manufactures that have well known products. It is advertised frequently so as users are informed to consume the product. It may be advertised on high entertainment and low involvement type of programs on media (Brierley, 1995).

2.1.3.1.5. Advertising Message Strategies and calcifications

As a tool of promotion, companies prefer message strategies that are used in advertisement to attract consumers to their products (Semenik, 2002). The following are list of strategies used by companies in their advertising process.

1. **Promote brand recall:** this advertisement objective is to make consumers call specific brand before similar brands
2. **Link a key attribute to the brand name:** This is a method which advertisers intend consumers to integrate their brand and key attributes and vice versa.
3. **Instill brand preference:** to make consumers prefer the brand more than other brands
4. **Scare the consumer into action:** It is a message from the advertiser that creates fear in the mind of users and leading to use the product as a result
5. **Change behavior by inducing anxiety:** Playing of buyers anxiety which is social in nature and make them buy products
6. **Transform consumption experiences:** Creating of a feeling, image, or mood initiated by using the product by the consumer
7. **Situate the brand socially:** Putting the brand in a desired social class which then the consumer will use at that level
8. **Define the brand image:** relying on visuals and creating brand image that will be associated by consumers to the product

CLASSIFICATION OF ADVERTISING

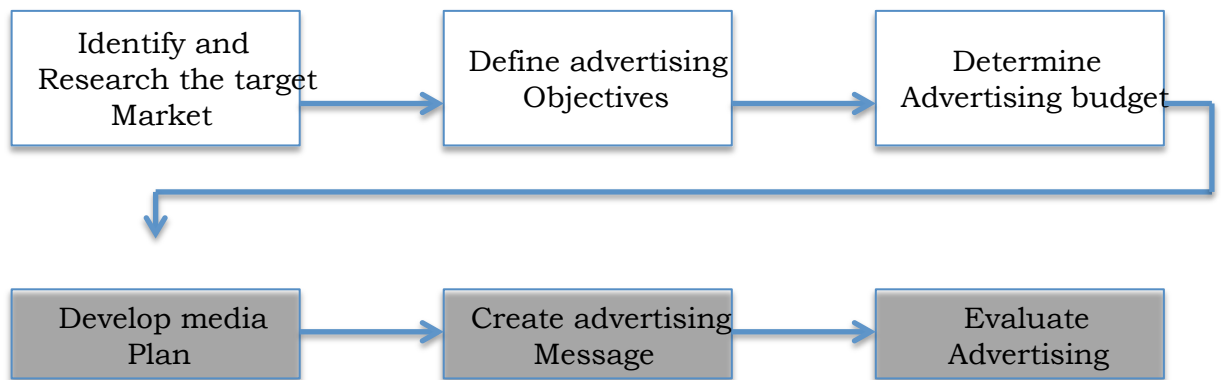


Figure 2.1. : Planning and advertising campaign – Adopted from Marketing Management and strategic book by Doyele and Stern (2006) page 260

2.1.3.1.6. Advertising exposure model

Figure 2.1 shows the different processes that are resulted after consumers are exposed to an advertisement. After exposure to advertisement for the first time, consumers experience awareness about the product advertised, and familiarity will follow. The information about the benefit of the brand and attributes will be the second experience consumers will get after exposure of the advertisement.

Feelings that are linked with the brand or its consumption will arise as the third implication of the advertisement. The fourth stage will be creation of image for the brand which is usually referred as “brand personality.” Fifth, impression of peers, or experts will follow as the result of the advertisement. These are individuals and groups which the consumer would like to emulate. These five effects of advertisement on consumer should lead to purchasing of the product (Barta, Myers and Aaker, 2005).

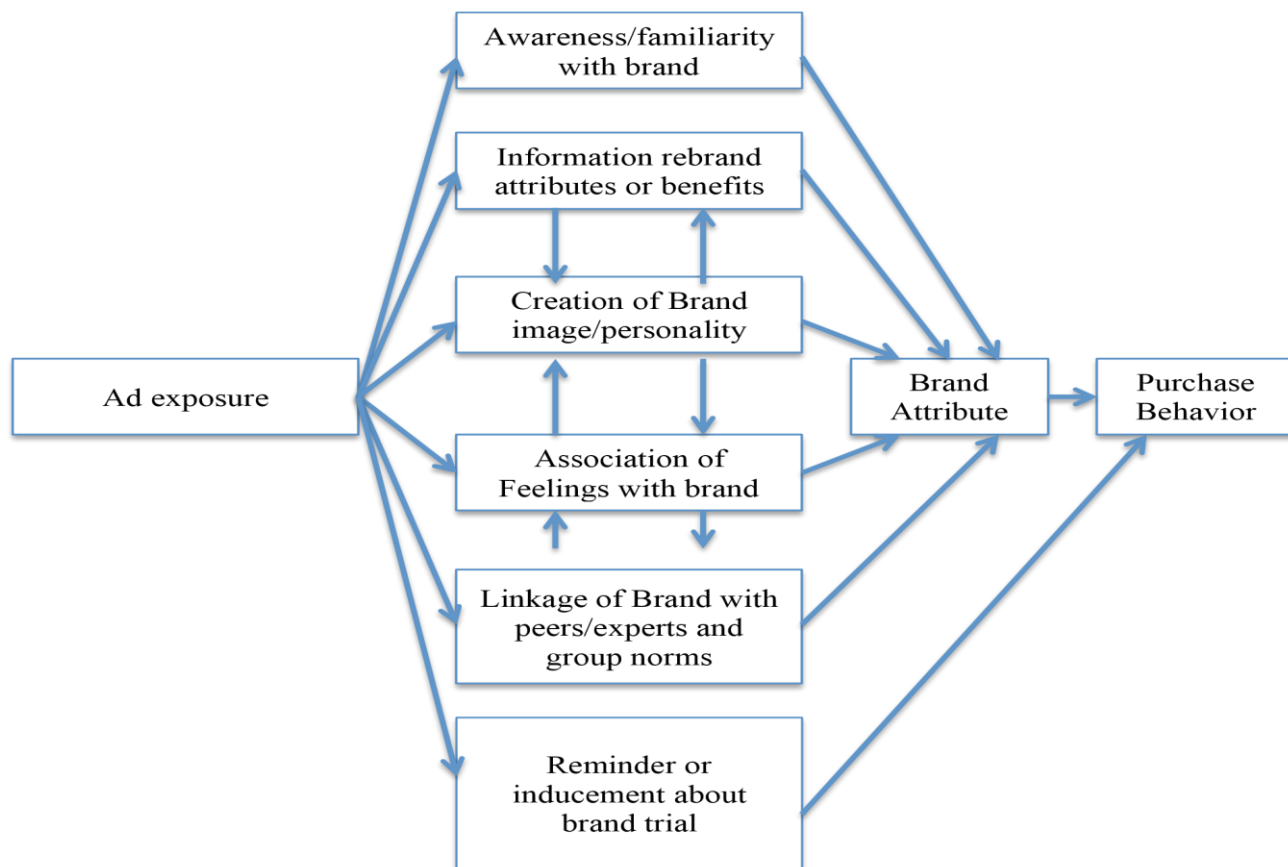


Figure 2.2: A model of the communication/persuasion process. Adopted from Advertising Management book by Barta, Myers and Aaker, 2005, page 48

2.1.3.1.7. Benefits of advertising

Organizations advertise to make profit and create stronger image in the eyes of consumers. They do this to succeed in their business (Bruneau, 2000). Advertising is all about creating exchange that has value for customers. Customers must recognize the organization as a place that fulfills their need and want (Patterson, 2010). Even if advertising can cost either to build a brand preference or to educate people, it can pay off well in today's challenging media environment (Kotler and Keller, 2012).

Advertisement also plays a role of inducing consumers to buy a product. Nevertheless, such impact about the brand of a product is often bound or changed people's memories with regards to purchasing decision (Miryala and Aluva, 2015). He argues that there is positive relationship between emotional response and consumer buying behavior and there is no relationship between environmental response and consumer buying behavior. This shows that consumers purchase products and services by emotional response but not environmental response. The purchase of

consumers induced by emotional response is created by advertisements like radio which is appealing to consumers.

2.1.3.2. Sales Promotion

Kotler (2000) states that sales promotion tends to be thought as being different than other all promotions, apart from advertising, personal selling and public relations. For example Buy One Get One Free. Others include couponing, money-off promotions, competition, free accessories (Such as free blades with new razors), introductory offers (Such as buying digital TV and get free installation), and so on. Each sales promotion should be carefully coasted and compared with the next best alternative.

