ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES

THE EFFECT OF PROMOTIONAL MIX ON BRAND IMAGE: THE CASE OF FIKER SPRING WATER COMPANY

BY:

HILLINA GIRMA

JUNE, 2021

ADDIS ABABA, ETHIOPIA

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ADVISOR:

MOHAMMED MOHAMMEDNUR (Asst.Prof)

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HILLINA GIRMA

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies	Signature	Date
Mohammed MohammedNur (Asst.Prof)		
Advisor	Signature	Date
Internal Examiner	Signature	Date
Yibeltal Aschale **(Asst.Prof)**		12/07/21
External Examiner	Signature	Date

DECLARATION

I HILLINA GIRMA declare that this thesis entitled "**The Effect of promotional mix on brand image in the case of Fiker Spring Water Company**" is my original work and has not been presented for a degree in any other university and all resources or the materials used for this paper have been acknowledged.

HILLINA GIRMA _____

NAME **Signature**

St. Mary's University College, Addis Ababa **JUNE, 2021**

ADVISOR'S ENDORSEMENT

This thesis is submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Mohammed MohammedNur (Asst.Prof) _____

Advisor **Signature**

St. Mary's University College, Addis Ababa **JUNE, 2021**

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ACRONYMS

ANOVA - Analysis of Variance

IMC–Interactive Marketing Communication

FSWC- Fiker Spring Water Company

BI- Brand Image

GA- General Advertisement

PR- Public Relations

SM- Social media marketing

SP- Sales Promotion

PS-Personal Selling

DM-Direct Marketing

PC- Pearson Correlation

SD - Standard Deviation

SPSS - Statistical Package for Social Science

ABSTRACT

Promotional mix is among the important company strategy that has powerful effect on brand image. The objective of this study is to analyze the effect of promotional mix on brand image in the case of Fiker spring Water Company. The target population of the study were retailer shops in Addis Ababa which reside in Addis Ketema, Bole and Kirkos Subcites. Quantitative research approach, Explanatory research design and convenience sampling technique were adapted in selecting 347 respondents. Data were collected using structured questionnaire and analyzed using descriptive and inferential (regression) analysis was used. The results of the study revealed that promotional mix elements have a relationship with brand image. Therefore, It is essential for Fiker spring water company to pay more attention in increasing their promotional mix practice specifically should pay more attention to the, direct marketing and social media marketing activities since the study results showed a little weakness on such promotional mix tools, in influencing the brand image of the company. Finally, the researcher recommends to Fiker spring Water Company is that the strategic impact of promotional elements is best observed when they are designed or built in strategic plan for all stakeholders in the business area, coordinated with other marketing tools and integrated with the business strategy.

Key words: *Brand Image, General Advertisement, Sales promotion, Public relation, Social media marketing, Personal selling and direct marketing.*

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Nowadays, the many promotional tactics used by business organization to survey in the modern business market. Promotion mix is a blend of communications tools used by a firm to carry out the promotion process and to communicate direct by with target markets. Promotion is exercise in information, persuasion and influence. So, the purpose of promotion is to reach the targeted consumers and pervade them to buy. Brand is more than just a name and symbol. Brand represents consumers ‘perception and feeling about a product and its performance everything that the product or service means to consumer. Brand image, an essential element in marketing research, is defined as “perceptions about a brand as reflected by the brand associations held in consumer’s memory”. In the final analysis, brand exists in the mind of consumer. Thus, the real value of a strong brand is its power of capture consumer preference and loyalty. Brands varying the amount of power and value they have in the market place (Kotler, 2006).

Every business needs to have qualified promotional services in order to build up a positive brand image. A business doesn’t only need to sell an offering to a market; it must also need to promote it. 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).

In today's competitive environment, organizations must constantly communicate with current and potential stakeholders, to offer high quality products and / or services, to establish attractive prices and to facilitate their access to customers. Therefore, integrated marketing communication is the focus of all these activities, given that consumer

perceptions and attitudes towards certain products and / or services may be influenced by communicational messages sent by the company (Yeboah and Atakora, 2013).

Any institution comes into existence in order to provide a product/service to the market or community that could be for profit or not. Be it the institution is a business for profit or not, it is required to communicate what it is providing for. Imagine, the institution has an Excellent Product, Best Price and Located in convenient location but as long as it could not be able to communicate what it has almost no user or consumer would be affiliated to the institution's product. Promotional mix is stated as the set of different tools which a company is using to convey or communicate the different offers and messages about its product or services. Promotional mix is one of retailer tools to wooing the customer to buy their products. As many managers believe, promotion has play important role in creating brand awareness of the product (Blythe, 2005).

A promotion that takes in to consideration all the marketing mixes of promotion shall be conducted and addressed to the audience. These audiences, primarily refers to the prospective and actual customers and may additionally address to other stakeholders. A promotion helps to build up positive brand image for a company. Brand image is the impression in the consumers' mind of a brand's total personality. It's a perception towards brand.) Promotion includes all the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy products. (Solomon et al,2009).

An optimal combination of these promotional mix elements ensures a company to build up a positive brand image in customer's mind. This optimal combination is known as Integrated Marketing communication. For any business company, achieving a high integrated market communication have a positive effect on its Brand image. 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/Public relations, Direct Marketing and Interactive Marketing (Belch 2009).

Olakunori (1986) stated that advertising as an indispensable component or aspect of integrated marketing communication has continued to pay a vital role in brands of products. According to him, a product without promotion is like music without tune. Sales promotions include techniques that organizations can use as part of their marketing effort (Jobber and Lancaster, 2006). The importance of sales promotions has increased since 1960, as has the sophistication of methods used. It is sometimes implied that sales promotion is a peripheral marketing activity, but companies increasingly realize the importance of a well-planned and coordinated programmer of sale promotion.

One of the most important parts of marketing activities is planning and implementation of communicative marketing programs such as advertisement, sales promotion programs, sponsorship, etc, to effectively introduce products and services to target markets and consumers. Agrawal and Venkatesh (2002) suggested that advertisement can be considered as a defense strategy to create loyalty to the brand, in other words, advertisement helps maintaining loyal customers, though sales promotion and sponsorship can be considered as an aggressive strategy that is used to attract loyal customers of competing brands.

Currently, with growing economy and being home of many international organizations in Ethiopia is having a huge bottle water consumer market in recent years. Meanwhile people are relating themselves to modernization and replacing traditional way of life with global style. Many marketers have noted that a brand is a promise to customers. Delivering on this promise build trust, lowers risk and helps customers by reducing the stress of marketing product switching decision.

1.2 Background of the organization

Fiker Spring Water Company (FSWC) is one of the most known spring water companies in Ethiopia. It is now managed under manufacturing Ok bottling and beverage Share Company which stablished in 2014 in “Guraghe” zone in the SNNP region of Ethiopia. The bottling company is currently using variety of promotional mixes to reach its target audience. Some of these include media advertising, sales promotion and public relation programs. Advertising programs by the company includes television advertising, radio advertising, print and billboards. Out of sales promotion techniques the company generally

applies sales promotions to encourage retailers and hotels by offering different prizes with different milliliters sizes in the bottles from public relation activities, Fiker spring water uses, sponsorships and publicity programs. The study investigates the contribution of FSWC promotions in enhancing brand perceived quality.

1.3 Statement of the Problem

As there are growing more than 64 spring waters in Ethiopian market nowadays and many of them functioning in Addis Ababa. 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. Since there is a fierce competition between the water spring companies in Ethiopia, customer's perception of a promotions have a plan to build up a positive brand image through IMC. However, Production and consumption of bottled water has been rising and many competitive firms are entering in to the market. All of them offer the same type and easily substitutable products (Dohbi & Zinkhan, 1990). So, competition among them would become every high for the FSWC. As computation getting tough, branding activity became very important for the firm. They have to hold a distinctive place in the mind of the customer. Hence the larger brand name availabilities put a less brand image on consumers' mind. 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 ofbrand mage (Park et al., 1986)

Luck of integrity between promotional mixes elements are other factors in FSWC. High usage of promotion mix tools or unbalanced promotional mix elements also take as a factor. Mostly, the brand 'highland 'is well known in the market and customers uses the brand name interchangeably almost for all of the spring waters' brand name. FSWC can change consumer perception by creating awareness through this promotional mix if it used and implement appropriately by the company. Do these promotional mix techniques have an effect on the brand image of FSWC'S customers? Other factor is there are limited research regarding the effect of promotional mix and brand image in water industries in Ethiopia .

The current study has some unique features compared with previous studies. First, the present study examined the in-depth of all IMC tools effect on the brand image in the FSWC. The key focuses of effective brand image are successful development of IMC tools such as advertising, sales promotion, and social media, direct marketing, personal selling and public relation others to optimize the communications impact on customers. the present study examined other advertising characteristics, such as consumers‟ perception of the brand's advertising spending on television, radio, billboard, celebrity endorsement; customer's perception of a sales promotions; customer's perception of social media; customer's perception of a Public relations and consumer's perception of a brand's direct marketing on spring water, which have received less attention in the previous researches in spring water industry.

This study seek to investigate the effect of promotion mix on brand image of FSWC and may help the product to make a positive change in the brand images. Thus, this paper will answer by focusing on the research questions below.

So, the main reasons that initiate the researcher to conduct this research is that there are little researches which are conducted on this topic in IMC tools independently and in detail before to indicate the effect of all promotion element on the brand Image in the Fiker spring water.

Therefore, this research aimed at identifying the effect promotion on brand image will conducted using samples of customers of Fiker spring water. So, marketers of this brand can direct their marketing objectives and programs to increase brand perceived quality using results of this research, and finally the base customer of FSWC may increase and consequently profit also increase.

1.4 Objective of the study

1.4.1 General Objective

The general Objective of the study is to examine the effect of promotional mix elements on Brand Image in case of Fiker spring water bottling company.

1.4.2 Specific Objective

- ✓ To examine the effect of advertisement on brand image in case of Fiker Spring Water Bottling Company.
- ✓ To determine the effect of sales promotion on brand image in case of Fiker Spring Water Bottling Company.
- ✓ To test the effect of Public relation brand image in case of Fiker Spring Water Bottling Company.
- ✓ To assess the effect of social media marketing on brand image in case of Fiker Spring Water Bottling Company.
- ✓ To test the effect of personal selling on brand image in case of Fiker Spring Water Bottling Company.
- ✓ To determine the effect of direct media marketing on brand image in case of Fiker Spring Water Bottling Company.

1.5 Significance of the Study

The study at its completion may help to make an informed decision on the company branding activity. The research paper may facilitate to determine what promotional elements requirements are more preferable by the consumers. It also indicates what promotional mix elements will be used in order to have a productive promotional campaign. Mostly, it may help the spring water manufacturing company to figure out the existing gaps and possible solutions in its promotional mix elements and their effect on brand image. It may help the company to gain insight of the importance of promotion on building up positive brand image and also help to improve their promotional campaign and

existing marketing communications tools. This research paper may assist the researchers as a foundation for further study.