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

2.1.3.2.1. Type of sales promotion

Jarvenpaa and Todd (1996) have indicated that the types of sales promotion have played an important role in influencing the purchasing behavior of potential consumers.

Different types of sales promotion have different targeted potential consumers for different kinds of products .Four leading sales promotion techniques that have a significant positive impact on retailers perception and purchasing behavior included coupes ,samples ,and retail shopper cards [i.e: member card ,VIP card] [schulz & Block ,2014] .Other than the different types of sales promotion techniques used by the marketers ,Quelch [1989] has classified sales promotion in to two major categories ,monetary and non-monetary sales promotion are both effective in influencing the consumers cognitive structures which increase the purchasing behavior .

1. Monetary Sales promotion

Without a single hint of hesitation, as a consumer ,most of us favor sales promotion ,especially immediate price reduction [huff and Alden,1998] .As a result ,past research has proposed that monetary sales promotion is widely used in different types of goods and able to produce a

significant increase in the company profit [Hendel & Nevo], for consumers, the price and the quality of the products are the two main characteristics that determine our purchasing behavior.

Due to the competitive market place, instead of spending money on advertisement, designed coupons or implemented point collection systems, most of the retailers have selected price reduction promotion to promote their products and compete against the rivalry brand. As a result, consumers have become very price sensitive [Mela et al,1998]. Due to this price sensitivity the consumers are more likely pay more attention and increase their purchasing behavior when they notice there is a price reduction on the potential products they want to buy. Moreover, immediate price discount is an effective sales promotion strategy in influencing the purchasing behavior for both rational and non-rational consumers [liao,shen, & Chu,2009]. For example both of the rational and non-rational consumers are more likely attracted to purchase the products at allow price during the limited period of time as they do not want to miss the chance and regret. In short summary, promotions based on price are claimed to be the most effective sales promotion strategy that can influences the brand choice and increase the quantity of goods purchased by the consumers [Alvarez & Casielles,2005].

2. Non-monetary Sales promotion

Apart from the monetary sales promotion, Montanar, chernatry and bull [2011] have indicated that gift promotion is more preferable by the consumers than price discount. For example, consumers prefer to receive gifts that have equity as the products they have purchased than receiving price discount. Added to that, past research has suggested that price reduction is more likely to negatively influence the consumers purchasing intention [Kalaiselvan,2013] as a monetary promotion is often perceived negatively by the consumers, for instance consumers likely perceive the products have low quality when it is offered at a low price. In addition, some of the market professionals have claimed that a monetary promotion is a myopic marketing strategy [buzzell,Quelch, and Salmon,1990] in which the retailers have only emphasized on the quantity their marking strategy.

2.1.3.2.2. Objective of trade-oriented sales promotion

The major two objectives of sales promotion are;

1. Encouraging trade to build inventory

A promotion tool designed to motivate trade to invest and build inventory of particular brand at the expensive of a competing brand is a good tactical weapon to preempt competition. This is also use full when marketers develop consumer oriented promotion to boost their sales, as they do during the festive season. During such occasions it is necessary to prevent any stock out in the retail market (Saxena2004:360).

2. Getting trade's cooperation in promotion

Often the manufacturing wants the distribution or wholesaler to participate in his promotional activity. one reason for this because it can help lower promotion costs of the manufacture another

reason is it helps heighten the interest and motivation of the distribution in the company's brand or products (Kumer&Meenajshi2006:426).

Trade-oriented sales promotion techniques;

A. Price discount

The trade, i.e. retailers and wholesalers may be offered discounts in return for purchasing and keeping the manufacturing brand. Concentration of buying in to fewer outlets has made the retailers very powerful and this power translates into discounts from manufacture. The discount may be part of joint promotion where by retailer agrees to devote extra shelf space, buy large quantities and allow in store promotion (E. Belch & A. Belch 2003:524).

B. free goods:

The retailer is offered merchandise the same price. The scheme ultimately translates into the manufacture offering price discounts, with its accompanying pitfalls (J.ETZel,J.Waker &J.stanton2001:498).

C. Allowance

The manufacturer may offer allowance in the form of a sum of money in return for retailers providing promotional facilities in the store ,an allowance would be provided to persuade a store to display card on its shelves indicating that brand was being sold at a special low price (Kumar&Meenakshi2006:413).

D. Push money or Premium

Manufacturers' may offer push money. It is a payment in cash or gift given to dealers or to their sales force to push the manufacturer's product. to push his brand, The manufacture will offer free specialty items that carry company's name, such as pens, pencils, calendars, match tuxes memo pads and yard sticks etc . This is advice for aggressive selling.

E. Co-operative advertising:

Dealers spend money in advertising manufacturer's product with the consent of the manufacturers. The dealer can claim an allowance by giving the proof of the advertising. This is an indirect advertising for the manufacturer. It will increase the sales of manufacturer's product. But it is a burden on the manufacture's budget (E.Belch&A.Belch2003:525).

F. Dealer sales contests

This is an indirect way of boosting the sales. This type of contest is conducted at the level of retailers and wholesalers. This is in the form of window display, store display, sales (volume) etc. Prize is awarded to the outstanding achievements. This method is aimed at stimulating and motivating distributors, dealers, sales –staff etc.

G. Dealer's listed promotion

Listing dealer is an advertisement. It gives a list of dealers of retailers, who stock the product or who are, engaged in its promotion. The consumer can buy the product from any one of the listed dealers. This method induced the dealers stock the product are encourage to buy the product from the listed dealers (Etzel,J.Walder & J.Stanton2001:498).

H. Dealer' gift

Manufacturers give attractive and useful articles to dealer against their order. The articles are transistor, radio, television set, watch etc. some manufactures offer free holidays family tours dealers who place more order (Singh&B.naryan1999;69).

I. Point-of purchase

This plays the role of silent salesman. Point of purchaser is also known as dealer. Aids dealer displays, dealer hopes etched competition among the retailers or trader has encouraged point-of purchaser advertising which is a significant method for sales promotion. It means advertising at the level of retailer's shop. For instance floor displays, stands overhead sign wall signs, and wall signs, posters etc are examples of point of purchase materials. Again are exterior or interior items (PILLia & Bagavathi, 2005:178).

J. Trade Shows

Thousands of manufactures of consumer and industrial products display their wares at trade shows. For many type of business trade shows provided the major opportunity to actually write order for their product. For other, it allow then to actually them to demonstrate their product, provide information, answer questions, and to be compared directly with their competitors (Singh2002:139).

2.1.3.2.3. Sales Promotion Strategies

Sales promotion strategies are an important element in the overall marketing strategy, practically in promotion strategy. It involves communication, objectives and tasks media, budget, mixes, strategic approach, evaluation and control.

A. Communication

Sales promotion should attract the attention of the target audience. If the prizes, discount off-season facilities etc are not adequately and effectively communicative, the effort at sales promotion would be wasted. The audience evaluates not only the message but also the source of the message in terms of its credibility. The purpose of communication is to persuade potential customer to purchase the product. Persuade ability is related to feelings of inadequacy and social inhibitions differently. Semantic problems in the same language may not be very obvious (Mishra; 2004:10).

B. Objectives and tasks

The marketers should determine his sales promotion objective and tasks he should mention what is to be accomplished and what kind of buyer responses are desired. Sales promotion tasks should be objective oriented. These tasks are informing persuading and reminding the customer about the product the marketer should inform consumers about the products the marketer should inform consumer about product and should show how it works better than all similar existing products. He has not only to inform the customer s but persuade them to buy it. If customers have positive attitudes, a reminding objective should be endorsed that leads to reinforcing previously satisfactory behavior and preventing the customer shifting to competitors (Kumar & Meenadshi; 2006:465).

Method of approaching people Strategic variables is taken in to account while deciding a particular method of sales promotion. Consumer promotion has been considered very effective mode of sales potential consumers is offered.

C. Media

Sales promotion may involve different samples, coupons, trading stamps, etc to promote sales. The point of purchase display is a silent strategy to trigger off buying decision. Retailer relies on in store display to familiarize themselves with the different fractures of the product. trade promotion through buying allowance, free goods, merchandise allowances , push money etc help to enhance sales by retailer and traded packaging is another selling messages and information about the product A hood package design attracts the hopper's attention away from other products it is a proper blend of color design and type sales force promotion has motivated the sales person to

enhance their sales quota and get the benefits of bonus on additional sales special premium have attraction for people (Mishra;2004:11).

D. Budget

It is Essential to determine sales promotion budget before resorting to sales promotion activities the resource and salesmen potentials are estimated before the formulation of budget sales promotion budgets should be adequate so that they might achieve promotion objective some marketing mangers use arbitrary budgeting methods based on trial and error (Mishra2004:12).