1.6 Scope of the Study

Theme wise, the study was delimited to examine the effect of Fiker spring water in Addis Ababa. Geographically, the study was delimited to sub-cites in Addis Ababa namely: Addis-Ketema, Kirkose and bole. The selection was based on the availabilities of spring water consumption and on most of retailors of Fiker spring water were found. Methodologically, the study based on questionnaire survey and applied quantitative research approach and explanatory research design.

1.7 Limitation of the Study

The study is conducted only in retailor shops in Addis Ababa, which may be a limitation in using the findings of the research to generalize and extend its applicability to other regions and sub cities. The study was limited because of factors such as financial and pandemic (Covid-19).

1.8 Definition Of Terms

Promotional mix: It describes a blend of promotional variables chosen by marketers to help a firm reach its goals. (Business dictionary .com)

Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media (Kotler & Keller, 2012).

Sales Promotion: **-** sales promotion is a form of indirect advertisement, designed to stimulate sales mainly by the use of incentives. (Adebisi and Babatunde, 2011). **Personal Selling**: Personal selling, according to Jobber (2001), is the marketing task involving face to-face contact with a customer.

Social media: form of electronic communication through which users create online communities to share information, ideas, personal messages, and other content. (Merriam Webster- an encyclopedia Britannica Company).

Brand: set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization. (Dahlen, M., Lange, F. and Smith, T. 2010).

Brand Image: an image is the mental construct developed by the consumer on the basis of a few selected impressions among the flood of the total impressions. (Reynolds 1965).

1.9 Organization of the study

This study is organized in five chapters**.** It starts with introductory part consisting background of the study, statements of the problem, objectives of the study, significances of the study, scope of the study and limitation of the study followed by the second chapter dealing with related literatures that contain theoretical review, empirical review and the conceptual framework for this study. Chapter three covers the details of research methodology that used in the study. In chapter Four, data presentation, analysis and interpretation of the data collected was analyzed. At last summary of findings, conclusion, discussion and recommendation by researcher based on the result obtained from the research was given a room.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

This chapter present theoretical review, empirical literature, conceptual framework of the topic under study. Thus chapter tries to cover topics which are related to promotional mix elements and relationship between them. At the end, it presents the research hypothesis.

2.1Theories Review

2.1.1 Introduction of Integrated Marketing Communication

There is a growing interest in IMC among marketing scholars and practitioners. Notably, the fragmentation of markets and the multiplicity of promotional tools are a compelling reason for organizations to adopt IMC in order to ensure consistent messages to all stakeholders (Gronstedt and Sircuse, 1998:).

Traditionally, organizations have focused on mass marketing with the emphasis on selling goods and services regardless of the needs of the customers. However, with the increased competition in the marketplace, programmed event to programmed event and instantly see that the brand is speaking with one voice". Shimp's assertion endorses the view that IMC is important to ensure both message consistency and maximum communication impact. Moreover, as Gurău (2008:171) suggests, IMC "provides an opportunity for organizations to enhance the relationship of their brands with customers and other stakeholders"

2.1.2 History of Integrated Marketing Communication?

Communication integration is not a new concept and, in fact, the concept of communication integration emerged as early as the 1930s. During this period the sales representatives would collaborate with the advertising team while, by 1966, scholars had already recommended the combined use of promotional tools in order to ensure synergy (Thorson and Moore, 1996:13). The late 1970s and the 1980s saw an increase in merger

activity in the advertising industry. This trend came about as a result of an industry-wide effort to offer more than advertising and to provide a one-stop service to clients (Thorson & Moore, 1996:13). In the late 1980s, this new integration was labelled the "new advertising". However, this elicited an outcry from public relations academics, who saw the new concept as being, what they termed, a marketing imperialism and, to them; this new concept would mean a domination of marketing over public relations (Thorson and Moore, 1996). The 1990s saw IMC becoming one of the most topical marketing issues (Percy, 1997). Moreover, it was in the 1990s that IMC emerged as a discipline (Kerr et al., 2008:514; Holm, 2006). Possible names that were suggested for the new discipline included integrated communications, total communication and IMC with the latter emerging as the most favored term (Kerr et al., 2008).

Juxtaposed to the view that IMC was an alternative term for IMC, Ransburg and Cant (2009) are, nevertheless, of the opinion that IC differs from IMC. According to them, IMC deals with integration within "the realm of marketing", while IMC goes beyond marketing to include communication fields such as corporate design, public relations and corporate communication (Ransburg and Cant, 2009). Despite its popularity; there is still no consensus among scholars on the definition of IMC (Kerr et al., 2008; Grove et al; **).**

2.1.3 Definition and Principle of Integrated Marketing Communications

Despite confusion and ambiguity, several scholars have, nevertheless, proposed definitions of the concept of IMC. IMC is about the combined use of promotional tools in order to bring about "clarity, consistency, and maximum communication impact" (Schultz and Schultz, 2003:93). However, it would not seem as if any agreement about the definition of IMC is in sight. Moreover, understandably, the lack of a clear definition and a solid theoretical base has resulted in IMC being a poorly defined discipline (Kerr et al., 2008:516; Fitzpatrick, 2005:93; McGrath, 2005:192).

The definition that has been adopted in this paper is that of Duncan (2002) because it takes the role of IMC messages in the development of communication strategies. The definition suggests that an organization should control (planned) and influence messages (unplanned, product, service) messages to create and nourish stakeholder relationships. Thus, it can be

argued that the IMC message typology in its entirety provides a framework whereby an organization should communicate with its stakeholders.

Furthermore, there are messages that an organization can control (planned) and there are those that the organization can only influence. In addition, there is vociferous scholarly debate about whether IMC is a new concept, with three opposing groups of scholars taking part. The first group regards IMC as a new discipline while the second group sees IMC as an old discipline. In other words, the second group sees IMC as an old idea under the guise of a new label with this group arguing that, as early as the 1950s, advertising agencies such as Leo Burnett were practicing IMC (Thorson & Moore, 1996). The third group claims that IMC is irrelevant (Kerr et al., 2008).

Principles of IMC According to Schultz (2003), there are eight guiding principles in the implementation of IMC. Each of these eight principles will be briefly described below according to the explanation by Schultz (2003):

- **Become a customer-centric organization**: It is essential that an organization's activities revolve around the final consumer as it is the customers who are the lifeblood of an organization. Failure to meet the ever-changing needs of consumers may signal the demise of an organization. "Unless a firm is financially successful, it cannot reward shareholders, management and society." Accordingly, it may be stated categorically that an organization should spare no effort in meeting the needs of its target market.
- **Use Outside-in Planning**: If an organization is to become a customer–centric organization then the organization should implement an outside-in planning system. In terms of such a system the organization is informed by the needs of its customers and determines both its objectives as well as the way in which these objectives will translate into reality. Of special significance is the fact that such a system links the financial goals of an organization to the marketing spending levels. Accordingly, if an organization wants a high return on investment, then the organization should spend more on marketing communication
- **Focus on the Total Customer Experience**: A customer's total marketing experience is not limited to the marketing communication activities of an organization but

includes, inter alia, the customer's interaction with intermediaries. As a result, an organization partners are critical in ensuring communication integration.

- **Align Consumer Goals With Corporate Goals**: The needs of consumers are ever-changing and, thus, in order to keep their customers satisfied, it is essential that organization align their corporate goals to the needs of their customers. In other words, the strategic direction of an organization should be determined by the needs of customers and not vice versa.
- **Set Customer Behavioral Objectives**: An organization should set the following customer behavioral objectives in an effort both to attract and retain customers − acquire new customers, retain and maintain present customers, retain and grow sales and migrate existing customers through the firm's product or service portfolio (Schultz and Schultz, 2003).
- **Treat Customers As Assets**: It is essential that an organization such as a museum be consumer orientated as an organization that does not satisfy its customers' needs is doomed to fail in the marketplace. It must be remembered that customers are the source of income of an organization while the other activities within an organization are mainly cost centers. Accordingly, an organization should invest in its customers as an asset.
- **Streamline Functional Activities**: An organization should disseminate messages and provide incentives to both customers and prospects. These messages may be sent out via marketing communication tools such as advertising and public relations while incentives in the form of sales promotional activities may attract customers and prospects alike.
- **Converge Marketing Communication Activities**: Marketing communication activities should be converged in order to effect integration. As indicated earlier, integration results in message consistency and maximizes communication impact.

2.1.4 Benefits of Integrated Marketing Communications

Although IMC may require a lot of efforts, it delivers many benefits. According to available literature, IMC could create three main benefits such as a boost in sales,saving time, money and stress.

2.1.4.1 Boosts Sales

Smith (2008), points out that, IMC increases profits through increased effectiveness. It could increase sales by stretching messages across several communication tools and make messages more consistent and more credible. Yeshin (2000), suggests that, for the company, IMC could be used as a strategic tool in communicating its corporate image and the benefits of its products or services. In addition, integration of communication messages leads to creative completeness and consistent messages. Also media choices are optimized, which can lead to operational efficiency as a result, more ways are created for customers to become aware, motivated and make purchases.

2.1.4.2 Saves Time, Money and Stress

Smith (2008), emphasizes that, IMC could save money, such as graphics and photography; they can be shared and used in advertising, exhibitions and sales literature. Yeshin (2000), suggests that within the IMC program, the same message is delivered repeatedly to the target audience. This requires the adoption of an overall strategy for the brand, rather than developing individual strategies for the separate marketing communication tools. Nakra (1999:42-45), also claims that the use of IMC saves time and money and improves the firm or organization’s ability to protect the integrity of the product or service. Moreover, organizations can maximize their return on investments and minimize selling stress through IMC (Tortorici, 1999).

2.1.5 Promotion mix elements

According to Philip Kotler (2002) ,modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders as well as the general public. For most companies, the question is not whether to communicate but rather what to say, to whom, and how often. The marketing communications mix consists of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The product's styling and price, the package's shape and color, the salesperson's manner and dress, the place's decor—all communicate something to buyers.

2.1.6 Definition and Concept Promotion mix elements

2.1.6.1 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 advertisings '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) Advertisings 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). Advertising is mostly used to grab the attention of a large group of individuals. The most relevant advantage of this mass media type is to create quickly and intentionally the brand image and the symbolic appeal of certain products/services (Belch et at. 2001). However, the fact that thousands of advertisements are being produced everyday has put advertisers and their team under

pressure of making an ad that is out-standing and does not make audiences consider themselves to be bombarded.

2.1.6.2 Direct Marketing

Williams and Weiner (1990) states that direct mail is very highly focused means of marketing especially up on targeting consumers based upon a database. As with all marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are making medical text books, you would use a database of doctors' surgeon as the basis of your mail shot.

Direct marketing is much more than direct mail and mail order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various Broadcast and print media (Belch &Belch, 2009).

2.1.6.3 Social Media Marketing

As the new millennium begins, we are experiencing perhaps the most dynamic and revolutionary changes of any era in the history of marketing, as well as advertising and promotion. These changes are being driven by advances in technology and developments that have led to dramatic growth of communication through interactive media, particularly the Internet.

Social media allow for a back-and-forth flow of information where by users can participate in and modify the form and content of the information they receive in real time. Unlike traditional forms of marketing communications such as advertising, which are one-way in nature, the new media allow users to perform a variety of functions such as receive and alter information and images, make inquiries, respond to questions, and, of course, make purchases (Waite,2003).

2.1.6.4 Sales Promotion

The next variable in the promotional mix is **sales promotion,** which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales.

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 OneGet 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.

2.1.6.5 Public Relations

Publicity refers to non-personal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of a news story, editorial, or announcement about an organization and/or its products and services. Like advertising, publicity involves non-personal communication to a mass audience, but unlike advertising, publicity is not directly paid for/ by the company.

Consumers generally tend to be less skeptical toward favorable information about a product or service when it comes from a source they perceive as unbiased. Another advantage of publicity is its low cost, since the company is not paying for time or space in a mass medium such as TV, radio, or newspapers. While an organization may incur some costs in developing publicity items or maintaining a staff to do so, these expenses will be far less than those for the other promotional programs. Public relations use publicity and a variety of other tools including special publications, participation in community activities, fund-raising, sponsorship of special events, and various public affairs activities to enhance an organization's image. (Magnus,2000)

2.1.6.6 Personal Selling

Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. This interaction gives the marketer communication flexibility; the seller can see or hear the

potential buyer's reactions and modify the message accordingly. The personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation (.Ennew 2007),

2.1.7 Brand Image

2.1.7. 1 Definition and Concept of Brands

The word Brand is derived from the old Norse word brand, which means "To burn" as brands were and still are a means by which owners of livestock mark their animal to identify them (Keller 2004). Gray Eldered, (2003) has identified three components in the definition of a brand:-

- **Identifiers**-Name, logo, color, any cues that brings the brand into mind.
- **Attributes**- Brand attributes include the economic, functional, and emotional benefits which are assigned to a brand by customers. They can be either positive or negative and are the basic elements of a brand identity.
- **Associations**-Connections that customers make between a brand's identifiers and its attributes.

The above three components of a brand must be managed properly. In order to do this, marketers must be able to construct detailed "mental maps" or mental blue prints of consumers to understand exactly what exists in their minds concerning brands-all their thoughts, feelings, perceptions, images, beliefs and attitudes toward different brands. These further enhance manager's capability of decision making(Keller 2004).

2.1.7.2 Products and Brands

According to Randall**(2004)** role of brands it is necessary to distinguish three concepts a product, a brand and a successful brand. A Product is anything that meets the functional needs of customers. Most suppliers will want to identify their own product and differentiate it from competitors' products. They do this by branding it. A supplier will the normally try to create awareness and preference among customers for its brand.

Brand forms valuable functions for firms. First: they simply product handling or tracing. Brands help to organize inventory and accounting records. A brand also offers the firm

legal protection for unique features or aspects of the product. The brand name can be protected through registered trademarks; manufacturing processes can be protected through patents; and packaging can be protected through copyrights and designs. These intellectual property rights ensure that the firm can safely invest in the brand and reap the benefits of a valuable asset.(Kotler. et al, 2006:274)

2.1.7.3 Concept of Brand Image

Brand image, an essential element in marketing research, is defined as "perceptions about a brand as reflected by the brand associations held in consumer's memory" (Keller, 1998). Although the term brand image has been broadly defined and used in various ways, one general agreement of the definition is that brand image is a consumer's overall impression of a specific brand through the influence of a consumer's reasoned or emotional perceptions (Dobni & Zinkhan, 1990).

Brand image is formed by the combined effect of brand associations; (Biel, 1991; Dohni & Zinkham, 1990; Yoo, Donthu, & Lee, 2000; Keller, 1998, 2003) therefore, brand association is considered an important factor in several brand image studies.

The brand image can be explained as how the customers perceive the brand. It is the key of how consumers make their choices after gathering information about the particular brand and the alternatives (Ataman & Ülengin, 2003).

The process of inductive inference on brand image (Riezebos, 2003,) Figure 2.1 describes how brand image is formed through three different inductive processes: marketing communication, consumption experience and social influence. This model is used since it allows the researches to sort the communicated brand identity variables accordingly to the way it reaches the consumer and influences its brand image. They are further explained below individually.

2.1.7.4. Integrating Brand Identity and Brand Image

Integrating brand identity and brand image Due to increased competition, it is becoming challenging for marketers to maintain a strong connection between the customer and the brand (Roy & Banerjee, 2007). Some causes of the aforementioned can be the customers' ever-increasing demand on the brand, that the customers are not loyal, and/or that the benefits of a specific brand are not clear to the customer. Furthermore, massive space in media channels is given to advertising, making it hard for the brands to develop strategies for effectively reaching the customers, due to noise. For a brand to be able to grow strong despite the addressed problems, the brand identity and brand image needs to be integrated, in order to build a lasting bond between the brand and the customers (Roy & Banerjee, 2007).

Melin (1997) agrees and states that the brand owner should strive to make the brand image mirroring the brand identity. If the brand image and brand identity are not congruent it implies that there is a problem and that the company need to consider and adjust it. It is crucial to identify any gap between the two and close it by integrating them. Failure to do this successfully could cause a major setback 8 for the company in market and hurt the brand in a way that might be difficult to repair; for example losing their loyal customers (Roy and Banerjee, 2007).

2.1.7.5. The Importance of having a strong brand image

The brand itself is not just a product with a sign or symbol; the brand is rather an idea that for example turns the product into something of value (Ind, 2003). It provides uniqueness, and it is the identifiable factors that one can link to the specific brand. The brand exists to a large extent due to customers, in particular loyal customers - it is not only the organization that makes up a brand. This is agreed by Randall (2000) who states that the brand is defined by the customers' point of view and that the brand always needs to deliver value. It is therefore pivotal that the organization realizes the customer's perception of its brand.

Furthermore, in order to have a strong brand, brand awareness is of high importance (Keller, 1998). Brand awareness is created by the familiarity of the brand, meaning that the consumer should be exposed to it repeatedly through, for example, advertisement campaigns. However, it is important to note that a brand develops over time, and can be divided into levels of progress (Ghodeswar, 2008). For newly established companies, there are three levels particularly interesting.

At the first level, the brand owner seeks to express its identity; in the form of different labels that can be associated with the company. At the second level, the brand owner aims to provide the customers with a point of differentiation. The brand seeks to establish a desired perception in the mind of it's the customers. Finally, at the third level, the brand want to establish an emotional connection with its customers to become a distinguished alternative (Ghodeswar, 2008) Christensen and Askegaard (2001) argue that an organization with a strong brand, clearly associated with specific benefits, can attract high-quality personnel. This is agreed in the article 'Better than Brand X (2007) where it is stated that a strong brand does not only benefit a company through attracting customers.

In a market where companies are competing over employees it can also have the potential of attracting the best employees available. According to Le Pla & Parker (2002), a strong brand is valuable for an organization since it can provide the company with benefits such as clear companywide focus, higher margins, deep customer loyalty and a higher success rate with new product launches. One need to realize the importance of having a clear focus throughout the organization and make sure that focus is not only centered at the top management, but also that it is congruent in the different levels of the organization. Otherwise, the management's view of the brand will lose its focus in the other parts of the organization and the company might not communicate it congruently to the customer. Hence, the identity of the brand will not be the same throughout the company.

2.2 Empirical Reviews

Promotional tools contribute in building and supporting brands by informing, updating, convincing, and reminding customers about products of that particular brand (Buil et al., 2013). According to Swamy and Chaipoopirutana (2014), marketing strategies like sales force, advertising expenditures, public relations, jingles or slogans, symbols, packages and event marketing have been proposed as factors contributing to dimensions of brand equity like brand loyalty, perceived quality, brand awareness, brand associations.

Collins and Wright (2014), have done a research in Ireland about bottled water consumption under the title – *"Still Sparkling: The Phenomenon of Bottled Water – AnIrish Context"* They have collected information from 223 individuals to know whether the purchase decision of bottled water is affected by marketing role of the manufactures. The finding of the case study with regards to 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 marketing is important for bottled water sellers to get market share in Ireland. Strong market share was indicated as crucial factor in influencing bottled water brand choice.

Balakrishnan & Kumar (2011) in their study "Effect of celebrity based advertisement on purchase attitude of consumers towards durable products". Both primary and secondary data were taken and it was summed up that advertisements having celebrity endorsement provide information and creates awareness, helps them to recall the brand and motivate them materialize purchase of products.

Jordy Hartono and Irra Chrisyanti Dewi(2019) in their study on " The impact of advertisement towards brand image and purchase intention. Their based on the distribution of 125 questionnaires through the study. The researchers conclude that advertisement variables significantly influence brand image. They also emphasis that

advertising which are empathy, persuasion, impact and communication affect the brand image of a company.

In the analyses of these differences numerous studies distinguish between monetary and non-monetary promotions because each of these categories has clearly differentiated costs and benefits (Chandon.et al,2000) Monetary promotions, or price promotions, are those actions which allow the consumer to purchase a product at a lower price than usual. (Montaner&Pina,2008) concluded that monetary promotions reduce consumer's expectations regarding the regular price of the product and reduce brand image assessments of the promoted product, on the other hand (Ramos and Franco) show that price deals have not any effect on brand image , also (sinha&smith ,2000) concluded that the price discount (50%) for one time does not reduce the reference price Non-monetary promotions embrace a vast variety of actions where the incentive is not directly evidenced in a lower purchase price. Unlike price promotions, both in professional and academic contexts, these types of promotions have been recommended because not only do they have a harmless effect on brand image (Mela.et al,1997), but they may help to reinforce it.

Among many studies a study by Hayan and Mokhles,(2013) reviewed on the purpose of the study was to examine the effect of promotion type and promotional benefit level on brand image. The findings of the study showed that there are not significant differences between the effect of promotion type on brand image. In addition to that which assess the effect of price discount on brand image will be stronger at high promotional benefit than free gift. The frequent use of price promotions has a negative impact on perceived quality and brand association dimensions because this tool leads consumers to think primarily about price, and not .about the brand (Yao et al. 2000).

A thesis by Ephrem Gossaye (2017) examined the effect of sales promotion on brand image. The finding of the study showed that sales promotion directly influences brand image, thus, the more applicable these communication tools, the more effective they are in increasing positive brand image.

Kyung Hoon Kim et al. (2008) Suggested brand image can create through customer relationships, trust, customer satisfaction, relationship commitment, brand loyalty, and

brand awareness. Further customer relationship is a vital element to creating the positive image and brand equity and Public relation is the marketing strategy in which organization builds a healthy relationship with public and target markets to increase their sales and market share. They also emphasis that is higher the public relation or more sponsorships and good public relation help to build strong brand image and that create brand equity for the company . Sandra. E. (2001) public relation assists to raise the demand of a goods and service or brand without any amount of money. Enhancing the public relations by an organization can increase the reputation and image which create higher brand value. (Hamidreza, Amin, and Mostafa 2014) public relation plays a significant and high effect on the brand image dimension such as brand awareness brand loyalty .