E. Strategic approach

The marketing strategic as such guides the determination of the promotional strategy which may be divided into sales promotion strategy, personal selling strategy the strategies may be push and pull promotional strategy, sustaining promotional strategy , developmental promotional strategy or promotional appropriation (Mishra 2004:12).

F. Evaluation and control of sales promotional strategy

Sales promotional strategies should be evaluated at the stage of implementation and final performance because implementation control will suggest improvement during the application of the promotional strategy while performance control cover initial planning objectives promotional packages, and printing of special premiums and packaging material , distribution to retailers, etc (Mishra 2004:12).

2.2. Empirical Review

Empirical findings are one of the important components of literature review in research study of any type. This type of literature contributes a lot to identity and assess by revealing the gap that the researcher wants to find out and how the researcher undertakes the study. Here under the researcher will plan to review some important issues which are directly related to the Assessing under study. According to study conducted by Iwu, oskawe & Ajayi (2015) both brand promotion and brand image perception are instrumental for enhancing the organizational performance.

2.2.1. Promotion and Branding of Bottled Water

Collins and Wright (2014), have done a research in Ireland about bottled water consumption under the title – “Still Sparkling: The Phenomenon of Bottled Water - An Irish Context” They have collected information from 223 individuals to know whether the promotion decision of bottled

water is affected by brand role of the manufactures. The finding of the case study with regards to promotion and branding states that, when consumers purchase, they are paying for the brand name. They have argued that the product is after all water which the consumers are paying for. When visible cues like the bottle and label of the bottled water are not seen, consumers were not able to differentiate the different samples of bottled water available for them. The research further found out that promotion is important for bottled water sellers to keep brand image market share in Ireland. Strong market share was indicated as crucial factor in influencing bottled water brand choice.

Similarly, Ogbuji, Anyanwu and Onah (2011), have done a research on branding of bottled water under the title “An Empirical Study of the Impact of Branding on Consumer Choice for Regulated Bottled Water in Southeast, Nigeria” to understand the factors that affect bottled water consumption. The data was collected senior staff of tertiary level institutions in Southeast Nigeria. The researchers have come to the conclusion that branding is one of the most required strategies that marketers think of about products. It is because of the reason that branding has positive impact to influence consumer choice positively. According to the research, branding of bottled water is a strong tool and makes great implication in the mind of the consumer. It was found by the research that branding is so strong and it can even surpass the influence of product quality.

Past research has indicted that the brand with sales promotion is more likely to increase the consumers preferences and purchasing behavior than the brand without sales promotion [Schultz & Block ,2014].Furthermore , a rational consumer is more likely to make a comparison between the price and the quality of the products before making the purchasing behavior [raghubir & Corfman ,1995] .Consequently ,consumers are more likely to purchase the high-equity brand during sales promotion [Chandom et al,2000] .

2.2.2. Implications of sales promotion

The implications of sales promotion on the consumers purchasing behavior and brand value have been an ongoing debate between the market researchers [Schultz & peltier, 2013] .This is because ,other than increasing consumers purchasing behavior ,the firms profits ,the popularity of the brand ,and sales promotion have also served to influence the cognitive thinking of consumers .Beside increasing the purchasing behavior ,sales promotion is effective in affecting the brand switching behavior of the consumers ,have indicated that non loyal consumers are more likely to purchase products with low pricing during sales promotion without looking at the brand [Chandom ,& Omotayo 2011] .

2.2. Conceptual Frameworks

The below listed conceptual frameworks developed to help this study; the conceptual framework has included how promotional elements were provided to maximize the number of customers, so the promotional element tools are an independent variable and maximizing the number of customers and the company brand to the end consumer are dependent variables.

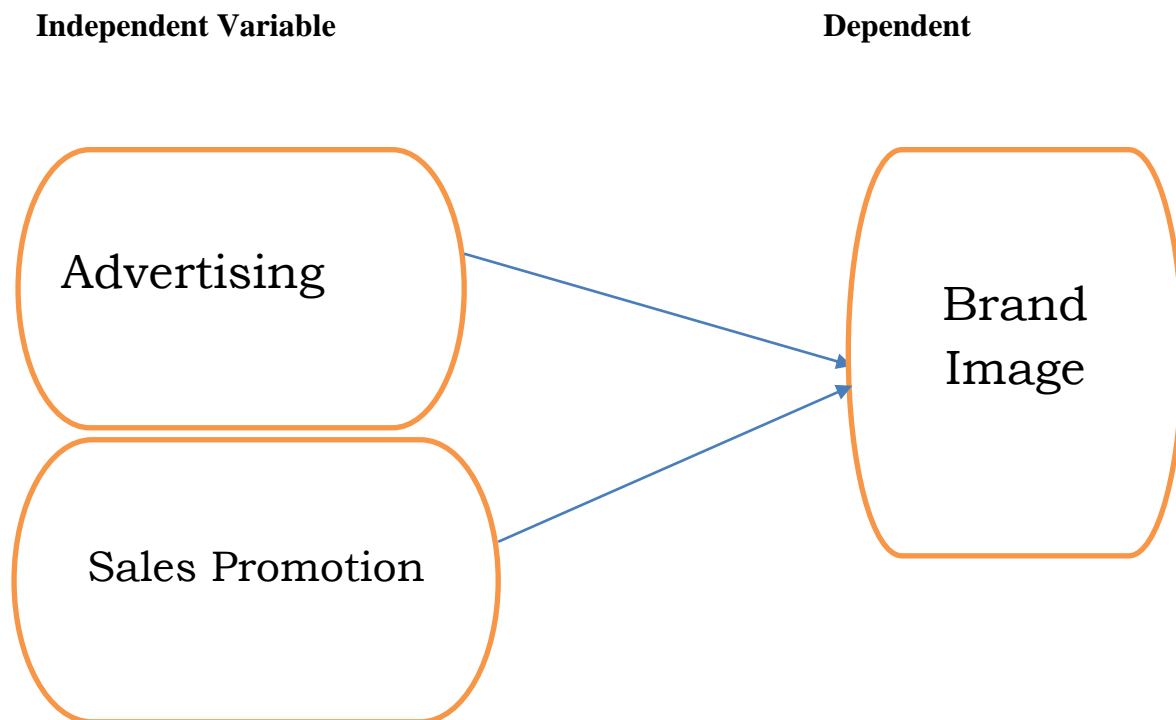


Figure 1: Conceptual Framework Developed by the researcher

CHAPTER THREE

RESEARCH METHODOLOGY

Business Research is the application of the scientific method in searching for the truth about business phenomena. Business research is more than conducting surveys. This process includes idea and theory development, problem definition, searching and collecting information, analyzing and interpreting collected data, and communicating the findings and their implications to end user [Zikmund]. Hence the chapter will discuss the research methodology of the study. It deals with the research approach, design, research population and sampling determination, data collection, and analysis methods employed to answer the research questions.

3.1. Research Design

“A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.” In fact, the research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data (Kothari, 2004).

The Explanatory research design used to conduct the study. The promotional elements practices on brand image in the company were investigated through this research design. Thus; Explanatory studies were used to assess the effect relationship. Exploratory research studies are also termed as formative research studies. The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights (Kothari, 2004).

3.2. Research Approach

This study was specifically tries to ascertain the promotional practice seeks to show their effect on the Brand image. Thus, the research approach was quantitative research approach; According to [Creswell, 2003] the Quantitative research approach is the one in which the investigator primarily uses postpositive claims for developing knowledge, i.e., Cause and effect relationship between known variables of interest or it employees strategies of inquiry such as experiments and survey, and collect data on predetermined instrumentals that yield statistical data.

3.3. Source of Data

The researcher used primary source of data for the entire analysis of the study. The data that collected from the respondents through questionnaires used as primary data .In addition, the researcher was collected secondary data through reviewing some Promotion assessment documents provided by the company as a secondary data sources and also the researcher used secondary data from international published magazine and journals.

3.4. Method of Data Collection

Primary data is first-hand information, data collected directly from an original source. Primary data can be collected through observation, interviews, or the use of questionnaires (Saunders *et al.*, 2009). This study was used questionnaires to collect primary data for quantitative analysis .The data gathered through questionnaire [Closed ended] from the selected sample of respondents/ Retailers (key customers) of Eden business share company. The questionnaires have a five –point Likert-type response scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

The primary data was collected from using self-administered Questionnaires and distributed to the randomly selected samples of the key customers in Addis Ababa.