Verhallenet al. (2007) indicate that companies should see the personal selling as a problem-solving process in which the sales force engages and co-operates towards the customer, trying to find a solution to the customers‟ problem, rather than only persuading him to purchase the products or services. In addition, Meidan (2006) claims that it is up to the sales force to enhance the company's reputation by looking after its customers. According to Futrell (2008) Personal selling refers to the personal communication where one unselfishly persuade a prospective customer to buy something a good or a service, an idea, or something else that satisfy the individual. Personal selling is the most effective tool at certain stage of the buying process, particularly in building up buyers preference, convictions, and actions. It involves personal interaction between two or more people, so each person can observe the other needs and characteristics and make quick adjustments (Peter and Donnelly, 1998).

Caroline Muthoni and Barrack Okello(2016) have examined the "Influence of Personal Selling on Brand Performance". The study used survey method together data from 100 respondents. Their findings were stated that there was a fairly strong positive relationship between brand knowledge and personal selling. They also stated that since there was a fairly strong and positive relationship implies that higher levels of personal selling can be associated with availability of adequate brand knowledge. So, based on their findings Based on the findings, the study concluded that there was significant relationship between brand knowledge and personal selling.

According to Christine Adhiambo Odhiambo(2012) Social media can help a small business reach a target market in a very short time because through the network effect, the message gets to the target market segment almost instantly at a cheaper cost compared to other traditional advertising channels like print and radio. He also suggested that the management of customers' comments online is a big challenge facing small businesses because some are very positive and some are "business damaging" meaning negative comments could potentially impact sales and brand image. Negative comments posted online could be from a competitor trying to pull down the brand name or turn away customers.

The study of Rashmi Belwal shows that how social media has become an important tool for marketing and creating brand awareness. Hartzel et al. (2011) have noted that interactive marketing strategies which are using social media links such as Facebook and Twitter will positively affect brand image and create a leverage effect between brand and consumer.

Thomas, A.R. (2007). The traditional mass marketing approach practiced for decades is no longer a viable one. Companies should develop direct marketing strategy to build relationships with their best and most profitable customers. The researcher also find that companies are discovering that traditional mass marketing approaches are giving way to more targeted approaches that communicate directly with their customers.

Varghese Abraham & Jerin Joseph (2019) conclude on their study that Direct marketing establishes a somewhat personal relationship with the customers in the modern environment, by allowing the customers to purchase the product directly from company. This type of marketing is experiencing tremendous growth in the digitalized economy. Their observations have confirmed that direct marketing is the most effective form of marketing than traditional mass marketing in modern time by building positive brand image.

2.3 Conceptual Framework of the Study

The following conceptual framework is developed to clarify the relationship between independent and dependent variables. As can be seen from figure 1.1, Promotional mix consists of six elements namely advertisement, sales promotion, public relation, social media marketing, personal selling and direct marketing.

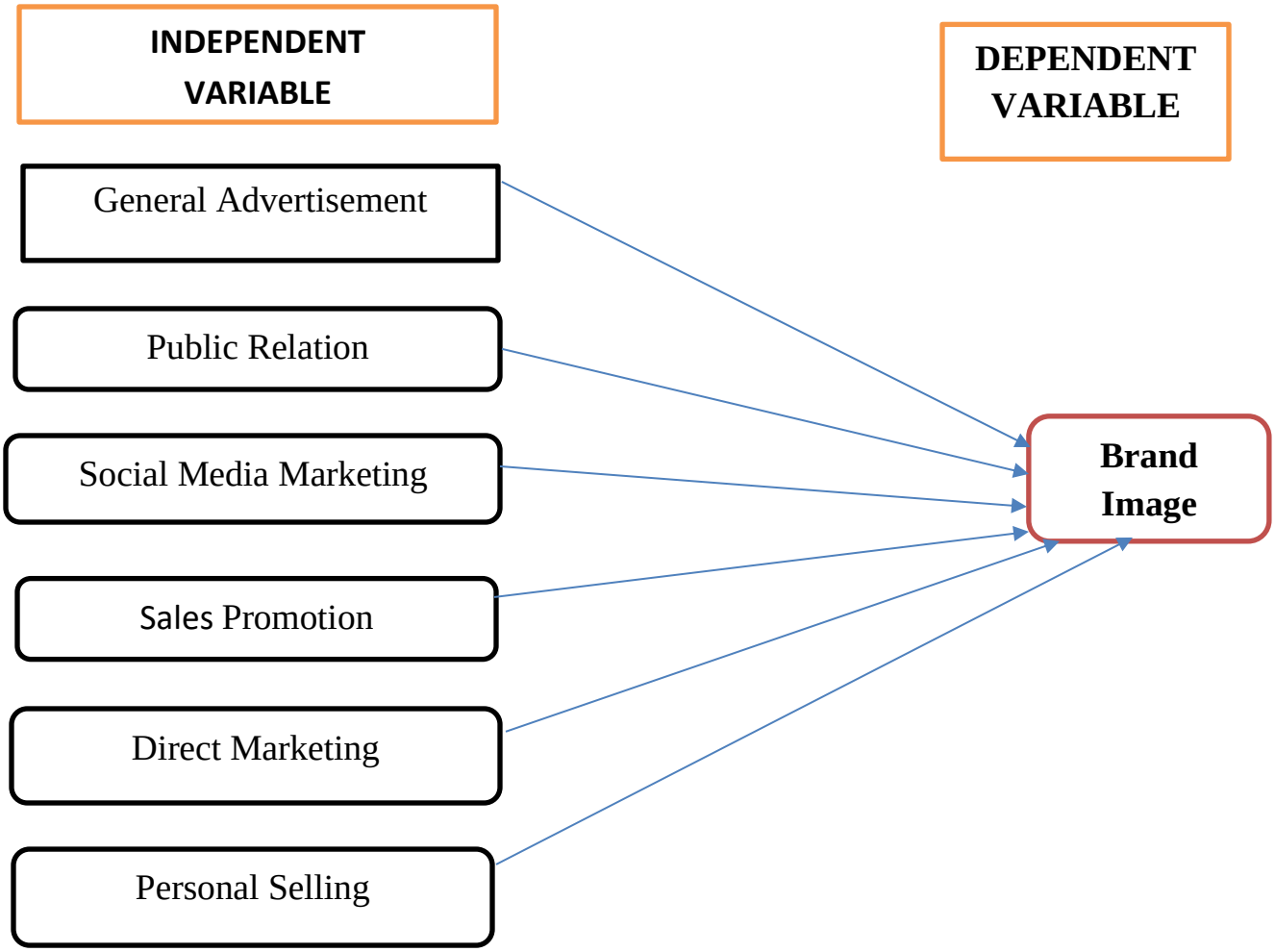


Fig 1.1 Conceptual framework

Source: Own construction based on the literature review, 2021

2.4 Research Hypothesis

From the above literature reviews six hypotheses were proposed, each of which specifies and determines the relationship between the variables which finally leads to the effect of Promotional mix on brand image in FSWC.

H1: Advertisement has a significant and positive effect on Fiker spring water brand image.

H2: Sales of promotion has a significant and positive effect on Fiker spring water brand image.

H3: Public relation has a significant and positive effect on Fiker spring water brand image.

H4: Social media marketing has a significant and positive effect on Fiker spring water brand image.

H5: Personal selling has a significant and positive effect on Fiker spring water brand image.

H6: Direct Marketing has a significant and positive effect on Fiker spring water brand image.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research Approach

There are specific questions that the researcher wants to address which include predictions about possible relationships between the two variables, promotion mix and brand image. As objectivity is reflected here, quantitative research approach was employed. It involves collecting and converting data into numerical form so that statically calculations was made and helps to drawn into conclusions.

A quantitative approach is a means for testing objective theories by examining the relationship among variables. This study were applied by collecting data using questionnaires from convenient places for the researcher.

A quantitative research were used to examine the relationship between promotion mix and brand image by using numbers and statistics to explain and analyses its findings. In this study, cross sectional research design were also apply where by data are collected from the pre-defined population only once. This is a research design tailored to investigate association between a set of independent variables and a dependent variable

3.2 Research Design

Research design refers to the structure of an enquiry. It is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. Design is a logical task undertaken to ensure that the evidence collected enables us to answer questions or to test theories as unambiguously as possible (Cresswell, 2014).

The study applied an explanatory research design that seeks to explain the subject matter to be research and tries to answer the question how the independent variable (promotion mix elements) affects the dependent one (brand image) in case of Fiker spring water

company. It was conducted in order to identify the extent and nature of cause-and-effect relationship between the two variables.

3.3 Population, Sample size and sampling procedure

3.3.1 Population

The population of this study is infinite. The study held convenience retailers shops of Fiker spring water which resides in Addis Ababa on three selected sub-cites, namely AddisKetema ,Bole and Kirkos.

3.3.2 Sample Size

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)

The population of this research include retailors of fiker spring water which resides in Addis Ababa based on selected locations. But since the population size cannot be precisely known the study applied the following formula. So, to find out the sample size when the population is unknown the sample size will determined with the use of Top man formula as presented below (Hair et al, 2005).

$$n=\frac{z^2PQ}{E^2}$$

Where:

n= required sample size

z= Degree of confidence (i.e. 1.96)[2]

P= probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)

Z= (1.96)2 n= 1.962x0.5x0.5

P=0.5 (0.05)2

Q=0.5 =3.84x0.25

E= (0.05)20.0025

n= **384 (sample size)**

From the above calculation it can be understood that the number participants or subjects for this study are 384 and the designed questioner were administered to these respondents and their responses were analyzed and presented in a matter which represents the target population. The selection of respondents was coniveneit and based on selected sub cities and by selecting places which are considered to be places where water retailors can be mostly found. The sub-cities were Addis ketema, bole and kirkos.

3.3.3 Sampling Techniques

The selection of the sample were non-probabilistic sampling technique of convenience sampling since all the population of the product's consumer cannot available at the same. The sampling method that the researcher was used is Convenience sampling, in which respondents were selected because of their availability or easy access. The primary selection criterion for convenience sampling relates to the ease of obtaining a sample. Ease of obtaining the sample relates to the cost of locating elements of the population, the geographic distribution of the sample, and obtaining the data from the selected elements (Battaglia, 2008).

3.4 Data Sources and Types

The researcher was used both primary and secondary data sources for the study.

3.4.1 Primary Data

For this study, survey research method were chosen where questionnaires were used to collect the information.

3.4.2 Secondary Data.

Secondary data were gathered from different research articles, reports, books and other official publications to develop conceptual framework and review literatures in the area of product promotion and its impact on Brand image.

3.5 Data Analysis

The data was collected using questionnaire. After that it was coded and processe by using the Statistical Package for Social Sciences 20 (SPSS) program. This software has been widely used by researchers to process data Zikmund (2003).

Descriptive statstics were used to measure frequencies, percentages, means, standard deviation .Moreover pearson correlation was used to determine the existence of any relationship between the independent variable and the dependent variable. Multiple regression were also conducted to examine the effect of promotional mix elements on brand image.

3.6 Validity and Reliability

3.6.1 Validity

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (*Kothari,2004*). Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality, the researcher checked content and construct validity of the research. Content validity, according to Kohtari (2004**),** is a measure of the extent to which a measuring instrument/s provides adequate coverage of the topic under investigation and how well it provides adequate coverage of the topic under study whereas construct validity is the degree to which scores on a test can be accounted by the defining construct of a sound theory

To check its validity, questionnaire were checked and commented by Fiker spring water marketing Management team and the advisor. A pilot-test were made before the main questionnaire distributes. Adjustments were then made on wording and content of the questionnaire.