3.5. Population and Sampling Techniques

3.5.1. Target Population

Population is defined as the entire set of retailer entities to which study findings are to be generalized (Schutt, 2011). For this study the target populations were collected from Eden business Share Company key customers located at Addis Ababa, generally the population of the study comprised 204 key customers in Addis Ababa. The company identify 204 Key Customer bases on volume of sales and location of retailer and there accessibility to end consumer the company available data.

3.5.2. Sample Size Determination

Sampling is the process of selecting a suitable sample for determining parameters or characteristics of the whole population .The target population of this study was Eden share company key customers. This might give the right answer related to the effect of promotional practices on brand image on the company; The researcher were draw sample for the study from the total population 204 key customers in Addis Ababa.

Therefore, the total number of target population as stated in above is 204.

The following statistical formula was applied to determine the Sample Size

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size N is the population size and e is the level of precision (Glenn D. Israel, 1992).

The conventional values of 0.05 for significant level were adopted in planning the sample size.

The sample size for this particular research was determined using the above formula and it was believed representative at 95% level of Confidence and 0.05 Exactness levels.

Given:

N= Population size

n= The Sample size

e=Margin of error acceptable (acceptable sampling error) or Measure of Precision is 0.05

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{204}{1 + 204(0.05)^2}$$

$$n = 135$$

Total Sampling Size that the research taken from the total population was 135.

3.5.3. Sampling Techniques

Sampling is the selection of fraction of total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasuruman, 2004:356). The sampling method that was used in this research is Convenience sampling, because the respondent location scattered throughout the city and on availability or easy access to reach respondent the researcher chose convenience sampling method. And also in the study the reason for selecting a convenient sampling was the availability and the quickness with which data can be gathered.

3.6. Validity of the study

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004).

Bryman and Bell (2003) suggested that the important issue of measurement validity relates to whether measures of concepts really measure the concept. In this thesis, the measurement was developed based on the related literatures and pre-validated measuring instrument used for majority of the construct.

The research effort was worth the time and effort only to the extent that it allows the researcher to draw meaningful and defensible conclusions from the data.

According to Kothari [2004], Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure.

As stated on the methodology, questionnaire was used to collect the primary data. Therefore, to assure validity of the instrument the researcher gave a chance for professionals on the area to review the questionnaire and a pilot test were conducted before distribution of the questionnaire at full scale and finally it was validated by the advisor.

3.7.Method of Data Analysis

The Researcher was used Descriptive statistical technique and Statistical package for social sciences [SPSS Version 20] also used to facilitate the computation .In addition, the data collected were analyzed by correlation and regressions analysis because it helps for researcher to investigated the relationship between the independent with dependent variable i.e. promotional element practices with its effect on the dependent variables, brand image. To analyze and present the demographic data, and to describe the data the researcher used descriptive analysis [Table, figure, Mean] were used in this research .To analyze the relationship among variables the researcher implemented The correlation and also used regression analysis to measure the degree of effect that the independent variable has on Brand Image.

3.8.Reliability

Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency (John Adams, 2007). That is if we measure something many times and the result is the same, then we can say that our measurement instrument is reliable. We can say a measuring instrument is reliable if it provides consistent results (Kothari, 2004). To have reliability in the study, the variables under study were properly defined and respondents also asked a series of questions in order to measure the impact of promotional elements (Advertising, Sales promotion and publicity) on brand image of Eden bottled water. Cronbach's alpha was also applied to measure the internal consistency of the measurement items.

3.9.Ethical Considerations of the Research

According to Leedy et al (2010), most ethical issues in research fall into one of four categories:- protection from harm, informed consent, right to privacy and honesty with professional colleagues.

Since the proposed methodologies mainly utilized questionnaires as a means of data collection, participants in this study informed in advance about the nature of the study and their participation on voluntary basis. Duly the information treated confidentially and with anonymity of the respondents. Due respect and consideration were given to personal and professional opinions. A moral obligation between the researcher and the participant is to be all times honest and maintains privacy.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter the results of the study are analyzed presented and interpreted in detail. As the purpose of the study was to know the effect of promotional practices on brand image; data was collected from the target respondents using questionnaires. The analysis basically has three sections. The first part focuses on the demographic characteristics of respondents, the second and third part deals with on the main purpose of the research i.e. the effect of promotional practices on brand image. Both descriptive and inferential statistics were used in analyzing the collected data. Based on this the chapter begins by presenting the background information of respondents" followed by descriptive statistics, and then correlation and regression analysis presented through SPSS version 20.

4.1. Respondent Rate

A total of 135 questionnaires were distributed to respondents for Eden Business Share company key customers in Addis Ababa. Out of the total respondents 135 which are 90.37% were properly filled the questionnaire and returned to the researcher, while 13 of the respondents i.e. 9.63 % were not able to return the questionnaire due to various reasons.

4.1.1. Reliability Test

To study variability of the data collected, reliability test was done on the data collected on each statements. Reliability test was made using Cronbach"s Alpha We can say a measuring instrument is reliable if it provides consistent results (Kothari, 2004). In the study a very high Chronbach"s Alpha value was realized (the more it tends to 1 the better it is) see the table below which proves that the data is highly reliable.

Table 4.1: Reliability Test

Cronbach's Alpha	N of Items
.870	33

Source: SPSS Result, 2019

4.1.2. Demographic Characteristics of Respondents

Table 4.2 Demographic Characteristics of Respondents

No	Variables	Frequency	Percent	Valid percent	Cumulative percent
1	Respondent by Gender				
1.1	Male	77	63.1	63.10	63.1
1.2	Female	45	39.9	36.9	36.9
	Total	122	100	100	100
2	Educational level				
2.1	Primary school	25	20.5	20.5	20.25
2.2	Secondary school	58	47.5	47.5	68
2.3	Certificate	17	13.9	13.9	82
2.4	Diploma	16	13.1	13.1	95.10
2.5	Degree	6	4.9	4.9	100
	Total	122	100	100	
3	How long Customer for Eden Bottled water				
3.1	One year	18	14.8	14.8	14.8
3.2	Two year	28	23.0	23.0	37.7
3.3	Three Year	42	33.4	33.4	72.1
3.4	Four year	20	16.4	16.4	88.5
3.5	Above four Year	14	11.5	11.5	100
	Total	122	100	100	

As per table 4.2 out of the sample of 122 respondents, 77 which are 63.1% were males and 45 respondents representing 36.9 % of the total respondents were females. As presented in table 4.3, male respondents are greater than female respondents. The sample was taken from Eden business share company key customer in Addis Ababa.

As shown above in table 4.2, 47.5 % of respondents were in the Educational level of Secondary school and these respondents were the majority of respondents; about 20.5 % were customers who have primary school, 13.9 % of them were diploma, 13.1 % the Certificate holders, finally 4.9 % of the respondents were Degree holders

At the end customer of Eden spring bottled water listed as follow. When we see the respondent as shown in table 4.2, out of the 122 respondents 34.4 % has three years Customer in Eden Spring Bottle water, 23.0 % Respondents have two years in Eden spring Bottle water as a customer; around 16.4% were customer with Eden Spring bottled water for the past four year onward; 14.8 % of respondents had a 1 year customer of Eden bottled Water and at the end 11.5 % respondent started customer in Eden Spring bottled water 4 years and above. This implies that the majority of respondents contact and started using Eden Bottled water between 3-2 years onward.

4.2. Descriptive Analysis

This section discuss about the descriptive statistics for data which was gathered through questionnaires to examining the effect of promotion on brand Image in Eden Spring bottle water .According to Kumar (2014), the mean Score below 3.39 is consider as low, the mean score from 3.40 up to 3.79 is considered as moderate and mean score above 3.8 is considered as high as it shown in the table below.

Table 4.3: comparison bases of Score of Five Point likert Scale instrument

No	Mean Value	Description
1.	< 3.9	Low
2.	3.40 up to 3.79	Moderate
3.	> 3.8	High

In the order to see the general perception of the respondents regarding selected promotional practices on brand image of Eden business Share Company, the study used the following table

Table 4.4 Summery of the Mean & Standard deviation

Descriptive Statistics			
Variable	N	Mean	Standard Deviation
Advertising	122	3.1888	0.64763
Sales promotion	122	2.4108	0.72611
Brand image	122	3.4707	0.50897
Valid N (list wise)	122		

Source: Own Survey Result, 2019

4.2.1. Descriptive result [All variables]

As Table 4.4 the mean value of advertising was = 3.1888 (SD = 0.64763) which indicated that majority of the respondents did response below the lower limit of moderate (3.40) on advertising Eden Spring bottle water. This implies that the company advertising is unsatisfactory for respondents of the study. The Mean Score of Sales promotion was = 2.4108 (SD = 0.72611) which indicated that majority of the respondents did response below the lower limit of moderate (3.40) on Sale Promotion of Eden Spring bottle water. This implies that the company Sales Promotion is unsatisfactory for respondents of the study.

4.3. Correlation Analysis

According to (Cochran, 1977) positive values indicate positive correlation between the two variables, whereas negative values indicate negative correlation, this means no relationship. A zero value indicates that zero is no association between the two variables .When $r = (+) 1$ perfect positive correlation and when it is $(-) 1$, it indicates perfect negative correlation .In the same way ranging from 0.01 to 0.03 may be regarded as weak, 0.31 to 0.49 moderate and at the end 0.50 to 1.00 may be regarded as high degree of correlation .Based on this the Pearson correlation result is association with promotional practices with brand image variables presented on the below table 4.5

Table 4.5: Pearson correlation result for the variables [Inter –correlation analysis among Advertising, Sales promotion, and Brand image]

Correlations				
Variables		Advertising	Sales promotion	Brand image
Advertising	Pearson Correlation	1	.277**	.433**
	Sig. (2-tailed)		0.002	0
	N	122	122	122
Sales promotion	Pearson Correlation	.277**	1	.530**
	Sig. (2-tailed)	0.002		0
	N	122	122	122
Brand image	Pearson Correlation	.433**	.530**	1
	Sig. (2-tailed)	0	0	
	N	122	122	122
**. Correlation is significant at the 0.01 level (2-tailed).				

Source: Own Survey Result, 2019

The above Table 4.5 illustrates the relationship between each variable that is three independent variable & brand image. The results indicate that there are moderate significant correlations between Advertising and brand image ($r = 0.433$, $p < 0.05$) on the other hand between Sales promotion and Brand image there is high degree of correlation ($r = 0.530$, $p < 0.05$). Finally as shown in the table, there were positive correlations among advertising, sales promotion, and brand image.

4.4. Regression Analysis

Linear regressions were conducted to identify the relationship and to determine the most dominant variables that brand image. The significance level of 0.05 with 95% confidence interval was used. The dependent variable was Brand image and the independent variables include Advertising and sales promotion. The reason for using regression analysis was to assess the direct effect of promotional elements on the brand image of Eden Spring bottle Water.

4.4.1. Common Assumption test

Most Statistical tests rely upon certain assumption about the variables used un the analysis .When these assumption does not meet the result may not be trustworthy ,resulting in a type 1 or type 2 error ,or over or under estimation of significance or effect size .Prior to running the analysis ,regression assumption were checked Field,(2009)

The following are common assumption tests of leaner regression done on this study

4.4.1.1.Multi –Collinearity Assumption Test

According to [Cochran,1977] stated that presence of multi collinearly can be detected by just looking at variance inflation factor [VIF] value of each explanatory variable .That is ,if VIF is more than 10 ,then, it signifies that there is interdependent among independent variable but all variables less than 10 it have no interdependence among variables . Linear regressions were used for analyzing associative relationships between Brand image and the promotional elements. Before regression analysis was done variation inflation factor (VIF) was checked to ensure that no interdependence exists.

Table 4.6: Multi Collinearly assumption test			
Coefficients ^a			
Variables		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Advertising	0.923	1.083
	Sales promotion	0.923	1.083
a. Dependent Variable: Brand image			

Source: Own Survey Result, 2019

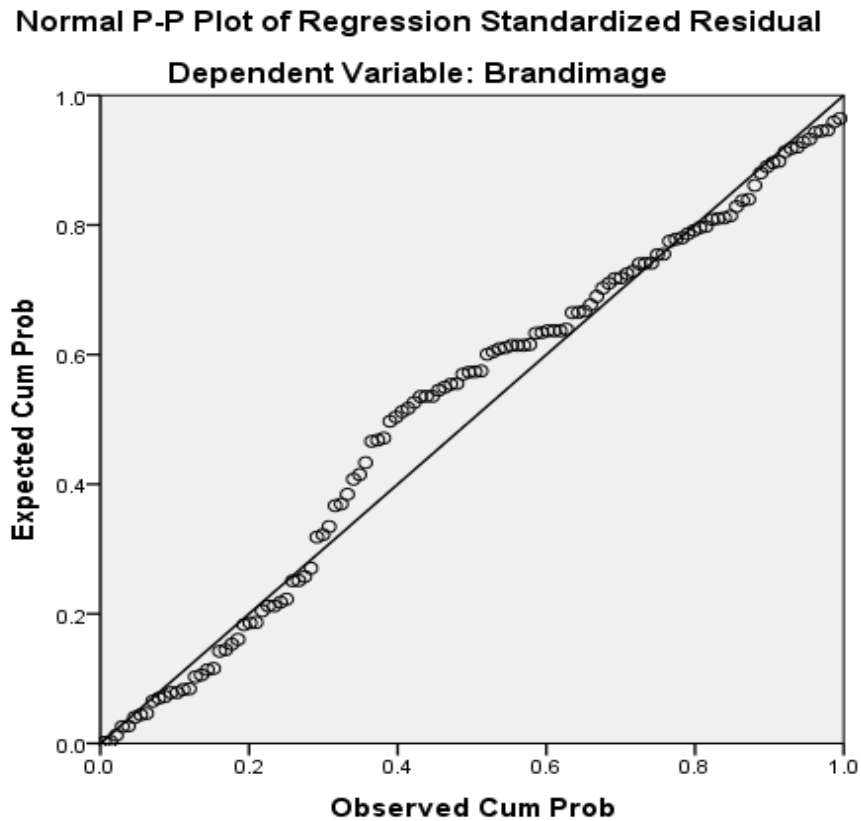
The above table 4.6 indicates that the VIF values for advertising, and sales promotion are below 10 and the tolerance of all the three independent variables result is positive this implies that the tolerance is acceptable .Hence, the Multi collinearly assumption is fulfilled in the study.

The regression model presents how much of the variance in the measure of brand image is explained by the underlying promotional elements these are Advertising, and Sales promotion [the model]

4.4.1.2.Linearity assumption test

This study is a test for linearity assumption and the plot shows that the points generally follow the normal [diagonal] line with no strong indicates that the residuals are normally distributed and is the plot offered graphically as follows

Figure 2. Normal p-p plot of Regression Standardized residual



Source: Own Survey Result, 2019

Linearity refers to the degree to which the change in the dependent variables is related to the change independent variables .The best test for normality distribute error is normal probability plot of the residuals .If the distribution is normal, the points on such a plot should fall close to the diagonal reference line .Therefore the above p-p plot approximately fail close to the diagonal reference line. Thus it fulfills the linearity assumption of linear regression

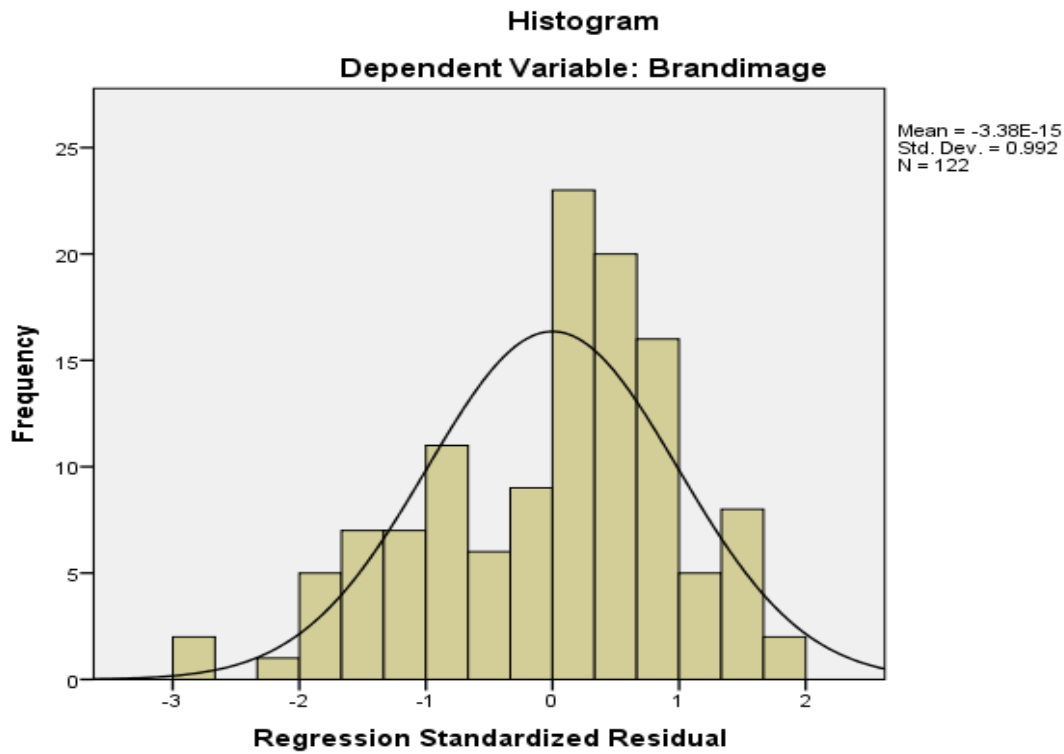
4.4.1.3.Normality Test for Residuals

If the residuals are normally distributed, the histogram should be bell-shaped Bryman,(1988). Therefore, from the above figure, the histogram is bell-shaped; this implies that the residuals are normally distributed .Once the Normality assumption is fulfilled.