3.6.2 Reliability

It is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated (Malhotra & Birks, 2007). In order to check the internal consistency of the instrument, first, pilot study used on 30 respondents and then reliability test were conducted using Cronbach-Alpha. Cronbach alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum Oluwatayo, 2012). In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized below table:

Table 3.1 Reliability Test

No	Variables	Cranach's Alpha	Number of Items
1	General Advertisement	0.863	8
2	Sales Promotion	0.769	3
3	Public Relation	0.767	5
4	Social Media Marketing	0.990	7
5	Personal Selling	0.723	4
6	Direct Marketing	0.873	4
7	Brand Image	0.765	6

Source: SPSS Result , 2021

Therefore, the reliability of the above 38 items that are critical to determine the effect of promotional mix on brand image has been tested using Cronbach's alpha. According to Hair et al. (2006) the reliability coefficient which is more than or equal to 70 % (A>0.7) is acceptable. So, reliability of the question was evaluated and the result (Cronbach's Alpha)was used to test the reliability of the material used in this research. Thus, the reliability coefficient of the above items is greater than 70%(A>0.7) .

3.7 Ethical Consideration

This section considers ethical issued that needs Special attention while conducting the research:

- Voluntary participation of respondents in the research were guaranteed.
- Respondents participated based on informed consent.
- The use of offensive, discriminatory, or other unacceptable language needs to be avoided in the formulation of Questionnaire
- Privacy and anonymity or respondents are of a paramount importance.
- Adequate level of confidentiality of the research data should be ensured.
- The researcher was independent and impartial.

CHAPTER FOUR
DATA PRESENTATION, ANLAYSIS AND INTERPRETION

4.1. Introduction

This chapter present data analysis and findings of the study. The main objective of the study was to understand the effect of the Promotional mix elements programs on the customer brand image of Fiker Spring Water Company in Ethiopia, based on the data which was obtained from respondents in Addis Ababa, through questionnaires.

Statistical Package for Social Science programs (SPSS) 20 was used for data processing. The methods used in includes descriptive analysis and multiple regression analysis. Descriptive analysis is used to summarize the general profile of respondents while multiple regression analysis is applied to determine whether the proposed independent variables (Advertising, sales promotion, personal selling, social media, public relation and direct marketing) have effect on the dependent variable (Brand Image).

4.2. Samples and Response Rate

A total of 384 questionnaires were distributed, and 364 were received back. After excluding 17 invalid questionnaires, a total of 347 valid questionnaires were accepted for a response rate of 94.79%. Therefore, out of the 384 questionnaires distributed, 90.36% of the subjects returned valid questionnaires.

4.3. Demographic Profile of Respondents

The samples of this study have been classified according to three demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the population such as the number of respondents‟ proportion of males and females in the population, educational background and the stay year in the market of respondents.

Table 4. 1 The demographic composition of respondents

		Frequency	Percent	Cumulative Percent
Gender	Male	198	57.1	57.1
	Female	149	42.9	100.0
	Total	347	100.0	
Educational Background	Elementary School	138	39.8	39.8
	Secondary School	38	11.0	50.7
	Diploma	139	40.1	90.8
	Bachelor Degree	28	8.1	98.8
	Masters and Above	4	1.2	100.0
	Total	347	100.0	
Stay Years In the Market	1-3 years	59	17.0	17.0
	4-7years	120	34.6	51.6
	8_10years	44	12.7	64.3
	More than 10 years	124	35.7	100.0
	Total	347	100.0	

Source: SPSS Result, 2021

It is evident from the table that the majority respondents were males (57.1%), whilst 42.9% of the participants were males. The major participants which stay in the market were more than 10 years (35.7%). The major participants Furthermore, the academic qualification of the respondents dominated by diploma and Elementary school, which consist 40.1% and 39.8% respectively. In summary, the majority of the respondents were males within more than 10 years long in the market having predominantly elementary and diploma holders.

4.4 Descriptive Statics Results of Variables

Table 4.2 : Descriptive statistics for variables

Overall level of perception on variables	N	Mean	Standard Deviation
General advertisement	347	3.66	1.00
Sales promotion	347	3.78	1.02
Public relation	347	4.43	0.72
Social media marketing	347	3.24	0.92
Personal selling	347	3.66	1.09
Direct Marketing	347	4.08	1.08
Brand Image	347	3.80	1.07

Source: SPSS Result, 2021

As indicated above in Table 4.2, respondents mean values show that the retailors' chose more agree among the alternatives of the Likert scale(Advertising mean=3.66 Std.Deviation=1.00),(sales promotion mean=3.78 Std. Deviation= 1.02) ,(Public Relation mean=4.43 Std.Deviation=0.72),(social media mean=3.24 Std. Deviation= 0.92),(Personal selling mean= 3.66 Std. Deviation=1.09)(personal selling mean= 4.08 Std. Deviation=1.08)(Brand image mean= 3.80 Std. deviation=1.07).From six promotional mix communication elements Public relation t have the highest mean value and Social media holds the lowest mean value.

4.5. Inferential Analysis

4.5.1. Correlation analysis

Pearson correlation coefficient (r) is a measure of the strength of the association between the variables. Theoretically, there could be a perfect positive correlation between variables which is represented by1.0 (plus1), or a perfect negative correlation which would -1.0(minus 1) while correlation range between -1.0and +1.0 As per Marczyk, et al., (2005)

general guidelines of correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, no correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

Table 4.3 Pearson's Correlation

Promotional Mix	Correlations	Brand Image
Advertising	Pearson Correlation	.752**
	Sig.(2-tailed)	.000
	N	347
Sales Promotion	Pearson Correlation	.447**
	Sig.(2-tailed)	.000
	N	347
Public Relation	Pearson Correlation	.386**
	Sig.(2-tailed)	.000
	N	347
Social media	Pearson Correlation	.143**
	Sig.(2-tailed)	.008
	N	347
Personal Selling	Pearson Correlation	.539**
	Sig.(2-tailed)	.000
	N	347
Direct Marketing	Pearson Correlation	.158**
	Sig.(2-tailed)	.003
	N	347

**. Correlation is significant at the 0.01 level (2-tailed)
Dependent Variable: Brand Image
Source: SPSS Result, 2021

As it is clearly indicated in Table 4.2 below , a strong and positive relationship was found between general advertisement and brand image (r =.752, p < .05); moderate and positive relationship was found between sales promotion and brand image (r = .447, p < .05), public relation and brand image (r = .386, p < .05), personal selling and brand image (r = .539, p < .05) AND a small and positive relationship was found between social media and brand image (r =-.143, p < .05), direct marketing and brand image (r = .158, p < .05), AND which are statistically significant at 95% confidence level. This shows that the factors have small to strong correlation and have an impact on brand image.

4.5.2 Assumption Test in Regression

4.5.2.1 Normality Assumption

One of the ways that these assumptions can be checked is by inspecting the histogram plot and the normal probability plots of the regression standardized residuals that were requested as part of the analysis. These are presented in normal P-P Plots of regression standardized residuals graph.

In normal probability plots the points lie in reasonably, straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The finding from normal P=P Plot reveals no violation of normality assumptions. For kurtosis the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6(Asghar andSaleh 2012*)*.

Therefore as shown as in table Table 4.4 below, the data has been drawn from a normally distributed population or the population from which the data come is normally distributed because the value for both kurtosis and skewness is found to be normal.

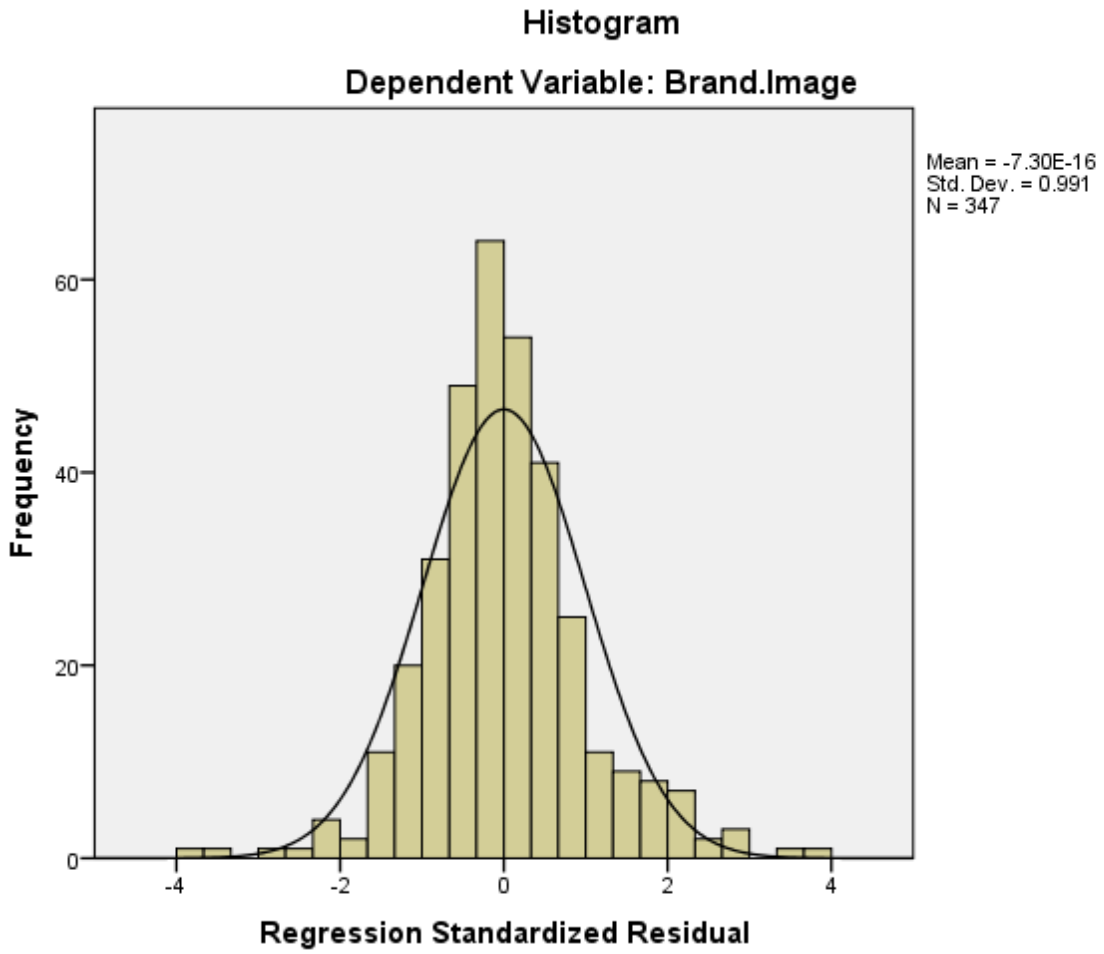
Table 4.4 Normality Test

Descriptive Statistics						
Variables	**N**	**Std. Deviation**	**Skewness**		**Kurtosis**	
	Statistic	**Statistic**	**Statistic**	**Std. Error**	**Statistic**	**Std. Error**
Brand. Image	347	1.06898	-.323	.131	-1.100	.261
Advertisement	347	1.00287	-.128	.131	-1.118	.261
Sales Promotion	347	1.02364	-.217	.131	-1.076	.261
Public Relation	347	.72115	-1.083	.131	-.109	.261
Social Marketing	347	.91855	.173	.131	-.581	.261
Personal. Selling	347	1.09281	-.324	.131	-.994	.261
Direct. Marketing	347	1.07918	-.792	.131	-.645	.261
Valid N (listwise)						

Source: SPSS Result, 2021

In study the researcher used histogram to measure the normality of the data. According to Gujarati, 2005 if the data is normally distributed the result will be bell shaped histogram, accordingly, as presented in the figure below the histogram of this study data is bell shaped. So, this depict that the data for this study is normally distributed.