This study is a test for normality assumption and is offered graphically as follows.

Figure 3: Normality Test for Residuals

Source: Own Survey Result, 2019



4.4.1.4. Autocorrelation Assumption Test

The Durbin-Watson statistic is a number that test for autocorrelation in the residuals from a statistical regression analysis .The Durban-Watson statistics always between 0 and 4 .The value 2 means that there is no autocorrelation in the sample of the study .Values approaching 0 indicate positive auto correlation and values toward 4 indicates negative autocorrelation [Bryman ,1988] .

Table 4.7: Autocorrelation Assumption Test

Model Summary	
Model	Durbin-Watson
1	1.946
a. Predictors: (Constant), Sales promotion, Advertising	
b. Dependent Variable: Brand image	

Source: Own Survey Result, 2019

From the above table 4.7 indicates that the value Durbin-Watson Statistic result 1.946. Thus, this study has tested for assumption of autocorrelation and there is no autocorrelation from the above result .Hence, the autocorrelation assumption is fulfilled.

4.4.1.5.ANOVA Model Fit

In linear regression analysis it is assumed that there is a leaner relation between the predictors and the dependent variable .This study measured the linearity by testing the goodness of fit of the model by conducting ANOVA test

Table 4.8: ANOVA Model Fit [ANOVA^a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.583	2	5.791	34.874	.000 ^b
	Residual	19.762	119	0.166		
	Total	31.345	121			
a. Dependent Variable: Brand image						
b. Predictors: (Constant), Sales promotion, Advertising						

Source: Own Survey Result, 2019

From the above table ANOVA test is noticed that F value of 34.874 is significant at the 0.000 level. Therefore, from the result, it can be concluded that the model is a good fit .Since, the P-value [SIG], 0.000 is less than $\alpha =0.05$ this result indicates a linear between dependent variables and independent variables. Therefore, as per the above table ANOVA result the model is appropriate.

4.4.2. Regression Result and Discussion

Regression analysis applied to examine and investigate the effect of promotional practices on brand image .The coefficient of determination –R² is the measure of proportion of the variance of dependent variables, and the mean that is explained by independent or predictor variables [Saccani, 2007].

Table 4.9: Model Summary (Independent Variables as Predictors to brand Image)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.608 ^a	0.37	0.359	0.40752
a. Predictors: (Constant), Sales promotion, Advertising				
b. Dependent Variable: Brand image				

Table 4.9 presents the model summary which states that brand image as a function of advertising, and sales promotion .Based on the above model summary R Square value indicated that the independent variables explained the dependent variable by 0.37. This result implies promotional practices or element factors accounted for 37 % of the variance in brand image.

Coefficients

Table 4.10: Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.943	0.201		9.68	0		
	Advertising	0.244	0.06	0.311	4.1	0	0.923	1.083
	Sales promotion	0.311	0.053	0.444	5.86	0	0.923	1.083

a. Dependent Variable: Brand image

Source: Own Survey Result, 2019

Regression equation is stated as:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \dots + \beta_k X + e_i$$

Where:

- β_0 = point of intercept
- Y = the brand image Eden bottled water
- X_k = promotional elements in Eden bottled water
- B_k = slop of the line
- e_i = error term

The aim of this study to identify the most contributing independent variables in the prediction of the dependent variables .Thus ,the strength of each predictor (independent) variables influence on dependent variable that is Brand Image can be investigated via Standardized Beta coefficient .the regression coefficient explains the average amount of change in dependent variable that is caused by unit of change a unit of independent variables .The larger value of the Beta coefficient that an independent value has ,the more support to the independent variables as the more important determinant in predicting the dependent variables .

According to Table 4.10 ,all independent variables contribute significantly for the regression model at P- value less than 0.05 and based on linear regression analysis, the table above reveals the Effect of each promotional elements, i.e. the Effect of advertising, and Sales promotion on brand image of Eden bottled water are 0.244, and 0.311 , respectively. By examining this β weight of data analysis result and level of significant, the finding shows that Advertising, and Sales promotion and have an effect on brand image of Eden spring bottled water. This shown that predicted change in the dependent variable for every unit increase in that particular predictor.

This signifies a one percent increase in the value of Sales promotion; the Brand image of Eden bottled Water will increase by 0.311 percent provided that other variables remain constant .The same is true for other variables for Advertising of Eden bottled water. Therefore we can conclude that Sales promotion and Advertising have statistically significant effect on Brand Image of Eden Bottled Water. On the other hand, the β value of Advertising, and Sales promotion, 0.244 and 0.311 respectively and the significance level. Therefore we can conclude that all independent variables have a significant effect on brand image.

The explained regression equation is stated as:

$$\text{Brand image} = 1.943 + 0.244 * \text{adv} + 0.311 * \text{SL};$$

Where Adv=Advertising, SL= Sales promotion,

Generally ,the main purpose of this study is to analysis the effect of promotional element on Brand Image on Eden Business Share Company (Eden Spring bottle water) .From the above data analysis Table 4.11 ,promotional elements which are ,advertising , and sales promotion has effect on brand image at 5 % level of significance .

4.4.3. Hypothesis Testing

The purpose of the hypothesis was to analyze whether there was independent variables [Advertising, and Sales promotion] has a significant effect on dependent variables [Brand Image] and one of the most commonly used methods in statically decision making is hypothesis testing .In general hypothesis test is a process in which we assume an initial claim to be true and then test this claim using sample data.

The hypotheses test include two hypotheses: the null hypothesis [denoted by H_0] and the alternative hypothesis [donated by H_a] .The null hypothesis is the initial claim and is often specified using previous research or common knowledge .The alternative hypothesis is sometimes

referred to as the research Hypothesis .The decision making process for Hypothesis test can be based on the probability value [p-value] for the given test.

- If the p-value is less than or equal to a predetermined 0.05 level of significance ,then we reject the null hypothesis and claim support for the alternative hypothesis
- If the P- value is greater than 0.05 level of significance value, we fail to reject the null hypothesis and cannot claim support for the alternative hypothesis.

Bases on this the researcher developed two hypotheses to check the effect of promotional practices on brand image though referring Table 4.10 Coefficient regression analysis result .

4.4.3.1.Hypothesis Result

Ho: independent variables do not have a significant Effect on brand image

Ha: independent variables have a significant Effect on brand image.

The Significance Level $\alpha = 0.05$ and Reject the null hypothesis if p-value ≤ 0.05 .

The above ANOVA table (Test Statistic and p-value), $F = 33.874$, p-value < 0.05 since p-value ≤ 0.05 , we rejected the null hypothesis.

At the $\alpha = 0.05$ level of significance, evidence to conclude that all independent variables are useful for predicting brand image; therefore the model as useful and accepted the alternative hypothesis; as per Beta result all variables are positive Beta value and Significance level less than 0.05 this implies that all independent variables significant effect on Brand Image .

Based on table 4.10 test, listed variable result elaborated

Table 4.11: Summary of Hypotheses Test

Type	Hypothesis	Result	Reason
Ho1	Advertising have no significant effect on brand image	Not supported	B=0.11,P<0.05
Ho 2	Sales promotion have no significant effect on Brand image	Not supported	B=.281,P<0.05

CHAPTER FIVE

SUMMARY OF MAJOR FINDING, CONCLUSION AND RECOMMENDATION

The result of the analysis of this study has been discussed in chapter four .The focus of this chapter is going to be in the summary of the finding, conclusion and recommendation.

5.1. Summary of the Major Finding

The objectives of the research are to analyze the effects of promotional element on the brand image in Eden Business Share Company. Explanatory research design was employed and data were collected from 122 Eden business share company key Customers .In line with the objectives the following are the major finding of the study.

The finding from the descriptive statistics it can be seen that how change the promotional element with brand image based on the standard deviation .Accordingly the maximum mean score 3.4705 it is belongs to brand image and the minimum mean score 2.4108 it is sales promotion (see table 4.4).

From the finding of Correlation result among dependent [Brand Image] and independent variables [Advertising, and Sales promotion] have strong positive relationship.

From the finding the detail results on correlation results are here under:

- The correlation between Advertising and Brand image is positive and moderately correlated at [$r=0.433$], $P<0.05$] ,this shows that the relationship between the two variables is Moderate
- The correlation between Sales Promotion and Brand Image is positive and significantly correlated at [$r=0.530$], $P<0.05$] ,this shows that the relationship between the two variables is strong

For all correlation result see table 4.5 Finding from regression analysis and Hypothesis result: The independent variables selected for the model, [Advertising, and Sales promotion], together 37.% effect on Brand image ,but the rest 63 % effect on brand image are from extraneous variables . This implies that independent variables have positively effect on brand image Eden business Share

Company. The finding from regression analysis showed that there are other factors or variables that have not including in the research which affected positively on the Brand image of Eden business Share Company.

- The finding of hypothesis 1 shows that the path between Advertising and Brand Image is significant, that is, ($\beta=0.244$ $p<0.05$). In other word, has advertising low positive effect on brand Image. Hence, the hypothesis is supported.
- With regards to hypothesis 2, the result shows that the path between Sales promotion and brand image is insignificant, that is, ($\beta=0.311$, $p<0.05$). Simply put, Sales Promotion has strong positive effect on Brand Image. Hence, the hypothesis is not supported. From this we can understand that Sales promotion have strong effect on brand image 1 percent increase on sales promotion positively ,the brand image of Eden business share company will increase by 0.311 .

From the finding and the result of the analysis it can be showed that all maintained factors can affect the brand image of Eden business share company [Eden Spring bottled water] .

The finding showed that the proper implementation of promotional element to keep or increase the company brand image regarding on Eden Spring bottled water.

In the general, the cause and effect of three variables with brand image of Eden business Share Company is analyzed with help of SPSS version 20, and all independent variables have positive Beta value and have significant effect on Brand image of Eden Business share Company

5.2. Conclusion

The main purpose of this study is to assess the effect of promotion practices [Sales promotion and advertising] on brand image of Eden Business Share Company and based on the research objectives, analysis of the data and finding of the study the following conclusion are drawn:

- Based on the analysis of the data and finding the following conclusion are drawn from Demographic background of the sample indicates that Eden Spring bottle water male retailers greater than female retailers this indicate that majority retailers are male, concerning education back ground the largest group of respondents' 'level of education are Secondary School , this mention that the retailers easily understand and evaluate company promotion and also the majority of the respondents the length of stay as a retailer of Eden

Spring bottle water in the average of 3 year , this shown as the majority of retailer have years' work relationship with the company and this created a positive brand image .

- From the finding of the correlation analysis result exist significant and positive strong relationship among and between independent variables and brand image .Therefore improvement and interrelation in all independent variables can increase the Brand image of Eden Share Company and also increasing integration of Sales promotion and advertising with Brand image.
- From the regression and hypothesis result showed as all promotion practices positive and significant effect on brand image of Eden Business Share Company
- Generally as this study finding and result concluded that Promotion practices have a positive effect on brand image this reveled that more to do on independent variables will help Eden Business Share Company to have good brand image on water bottle market and customer view. Over all based on the analysis we can conclude promotion practices [Advertising and Sales promotion] has statistically significant effect on Brand image of Eden Business share company. Bases on this the researcher conclude that Eden business share company tea managers need to consider taking and implementing sales promotion and advertising [Promotion] practices in as more effective and power full tools in the success of increase and building the company brand image .

In general from the finding of the study it may conclude that Eden's key customers are not fully happy but as per the finding retailer or Key customers improvement on the existing the company promotion elements (Advertising & Sales Promotion), way of practices and implementations.

5.3. Recommendation

Based on the Major finding of the study, the researcher forwarded the following recommendation to the management and Shareholders. The major reason to conduct this study was to examine the effect of promotion on brand Image .This study provides some findings that help us further our knowledge of brand Image in Eden Business Share Company, Based on the finding of the study revealed that Advertising, and Sales Promotion has strong effect on brand Image, regarding on this the following suggestion are given.

- ❖ Advertisement is effective for communicating to a large audience; the company have to use both Radio and TV advertisement to address the customer to build the brand image

- ❖ Most Eden Spring bottle water key Customer's convinced by promotional element, what the company doing, therefor the company will continue with more strategic plan designing to build the brand Image.
- ❖ Eden Spring bottle water have to use in advertising the company bottle design, logo, Motto content, this also bring positive outcome for Eden bottled water on brand image.
- ❖ The Company has to play a great role on Sales promotion tools with those selected key Customers (Retailers), because they are share the belongingness with the company and promote the product without additional expense.
- ❖ The company have to make evaluation, regarding on the promotion value return on the effect of brand image, this is to necessity to interpret the marketing budget used as expenses or investment
- ❖ If the Company more involved in Social responsibility in the community , who lives around factory , like Infrastructure , building School or health center , This is more appropriate to build the brand Image
- ❖ The company have to Invited Eden's key customer on Plantation event, because the customer more aware, How the company committed for contribution of 2 cents implementation

Finally, the company have to improving on the area of advertising and sales promotion, because based on the finding analysis majority respondents not satisfied with the company advertising and sales Promotion implementation strategy, additionally, Eden Business Share Company have to improving the publicity awareness what the company doing on societal marketing and other related activity .

5.4. Limitations of the Study

At the time of the study, the secondary data may not be available as required. Since, the culture of organizing data base has not yet been developed in the area of packed water business organizations like the one under the study . In addition to this the researcher has lack of experience to conduct well organize research before and also the result depend only the perception of selected respondent because the researcher used data collection through questioners and only quantitative data analysis methods employ.

5.5. Direction for Future Research

Due to time and resource constraints, the researcher did not cooperate the whole promotional elements .the study it only depends on the perception of the selected respondents 122 generalization of these results is limited .However ,the researcher believes that it could be seen as a spring board for future similar research .

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Appendices

Appendix A

St' Marry University

Department of Marketing Management (Regular program)

A Master of Art in Marketing Management Candidate

To _____ I would like to thank you in-advance for your kind cooperation and take part in my research entitled **“The Effect of Promotion on Brand Image: In the case of Eden Business Share Company.** Your participation is absolutely voluntary & anonymous and the data gathered through this research will be used only for academic purpose & will be kept confidential.

There is close ended questions in this research. Try to attempt all the questions. Thank you again for your kind cooperation. If you have any question or would like to have the research result at the end, you are more than welcome for inquiring and use the address below.

Sincerely yours,

Edilawit Tadesse Mobile_ 09-11-71-10-51

Email_edile8tadesse@gmail.com

Background Information

Please make a \surd mark in the circles provided below.

1. Sex

Male Female

2. Educational back ground

12 grade Completed Diploma Degree Post Graduate

3. for how long have you become the consumer of Eden Spring water?

1 year 2year 3 Years \geq 3 Years

Instruction - Please encircle the appropriate answers in which you deem right. Please use the following rating scale to select appropriate reply for the statements