Fig 3. 1 **Histogram**

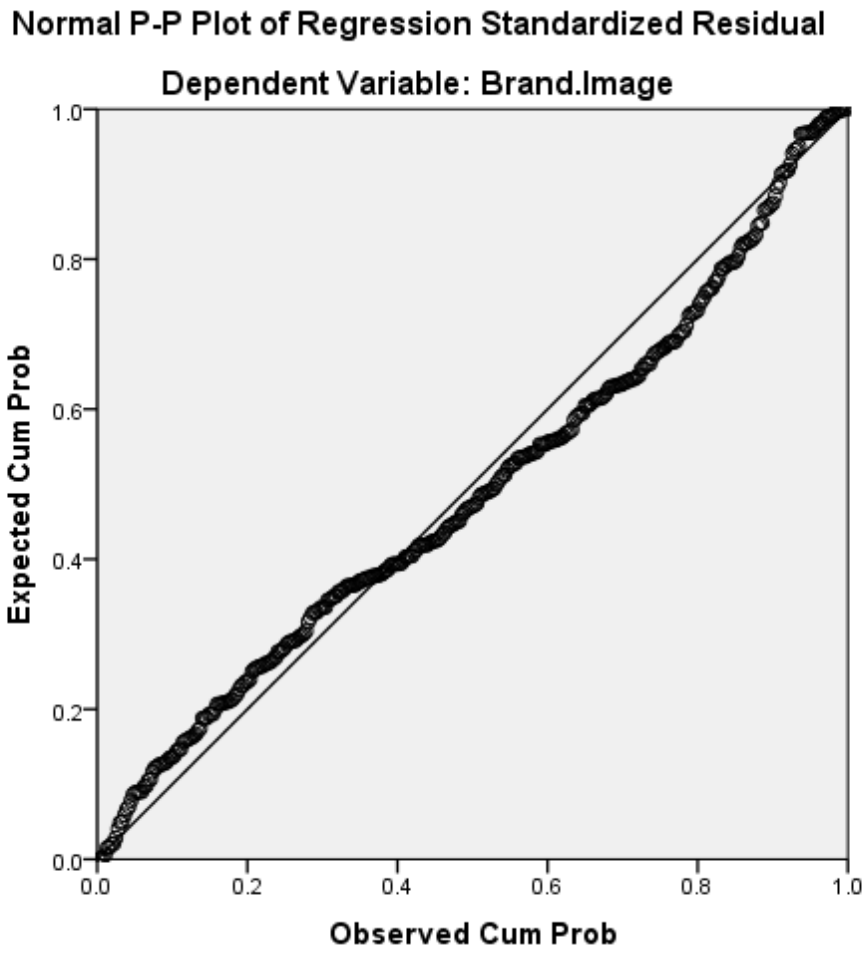


Source: SPSS Result, 2021

4.5.2.2 Linearity Assumption

The second assumption for computing multiple regressions is testing of the linear relationships between dependent and the independent variables. As depicted in the below p-p plot, figure - 3.2, the visual inspections of the P.P plot shows there exists a linear relationship between the independent variables (promotional mix elements) and the dependent variable (Brand Image).As shown as in the Fig 3.2 below, the data's are close to the straight regression line so it shows that there is no linearity issues.

Fig 3. 2 P-P Plot



Source: SPSS Result, 2021

4.5.2.3 Multi collinearity

Multi collinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multi collinear, there is "overlap" or sharing of predictive power. This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable Existence of multi collinearity can be checked using "Tolerance" and "VIF" values for each predictor variables. Tolerance values less than 0.10 and VIF (variance inflation factor) greater than 10 indicates existence of multi collinearity (Robert, 2006).

Table 4.5 Multi Collinearity Test

Independent Variable	Collinearity Statistics	
	Tolerance	**VIF**
General Advertisement	.442	2.262
Sales Promotion	.707	1.424
Public Relation	.820	1.220
Social Media Marketing	.973	1.028
Personal Selling	.496	2.015
Direct Marketing	.925	1.082

Dependent Variable: Brand Image

Source: SPSS Result, 2021

As you can see the data in table 4.5, multi collinearity is not an issue since the Tolerance value is greater than 0.10 and variance factor is not greater than 10. This shows that there is no multi-collinearity problem with in the model.

4.5.2.4 No auto correlation

Regression analysis is based on uncorrelated error/residual terms for any two or more observation (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2 (see Table 4.6), and an acceptable range is 1.50 - 2.50 (Muluadam, 2015).

Table 4.6 No auto-correlation test

Model Summary[b]					
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**	**Durbin-Watson**
1	.814[a]	.662	.656	.62709	1.982
a. Predictors: (Constant), GA,SP,PR,SM,PS,DM					
b. Dependent Variable: BI					

Source: SPSS Result, 2021

4.6 Multiple Regression Analysis

Multiple regression analysis was employed to examine the influence of Promotional mix elements of a product (advertisement, social marketing, sales promotion, public relation, direct marketing ad personal selling) on brand image.

Table 4.7 Model Summary

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814[a]	.662	.656	.62709
a. Predictors: (Constant), GA,SP,PR,SM,PS,DM				
b. Dependent Variable: BI				

Source: SPSS Result, 2021

The regression model presents how much of the variance in the measure of brand image is explained by the promotional mix elements. The predictor variables i.e. advertisement, social marketing, sales promotion, public relation, direct marketing and personal selling explained 66.2 % of the variance brand image was explained by the variation of the six predictor variables. The other variables that were not considering in this study contribute 33.8% of the variability of purchase decision.

Table 4.8 ANOVA

ANOVA[a]					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	261.676	6	43.613	110.904	.000[b]
Residual	133.704	340	.393		
Total	395.381	346			
a. Dependent Variable: BI					
b. Predictors: (Constant), GA,SP,PR,SM,PS,DM					

Source: SPSS Result, 2021

For the purpose of determining the extent to which the independent variable such as advertisement, social marketing, sales promotion, public relation, direct marketing and personal selling were examined on dependent variable (brand image) using multiple regression. Regression analysis was employed after the study met the regression assumptions. The significance level of 0.05 with 95 % confidence interval was used.

The F test is used to find out the overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (Saunders, et al.,

2009). The Analysis of Variance (ANOVA) indicates that the F value of 110.904 with significance level of 0.000 and since the observed significant is less than 0.05. (F) Value was (110.904) at 0.000 which states that there is statistically significant effect of product diversification on brand image.

Table 4.9 Value of coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	**Std.Error**	**Beta**		
(Constant)	-1.767	.306		-5.776	.000
Advertisement	.540	.051	.507	10.689	.000
Sales Promotion	.163	.039	.156	4.152	.000
Public Relation	.437	.052	.295	8.472	.000
Social Media Marketing	.075	.037	.065	2.025	.044
Personal. Selling	.139	.044	.142	3.170	.002
Direct Marketing	.072	.032	.073	2.221	.027
a. Dependent Variable: Brand Image					

Source: Survey result 2021

Table 4.9 implies that:

- If advertisement increases by 1 percent, brand image will increase by 54.0 % Thus, the researcher confirms that advertisement has a positive effect on Fiker Spring water brand image.
- If sales promotion increases by 1 percent, brand image will increase by 16.3 %. Thus, the researcher confirms that sales promotion has a positive effect on Fiker Spring water brand image.
- If public relation increases by 1 percent, brand image will increase by 43.7% Thus, the researcher confirms that public relation has positive effect on Fiker Spring water brand image.

- If social media marketing increases by 1 percent, brand image will increase by by 7.5% Thus, the researcher confirms that social media marketing has positive effect on Fiker Spring water brand image.
- If personal selling increases by 1 percent, brand image will increase by 13.9% Thus, the researcher confirms that personal selling has positive effect on Fiker Spring water brand image
- If direct marketing increases by 1 percent, brand image will increase by 7.2% Thus, the researcher confirms that social media marketing has positive effect on Fiker Spring water brand image.

<u>The linear regression equation</u>

BI= a + (B1) AD + (B2) SP+ (B3) PR +(B4) SM + (B5) PS+ (B6)DM + e

Where BI=Brand Image

▪ AD=Advertising

▪ SP=Sales promotion

▪ PR=Public Relation

▪ SM=Social Media

▪ PS=Personal Selling

▪ DM=Direct Marketing

▪ e=error

Whereas; B1, B2, B3, B4 , B5 & B6 are = beta coefficients.

Therefore, from table below we can say that

BP=-1.767+0.540AD+0.163SP+0.437PR+0.075SM+0.139PS+0.072DM+e

4.7 Hypothesis Testing

According to the research method, Linear Multiple Regression is used to test the hypotheses. There are six hypotheses that aim to see if there is relationship between the six independent variables of promotional mix and brand image. The Sig result of each hypothesis test is less than 0.05. The tests are summarized as follows:

Hypothesis	***Beta***	**P<0.05**	**Result**
H1: Advertising has a significant and positive relationship Fiker spring water brand image.	.540	.002	*Supported*
H2: Sales of promotion has significant and positive relationship on Fiker spring water brand image.	.163	.000	*Supported*
H3: Public relation has significant and positive relationship on Fiker spring water brand image. .	.437	.000	*Supported*
H4: Social media marketing has significant and positive relationship on Fiker spring water brand image. .	.075	.000	*Supported*
H5: Personal selling has significant and positive relationship on Fiker spring water brand image.	.139	.036	*Supported*
H6: Direct Marketing has significant and positive relationship on Fiker spring water brand image.	.072	.035	*Supported*

Source:Survey result 2021

Table 4.10 also indicates that advertising, sales promotion, public relation, social media marketing, personal selling and direct marketing have significant effect on brand image at 95% confidence level, since their p-values (0.002 for advertising,0.000 for sales promotion, 0.000 for public relation 0.000for social media, 0.036 for personal selling , 0.035 for direct marketing ,) less than the significance level 0.05.

4.8 Discussion

H1: The results of table showed that the p-value of advertisement is $P < 0.05$. Therefore, its contribution to brand image is significant. Therefore, its contribution to brand image is significant. This finding is in-lined with the findings of Jordy Hartono and Irra Chrisyanti Dewi(2019) in their study on " The impact of advertisement towards brand image and purchase intention". They conclude that advertisement variables significantly influence brand image. They also emphasis that advertising which are empathy, persuasion, impact and communication affect the brand image of a company.