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

	Advertising					
1.	The company advertises their product adequately	1	2	3	4	5
2.	I watched Eden Spring bottle water advertisements on TV	1	2	3	4	5
3.	I heard Eden Spring bottle water advertisements on Radio	1	2	3	4	5
4.	The company's advertisement communicate me about the features and benefits of the product	1	2	3	4	5
5.	Eden Spring bottle water Radio advertisement very persuasive	1	2	3	4	5
6.	The Company TV advertisement very persuasive	1	2	3	4	5
7.	Eden Spring bottle water advertisement remind me the brand	1	2	3	4	5
8.	The company advertises more frequently than other brands	1	2	3	4	5
9.	The message contents of the advertisement are Convincing	1	2	3	4	5
10.	The message contents of the advertisement are Factual and logical	1	2	3	4	5
11.	The message are reflecting the exact nature of the product	1	2	3	4	5
12.	The media used the advertisement wide audible	1	2	3	4	5
13.	The company advertisement uses trusty media channels	1	2	3	4	5
	Sales Promotion					
14.	The company registered me as a key Customer as sales volume purchase quantity increase	1	2	3	4	5
15.	Company introduces a discount on price per quantity	1	2	3	4	5
16.	Eden Spring bottle water preferred on customer because of the company established yearly loyal customer recognition date	1	2	3	4	5
17.	The company through collecting feedback from customer made price revision	1	2	3	4	5
18.	The company replace the defect product on time and established revers logistics	1	2	3	4	5
19.	EBSC have experience give gift for key customers based	1	2	3	4	5

	on quantity purchase					
20.	The Company have well experience to attend Trade fair	1	2	3	4	5
	Brand Image					
21.	The Company brand Image creates customer loyalty	1	2	3	4	5
22.	EBSW Brand make its less sensitive to competitive pricing	1	2	3	4	5
23.	The company Brand Image acts as a powerful tool for guiding consumer for purchasing decision making.	1	2	3	4	5
24.	The company brand Image are helpful in developing partner	1	2	3	4	5
25.	The Eden Business Share Company brand image easily recognizable	1	2	3	4	5
26.	The company bottle design ,logo, name & symbol remembering the brand Image	1	2	3	4	5
27.	The Company brand image upshot to lead the market share	1	2	3	4	5
28.	The company brand's easily memorable than other brand	1	2	3	4	5

THANK YOU VERY MUCH FOR YOUR VALUABLE TIME

Appendix B
ቅድስተ ማርያም ዩኒቨርሲቲ
ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

ይህ መጠይቅ የተዘጋጀው ለትምህርት አገልግሎት ብቻ ነው። እኔ የቅድስተ ማርያም ዩኒቨርሲቲ ኤም ቢኤ ተማሪ ነኝ። ለመመረቄያ የሚሆኑትን ጥናታዊ ፅሁፍ በማዘጋጀት ላይ ስሆን ርዕሱም **THE EFFECT OF PROMOTION PRACTICE ON THE BRAND IMAGE: THE CASE OF EDEN BUSINESS SHARE COMPANY** ነው።

በቅድሚያ ይህንን መጠይቅ ለመሙላት ፍቃደኛ በመሆን ላመሠግንዎት እወዳለሁ ። የእርስዎ ምላሽ ለጥናቱ እጅግ ጠቃሚ ነው። ሁሉም የግል መረጃዎ ሚስጥራዊነት እንደተጠበቀ ይሆናል። ስምዎንም መግለፅ አያስፈልግም። ማንኛውም ጥያቄ ካለዎት ጥናቱን የሚያካሂደው ተማሪ በ0911-71-10-51 ማግኘት ይችላሉ።

እባክዎን የሁሉንም መግለጫዎቹ በተቀመጡ መመሪያዎች መሠረት ይመልሱ።

ክፍል አንድ

ጠቅላላ መረጃ

1. ያታ

ሀ/ ወንድ

ለ/ ሴት

2. የትምህርት ደረጃ

ሀ/ አንደኛ ደረጃ	ለ/ ሁለተኛ ደረጃ	ሐ/ ሠርትፍኬት	መ/ዲፕሎማ
ሠ/ የመጀመሪያ ዲግሪ	ረ/ ድህረ ምርቃ		

3. የደንበኝነት ጊዜ ቆይታ

ሀ . 1 ዓመት	ለ / 2 ዓመት	ሐ/ 3 ዓመት
መ . 4 ዓመት	ሠ ከ4 ዓመት በላይ	

ክፍል ሁለት

እባክዎን ከ 1-5 በተዘረዘረው መሠረት ከታች የተዘረዘሩትን መጠይቆች ምላሽዎትን ያክብቡበት

1	2	3	4	5
በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ

	ክድ (ማስ)					
1.	ድርጅቱ ምርቱን በበቂ ሁኔታ ያስተዋውቃል	1	2	3	3	5
2.	የኤደን እውነተኛ የምንጭ ውሃ በቴሌቪዥን ሲተዋወቅ አይቻለሁ	1	2	3		5
3.	የኤደን እውነተኛ የምንጭ ውሃ በሬድዮ ሲተዋወቅ ሠምቻለሁ	1	2	3	4	5
4.	የድርጅቱ ማስታወቂያ የምርቱን ልዩነት እና የሚሠጡትን ጥቅሞች በግልፅ ያስረዳል	1	2	3	4	5
5.	የኤደን እውነተኛ የምንጭ ውሃ የሬዲዮ ማስታወቂያው በጣም አሳማኝ ነው	1	2	3	4	5
6.	የቴሌቪዥን ማስታወቂያው በጣም አሳማኝ ነው	1	2	3	4	5
7.	የድርጅቱን ማስታወቂያ ስለማ የምርቱን የንግድ ምልክት ያስታውሰኛል	1	2	3	4	5
8.	የድርጅቱ የማስታወቂያ ድግግሞሽ ከሌላው ተመሳሳይ ምርት አምራች ድርጅት አንፃር የተሻለ ነው	1	2	3	4	5
9.	የድርጅቱ ማስታወቂያ የመልዕክቱ ይዘት አሳማኝ ነው	1	2	3	4	5
10.	የድርጅቱ ማስታወቂያ ይዘት እውነተኛ እና ተገቢ ነው	1	2	3	4	5
11.	የማስታወቂያው መልዕክት የምርቱን ትክክለኛ ፀጣይ ይገልጻል	1	2	3	4	5
12.	ምርቱን ለማስተዋወቅ የሚጠቀሙበት ሚዲያ ተሠማኒነት ያለው ነው	1	2	3	4	5
13.	ምርቱን ለማስተዋወቅ የሚጠቀሙበት ሚዲያ ተደራሽ ያለው ነው	1	2	3	4	5
	ክድ (የሸማክ)					
14.	የድርጅቱ ቁልፍ ደንበኛ በመሆኔ ብዛት ያለው ግዢ ስፈፅም የዋጋ ቅናሽ ይደረግልኛል	1	2	3	4	5
15.	ድርጅቱ በኢንፎርሜሽን ቴክኖሎጂ ብዛት ግዢ ነፃ የምርት ስጦታ ያደርጋል	1	2	3	4	5
16.	ምርቱን በብዛት ለሚገዛ ደንበኛ ኩፎን አዘጋጅቶ ይሠጣል	1	2	3	4	5
17.	ድርጅቱ በተለያዩ ጊዜያት በኢንፎርሜሽን ቴክኖሎጂ ላይ በመገኘት ምርቱን ያስተዋውቃል	1	2	3	4	5
18.	የገዛሁት ምርት ብልሽት ወይም መጨማሪያ ሲገጥመው በአዲስ ምርት ይተካል	1	2	3	4	5
19.	ድርጅቱ ለቁልፍ ደንበኛ ነፃ ስጦታ የመስጠት ልምድ አለው	1	2	3	4	5
20.	ከተመደበው ኮታ በላይ ግዢ ስፈፅም ድርጅቱ ኮሚሽን ያስብልኛል	1	2	3	4	5
	ክድ (የማስገፅ)					
21.	የድርጅቱ የንግድ ምልክት ገፅታ በደንበኛው ዘንድ ተዓማኒነትን	1	2	3	4	5

	ፈጥሯል					
22.	የኤደን እውነተኛ የምንጭ ውሃ የንግድ ምልክት ገፅታ ከዋጋ አንጻር አዎንታዊ ተፅዕኖ ፈጥሯል	1	2	3	4	5
23.	የኤደን እውነተኛ የምንጭ ውሃ ንግድ ምልክት ገፅታ የደንበኞችን የመግዛት ውሳኔ ለማገዝ ጥሩ መሳሪያ ሆኗል	1	2	3	4	5
24.	የድርጅቱ የንግድ ምልክት ገፅታ የአጋሮችን ቁጥር ለማሳደግ እገዛ ያደርጋል	1	2	3	4	5
25.	የድርጅቱ ምርት በሰዎች አዕምሮ ውስጥ ጥሩ ተቀባይነት አለው	1	2	3	4	5
26.	የድርጅቱ የንግድ ምልክት ገፅታ በቀላሉ የሚያግዝ እና የሚታወስ ነው	1	2	3	4	5
27.	የድርጅቱ የጠርመራ ዲዛይን፣ ለግንግድ ስም እና ምልክት የብራንዱን ገፅታ ያስታውሳል	1	2	3	4	5
28.	የድርጅቱ የንግድ ምልክት ገፅታ የገበያ ድርሻውን እንዲያሳይግ ከፍተኛ አስተዋፅኦ ያደርጋል	1	2	3	4	5

ጊዜዎትን ሠጥተው ይህን መጠይቅ በመሙላትዎ ከልብ አመሠግናለሁ!