H2: The results of table showed that the p-value of sales promotion is $P < 0.05$. Therefore, its contribution to brand image is significant. Therefore, its contribution to brand image is significant. This finding is in-lined with the findings (Blattberg & Neslin, 1990) sales promotion is a key ingredient in marketing campaigns which consist of collection of incentive tools to stimulate quicker or greater purchase of particular products by the consumers. Similarly Brassington & Pettitt, 2000) states that sales promotion are range of marketing technique that are designed to add value to a product or services over and above the normal offering in order to achieve specific sales or marketing objective

H3: The results of table showed that the p-value of public relation is $P < 0.05$. Therefore, its contribution to brand image is significant. Therefore, its contribution to brand image is significant. This finding is in-lined with the findings Sandra. E. (2001) public relation assists to raise the demand of a goods and service or brand without any amount of money. Enhancing the public relations by an organization can increase the reputation and image which create higher brand value. Similarly the hypothesis supports by the findings of (Hamidreza, Amin, and Mostafa 2014) public relation plays a significant and high effect on the brand image dimension such as brand awareness brand loyalty.

H4: The results of table showed that the p-value of Social media marketing is $P < 0.05$. Therefore, its contribution to brand image is significant. This finding is in-lined with the findings Christine Adhiambo Odhiambo (2012) Social media can help a small business reach a target market in a very short time because through the network effect, the message gets to the target market segment. The study of Rashmi Belwal(2016) shows that how

social media has become an important tool for marketing and creating brand awareness. In fact it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.

H5: The results of table showed that the p-value of personal selling is $P < 0.05$. Therefore, its contribution to brand image is significant. Therefore, its contribution to brand image is significant. This finding is in-lined with the findings Verhallenet al. (2007) indicate that companies should see the personal selling as a problem-solving process in which the sales force

and co-operates towards the customer, trying to find a solution to the customers problem, rather than only persuading him to purchase the products or services. In addition, Meidan (2006)claims that it is up to the sales force to enhance the company's reputation by looking after its customers.

H6: The results of table showed that the p-value of direct marketing is $P < 0.05$. Therefore, its contribution to brand image is significant. Therefore, its contribution to brand image is significant. This finding is in-lined with the findings Varghese Abraham & Jerin Joseph (2019) conclude on their study that Direct marketing establishes a somewhat personal relationship with the customers in the modern environment, by allowing the customers to purchase the product directly from company.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

The result of the analysis of this study has been discussed in the earlier chapter. The focus of this chapter is going to be in the summaries of the findings, conclusion, recommendation and areas for further researches.

5.2. Summary of Findings

The objective of this research is to examine the effects of promotional mix elements on brand image in case of Fiker spring Water Company. As such, the researcher studied various promotional mix elements types such as advertisement, sales promotion, social media marketing, personal selling, public relation and social media marketing that affect Brand image of Fiker spring water retailers. The study was conducted by distributing a total of 384 questionnaires; i.e. 384 questionnaires were distributed to the retailors shops in selected three sub-cites. 347 questionnaires were valid for the analysis and findings.

The result of this research provides important information about the impact of promotional mix on brand image and leads us towards the most effective promotional mix practices. With respect to the six objectives, the result of the study examine how the promotional mix elements affects brand images of Fiker Spring Water. This is given by the descriptive statistics of perception towards promotional mix elements and brand image where respondents have shown their attitude towards promotional mix elements and brand image with the following results of means score:

- The overall mean for the perception of general advertisement is 3.66, indicating that the majority of respondents are towards agreeing level of agreement with the statements specified in the study.
- The overall mean for the perception of sales promotion is 3.78, indicating that the majority of respondents are towards agreeing level of agreement with the statements specified in the study
- The overall mean for the perception of public relations is 4.43, indicating that the majority of respondents are towards agreeing level of agreement with the statements specified in the study
- The overall mean for the perception of social media marketing is 3.24, indicating that the majority of respondents are towards agreeing level of agreement with the statements specified in the study
- The overall mean for the perception of personal selling is 3.66, indicating that the majority of respondents are towards agreeing level of agreement with the statements specified in the study
- The overall mean for the perception of direct marketing is 4.08, indicating that the majority of respondents are towards agreeing level of agreement with the statements specified in the study.
- The findings revealed that six components of Promotional mix: advertisement, public relation sales promotion, personal selling, social media and direct marketing are correlated with brand image of Fiker spring water brand.
- Pearson correlation coefficient shows that there is strong relationship with one of the independent variables which is advertisement with dependent variable (brand image) i.e. 0.753
- The correlation between the other two independent variables (public relation, personal selling, and sales promotion) and dependent variable (brand image) have positive and moderate correlation .i.e. 0.386,0. 539 and 0. 447 respectively**.**
- The correlation between the rest two independent variables (social media marketing and personal selling) have positive and small correlation i.e. 0.143 and 0.158 respectively.

- The result of multiple regression analysis between dependent variable (brand image) and independent variables (Advertising, Sales promotion, Public relation, Personal selling, Social media and Direct marketing). The six independent variables, multiple regression analysis revealed that all were a significant predictor of consumers fiker spring water brand image by the p-value ($p<0.05$). The effect of the independent variables on fiker spring water brand image was found significant. The nature of relationship was positive for Advertisement ($\beta=0.540$), Public relation ($\beta=0.437$) and Personal selling ($\beta=0.139$), Sales promotion ($\beta=-0.163$), social media ($\beta=0.075$) and Direct Marketing ($\beta=0.072$).

5.3 Conclusion

The study reveals that advertisement and public relation is most dominant factor which have effect on brand image. The major tools of promotional tools comprising advertisement, sales promotion, public relation, social media marketing, and personal selling ad direct marketing were evaluated. From the research, it is found that there exists significant relationship between brand images.

Among elements of Promotional mix communication public relations and advertisement is the most important factors which have effect on brand image, which means that they are more in touch with these tools as compare to other. Sales promotion is other factors next to advisements for the effect of brand image. It is revealed that respondents were satisfied with the package on how fiker spring Water Company provides.

On the other hand, personal selling is significant for influencing brand image. Personal selling activities, is significant for preferring fiker water brand products due to the fact that fiker water companies practice such activities. It is also revealed that respondents were very satisfied with information on how sales persons and how the company direct promotes the organization brand and information on the benefits of the promotion.

Social media marketing and direct marketing less implemented and also not efficiently implemented to affect them to brand image as compared to other promotional mix communication tools.

A plausible explanation of this can be that in Fiker spring water products, which are one of spring water products, promotional mix elements of products are highly important. Based on the findings of this research it can be concluded that integrated marketing communication as a marketing strategy is viewed in a positive light influencing Brand image has been effective. Because of the increasing competition in spring water industry, now a days it becomes very difficult for those companies to hold consumers' attention towards their product. Based on feedback and analysis this study it can be concludes that fiker spring water Promotional mix communication implementation strategy meets its target in creating positive brand image.

A better understanding of applying promotional mix indisputably triggers managers to pursue a more effective policy by which a more adequate sales will be stimulated. It is important that firms that have poor marketing strategy turn to this sort of promotion product stand out effectively from the other surrounding order. Since brand image is positively influenced by promotional mix, it can be creatively used to hold consideration of retailors and to create responsiveness. Promotional mix can be used as an effective tool to stand out in spring water industries for retailors. This research concludes that Promotional mix elements is the best way to influence the retailors on the brand image because the retailors are positively affected by Promotional mix communication implementations.

5.4 Recommendation

From the results of the research, it has been observed that retailers responded positively to the various promotional mix elements offered by Fiker Spring water . Based on the major findings of the study and conclusion drown above, the following recommendations are made.

- It is essential for fiker spring water digital marketing team to pay more attention in increasing their Social media promotional activities practice specifically should pay more attention to use more of Facebook, Instagram and Telegram for achieving wide

reach since they are most frequent and widely used and for providing adequate product information. Since the study results showed a weakness in this activities.

- Results of the research show that advertisement and public relation have a strong directly influences on brand image, thus, the more applicable these communication tools, the more effective they are in increasing positive brand image. Thus, managers of marketing unit of Fiker Spring water Company with their proposed strategies try to increase the level of customers' awareness of brand and exposure to different advertisement and public relation techniques and consequently these activities take place to increase brand image.
- Social media and direct marketing was not communicated well to most retailors of fiker spring water as compare to as the advertisement and public relation. . Taking action in this regard could increase the effect of those promotional mix elements (sales promotion, personal selling and direct marketing) for a rise in brand image.
- Company has to focus on how unbalanced their promotion mix elements are and try to make balance strategically and interpret them.
- The strategic impact of promotion is best observed when they are designed or built in strategic plan of product diversification activities, coordinated with promotional mix tools and integrated with the business strategy.

5.5 Future studies

This study has explored the effect of promotional mix communication on brand image in the case of Fiker spring water brand. The study was based on three sub cites in Addis Ababa.(Bole, kirkose and Addis ketema). Further research is needed to validate the results reported in this study by extending this research to include the rest of sub-cities and broader region in order to ascertain if the present findings are applicable to the broader population of Fiker water spring brand and other spring water brands as well.

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APPENDIX

St. Mary's University School of Graduate Studies

Masters of Business Administration

The Effect of Promotional Mix and Brand Image

Dear Sir/Madam

My name is HillinaGirma Moges and I am MBA student at St.Mary's University. The statement below is intended to gather information on promotional mix and brand image of Fiker spring water. Suggest the best of your knowledge and opinion against each of the statements given.

The information obtained from this guide will be treated with utmost confidentiality and will not be used for any other purpose other than academic for which it is intended.

Thankyou in advance for accepting to take part in the program.

Note:

- No need of writing your name
- Mark on the space provided to choose

Section 1: General Information

For each question, Please tick [✓] in the box adjacent to the option that is closet to the organization's experience.

1. What is your gender?

Male ☐ Female ☐

2. Select your Highest academic or professional qualification?

Elementary School ☐

Secondary School ☐ Diploma ☐

Bachelor degree ☐ Masters degree and above ☐

3. **How long you have been in the market?**

1-3 years ☐ **8-10 years** ☐

4-7 years ☐ **More than 10 years** ☐

Section 2: Questionnaire on determinants of promotional mix

Note:

The weight for '**Strongly agree**' choice is**5**

The weight for '**Agree**' choice is**4**

The weight for '**Neutral**' choice is**3**

The weight for '**Disagree**' choice is**2**

The weight for '**Strongly Disagree** 'choice is**1**

General Advertisement

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Advertisement of Fiker Spring Water Brand is highly attractive and catchy than the competitors					
2	Celebrity endorsement of Fiker Spring water is attractive in promoting the brand name and phrase.					
3	The advertisement for Fiker spring water is interesting and exciting					
4	I have seen frequently the advertisement of Fiker spring water on Television					
5	I have heard frequently the advertisement					

	of Fiker spring water on Radio					
6	I have seen frequently the Billboard advertisement of Fiker spring water on the road.					
7	Fiker Spring Water Brand is widely advertised compared to other competing spring water products					
8	The Advertisement of Fiker spring water is Unique and creative.					

Sales Promotion

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Packages practiced by Fiker spring water Company is attractive.					
2	Packages have frequently practice by Fiker spring water company.					
3	Compared to competitors Fiker spring water provide a good package while maintaining the product quality.					

Public Relation

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Fiker spring water is engaged in public projects.					
2	Fiker spring water supports street dwellers.					
3	Fiker spring water has a strong image by participating in humanitarian association.					
4	Fiker spring has a good name by participating of on sponsorship activities					
5	Fiker `spring has favorable press releases frequently					

Social-Media Marketing

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I am frequently exposed to the FIKER SPRING water's marketing activities in social media.					
2	I often see FIKER SPRING Water product through social media.					
3	I am aware of FIKER SPRING water Facebook page.					
4	I am aware of FIKER SPRING water YouTube page					
5	FIKER SPRING water brand offers an adequate information through social media					
6	Facebook marketing activities of Fiker spring water is helping in value creation of the product.					
7	You tube marketing activities of Fiker spring water is helping in value creation of the product					

Personal Selling

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	The sales person has adequate knowledge about the product					
2	The sales person explains well about the Fiker spring water product.					
3	The sales persons are friendly than those of other competitor in spring water products.					
4	The sales persons have great service attitude.					

Direct Marketing

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Fiker spring water uses a good direct marketing.					
2	The direct marketing used by Fiker spring water provide enough information to compare different spring water product providers					
3	The direct marketing used by Fiker spring water provide enough information to judge the product quality.					
4	The direct marketing used by Fiker spring water help me keep up-to-date about products which available at different times.					

Brand Image

N.o	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Fiker spring water brand image is positively placed on its promotion					
2	When I think of spring water, I think of Fiker spring water brand .					
3	FIKER SPRING water has a favorable image on my mind					
4	The promotional tools used by Fiker spring has brought more customerthan other spring water products.					
5	Fiker spring water products delivers what they promised on their promotion tools.					
6	I can recognize Fiker spring water brand among other competingspring water products.					

Thank you for your precious time

ቅድስተማርያም ዩኒቨርስቲ

የድሕረ ምረቃ ትምህርት ቤት

ማስተርስ እና ቢዝነስ አድሚኒስትሬሽን

ህሊና ግርማ ሞገስ እባላለሁ፡፡ በቅድስተማርያም ዩኒቨርስቲ በድህረ-ምረቃ ትምህርት ቤት ኤም ቢ ኤ /MBA/ ተማሪ ነኝ፡፡ በአሁኑም ወቅተ የመመረቂያ ፅሁፌን በ The effect of Promotional mix on Brand Imager: Case of Spring water (የፍቅር ውሀ መርት ላይ) ሲሆን በመጠይቁ ላየ ያሉ ጥያቄዎችን ካለዎት እውቀት በመነሳት እንዲሞሉልኝ በአክብሮት እጠይቃለሁኝ፡፡

የመረጃዎች ሚስጥራዊነት በደንብ የተጠበቀ እና ለሌላ አላማ የማይውል እና ትምህርታዊ ዓላማ መሰረት ያደረግ ነው፡ ፡ የጥናታዊ ፅሁፉን መጠይቅ ለመሙላት ፈቃደኛ ስለሆኑ ከወዲሁ ከልብ አመሰግናለሁ፡፡

<u>ማስታወሻ</u>

- ♥ ስምዎትን መፃፍ አያስፈልግም
- ♥ ለመመረጥ በተቀመጠው ክፍት ቦታ ላይ ይጠቀሙ

ክፍል 1፡- ጠቅላላ መረጃዎች

- ➢ ለእያንዳንዱ ጥያቄዎች ላይ መልሱን እባክዎችን (✔) ይህን ምልክት በሳጥኑ ላይ ያስቀመጡ፡፡

1) ፆታ ወንድ ☐ ሴት ☐

2) የትምህርት ዝግጅት

1ኛ ደረጃ ☐ የመጀመሪያ ዲግሪ ☐

2ኛ ደረጃ ☐ ማስተርስ እና ከዚያ በላይ ☐

ዲፕሎማ ☐

3) በገበያው ውስጥ ለምን ያህል ጊዜ ቆዩ?

1-3 አመታት ☐ **8-10 አመታት** ☐

4-7 አመታት ☐ **10 አመታት በላይ** ☐

ክፍል 2፡- የማስታወቂያ መንገዶችን በተመለከተየመጠይቅ ክፍል

ማስታወሻ፡-

የመለኪያ መስፈርት ለ "በጣም እስማማለሁ" 5

የመለኪያ መስፈርት ለ " እስማማለሁ" ……. 4

የመለኪያ መስፈርት ለ "ገለልተኛ " …….. 3

የመለኪያ መስፈርት ለ "አልስማማም"…….. 2

የመለኪያ መስፈርት ለ "በጣም አልስማማም" .. 1

ጠቅላላ ማስታወቂያ

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም"
1	የፍቅር የምንጭ ውሀ የምርት ማስታወቂያው ከሌሎች ተወዳዳሪዎች ይልቅ በጣም ውብ እና በቀላሉ የሚያዝ ነው፡፡					
2	የፍቅር የምንጭ ውሀ የዝነኛ ሰው የምርት ማስተዋወቂያው የምርትስሙንእናሀረጉንበማስተዋወቅረገድማራኪነው፡፡					
3	የፍቅር ውሀ ማስታወቂያ በጣም ሳቢና አስደሳች ነው					
4	የፍቅር ውሀ የቴሌቪዥን ማስታወቂያ ብዙ ጊዜ አያለሁ					
5	የፍቅር ውሀ የሬዲዮ ማስታወቂያ ብዙ ጊዜ አደምጣለው					
6	የፍቅር ውሀን የቢልቦርድ ማስታወቂያ ብዙ ጊዘ በመንገድ ላይ እመለከታለሁ፡፡					
7	የፍቅር ውሀ ማስታወቂያ ከሌሎች ተወዳዳሪዎች አንፃር በስፋት ይተዋወቃል፡፡					
8	የፍቅር ውሀ ማስታወቂያ ፍቅር ውሀን ከሌሎች የታሸገ ውሀ እንድለየው አድርጎኛል					

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም"
1	በፍቅር ውሀ የሚተገበሩ ፓኬጅ በጣም ሳቢ ናቸው					
2	ፓኬጅ ብዙውን ጊዜ በፍቅር ውሃ ድርጅት ይተገበራሉ					
3	ከተወዳዳሪ የውሃ አምራች ድርጅቶች ጋር ሲነፃፀር ፍቅር ውሀ የምርቱን ጥራት ጠብቆ ጥሩ የማስታወቂያ ሽያጭ ያቀርባል					

<u>የማስታወቂያ ሽያጭ</u>

የሕዝብ ግንኙነት

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም"
1	ፍቅር ምንጭውሃበህዝባዊፕሮጀክቶችላይተሰማርቷል					
2	ፍቅር ውሃየጎዳናተዳዳሪዎችንይደግፋል					
3	ፍቅርውሃበሰብአዊማህበራት ውስጥበመሳተፍጠንካራምስልአለው፡					
4	ፍቅር ውሀ በስፖንሰርሺፕእንቅስቃሴዎችላይበመሳተፍጥሩስምአለው					
5	ፍቅር ውሀ በተደጋጋማ ምቹ የሆነ ጋዜጣዊ መግለጫ ለተጠቃሚው ማህበረሰብ ያደርሳል					

የማህበራዊ ሚዲያ ግብይት

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማ ም	በጣም አልስማማ ም"
1	በተደጋጋሚ ፍቅር ውሀ የግበዕይት እንቅስቃሴዎች በማህበራዊ ሚዲያ ይመጡልኛል					
2	ብዙ ጊዜ የፍቅር ውሀ ምርትን በማህበራዊ ሚዲያ እመለከታለሁ					
3	የፍቅር ውሀ የፌስቡክ (Facebook) (Youtube) ገፅ አውቀዋለው					
4	የፍቅርውሀዩቲዮብ (Youtube) ገፅአውቀዋለው					
5	የፍቅርውሀምርቱንበበቂሁኔታመረጃዎችንበማህበራዊሚ ዲያያስተላልፋል					
6	የፍቅርውሀየፌስቡክ (Facebook) ገፅየግብይትእንቅስቃሴዎችማህበራዊእሴቶችለመፍጠርይ ርዳሉ					
7	የፍቅርውሀዩቲዮብ (Youtube) ገፅየግብይትእንቅስቃሴዎችማህበራዊእሴቶችለመፍጠርይ ርዳሉ					

የግል ሽያጭ

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም "
1	የሽያጭ ባለሙያው ስለ ፍቅር ውሃበቂ እውቀት አለው					

2	የሽያጭባለሙያስለ ፍቅር ውሃምርትበደንብያስረዳል					
3	የሽያጭ ባለሙያዎች ከሌሎች የውሀ ምርቶተ ውስጥ ካሉ ተወዳዳሪዎች የበለጠ ተግባቢ ናቸው					
4	የሽያጭባለሙያውትልቅየአገልግሎትአመለካከትአላቸው፡፡					

ቀጥታ ግብይት

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም"
1	የፍቅር ውሀ ጥሩ ቀጥተኛ ግብይት ይጠቀማል					
2	የተለያዩ የምንጭ ውሀ አቅራቢዎች ጋር ሲነፃፀር የፍቅር ውሀ ድርጅት በቀጥተኛ ግብይት አማካኝነት በቂ መረጃ ይሰጣል					
3	የፍቅር ምንጭ ውሀ የሚጠቀሙ ቀጥተኛ ግብይት በምርት ጥራት ላይ ለመወሰን በቂ መረጃ ይሰጣል					
4	ፍቅር ውሃ በሚጠቀመው ቀጥታ ግብይት በተለያዩ ጊዜያት ስለሚገኙ ምርቶች ወቅታዊ መረጃ ያቀርባል					

የምርት ምስል

ተ.ቁ	መግለጫዎች	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም"
1	የፍቅር የምንጭ ውሀ የብራንድ ምስል በአዎንታዊ መልኩ በማስተዋወቂያ መንገዶች ላይ ይቀመጣል					
2	ስለምንጭ ውሀ ሳስብ ስለፍቅር ውሀ አስባለሁ					
3	የፍቅር ውሀ ምርተ ምስል(ብራንድ) በአእምሮዬ ላይ ጥሩ ምስል አለው					
4	ፍቅር ውሀ በማስተዋወቂያ መንገዶች ምክንያት ብዙ የውሀ ደንበኞች ከሌሎች የምንጭ ውሀ ምርቶች የበለጠ ያመጣል					
5	በማስታወቂናያ መንገዶች ላይ ቃል የገቡትን በተግባር ያስመሰክራሉ					
6	ከሌሎተ ተፎካካሪ የምንጭ ውሀ ምርቶች መካከል የፍቅር ውሀ የምርት ምስል በቀላሉ እለያለው					

ለውድ ጊዜዎ አመሰግናለው