



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

**THE EFFECT OF PROMOTIONAL MIX PRACTICES ON  
CUSTOMER PREFERENCE THE CASE OF FIVE STAR  
FRANCHISED HOTELS IN ADDIS ABABA**

**BY**  
**TSION DANIEL**

**JUNE 2021**  
**ADDIS ABABA**

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**SGS/0602/2012A**

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## DECLARATION

I, the undersigned, declare that this thesis “**THE EFFECTS OF PROMOTIONAL MIX PRACTICES ON CUSTOMER PREFERENCE THE CASE OF FIVE STAR FRANCHISED HOTELS IN ADDIS ABABA**” is my original work, prepared under the guidance of Zemenu Aynadis (Ph.D.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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## ENDORSEMENT

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

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June 2021

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Finally, we wish to express our sincere gratitude to our classmates who made tremendous contributions to this study that were around and supported us while need.

## **ABBREVIATION AND ACRONYMS**

<b>ANOVA:</b>	Analysis of Variance
<b>EAI :</b>	Ethiopian Investment Agency
<b>IMC:</b>	Integrated Marketing Communication
<b>ROA:</b>	Return on Asset
<b>ROE:</b>	Return on Equity
<b>ROI:</b>	Return on Investment
<b>SD:</b>	Standard Deviation
<b>TV:</b>	Television
<b>WOM</b>	Word of Mouth

## Table of Contents

DECLARATION .....	i
ENDORSEMENT.....	ii
ACKNOWLEDGEMENT .....	iii
ABBREVIATION AND ACRONYMS.....	iv
ABSTRACT.....	x
CHAPTER ONE .....	1
1. INTRODUCTION .....	1
1.1. Background of the Study .....	1
1.2. Statement of the Problem.....	3
1.3 Research Questions.....	4
1.4 Objectives of the Study.....	4
1.4.1 General Objective.....	4
1.4.2 Specific Objectives.....	5
1.5 Significance of the Study .....	5
1.6. Scope/ Delimitation of the Study .....	5
1.7. Limitation of the Study.....	6
1.8. Organization of the Study.....	6
CHAPTER TWO .....	7
2. REVIEW OF RELATED LITERATURE .....	7
2.1. Theoretical Review .....	8
2.1.1. Promotion .....	8
2.1.2. Promotional Mix.....	9
2.1.2.1. Advertising.....	9
2.1.2.2. Personal Selling .....	12
2.1.2.3. Direct Marketing.....	13
2.1.2.4. Sales Promotion .....	14



2.1.2.5. Public Relation/ Publicity .....	15
2.1.3. Consumer preferences .....	15
2.1.3.1. Consumer preference as Purchasing Decision Process .....	17
2.1.3.2. Repurchase Intention .....	18
2.1.3.3. Word of Mouth (WOM).....	18
2.1.4. Promotion Mix and Consumer preference .....	19
2.2. Empirical Literature and Hypotheses Formulation.....	20
2.3. Conceptual Framework.....	22
CHAPTER THREE .....	24
3. RESEARCH METHODOLOGY.....	24
3.1. Research Approach.....	24
3.2. Research Design.....	24
3.3. Population .....	24
3.4. Sampling Technique .....	25
3.5. Source of Data.....	26
3.6. Data Collection Instrument.....	26
3.7. Data collection procedure .....	27
3.8. Validity and Reliability of the Instruments.....	27
3.9. Methods of Data Analysis and Presentation .....	28
3.10. Empirical Model.....	29
3.11. Ethical Considerations.....	29
CHAPTER FOUR.....	30
4. DATA ANALYSIS AND INTERPRETATIONS.....	30
4.1. Descriptive Statistics.....	30
4.1.1. Demographic Characteristics of the Respondents.....	30
4.1.2. Description of Study Variables .....	33
4.1.2.1. Promotional Mix Practices.....	33

4.1.2.1.1. Advertising .....	33
4.1.2.1.2. Sales Promotion.....	34
4.1.2.1.3. Direct Marketing .....	35
4.1.2.1.4. Personal Selling.....	36
4.1.2.1.5. Public Relations.....	38
4.1.2.2. Consumer Preference .....	38
4.2. Inferential Statistics .....	39
4.2.1. Multiple Regression Assumption Tests.....	40
4.2.1.1. Multicollinearity .....	40
4.2.1.2. Homoscedasticity .....	40
4.2.1.3. Multivariate Normality .....	41
4.2.2. Correlation Analysis.....	42
4.2.3. Regression Analysis .....	44
4.3 Discussion of the Result.....	47
CHAPTER FIVE .....	49
5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	49
5.1 Summary of major finding.....	49
5.2 Conclusion .....	50
5.3 Recommendation .....	52
5.4 Limitations and Suggestions for Future Research .....	53
Reference .....	54
Appendix.....	60

## LIST OF TABLES

Table 3.1. Cronbach's Alpha Test for Reliability.....	28
Table 4.1 Demographic Characteristics of Respondents .....	31
Table 4.2 Descriptive Statistics of Advertising (ADV) .....	34
Table 4.3 Descriptive Statistics of Sales Promotion (SPR) .....	35
Table 4.4 Descriptive Statistics of Direct Marketing (DMK).....	36
Table 4.5 Descriptive Statistics of Personal Selling (SPL).....	37
Table 4.6 Descriptive Statistics of Public Relations/ Publicity (PRP).....	38
Table 4.7 Descriptive Statistics of Respondents Preference (CPR) .....	39
Table 4.8 Multicollinearity test.....	40
Table 4.9 Normality Test .....	42
Table 4.10 Relationships between Promotional Mix and Sales Performance .....	43
Table 4.11 a Model Summary.....	44
Table 4.12 b ANOVA Analysis .....	45
Table 4.13 c Estimated Regression Coefficients .....	46
Table 4.14. Summary of the Research Hypothesis Test Result.....	47

## LIST OF FIGURES

Figure 2.1 Conceptual Framework of the study.....	23
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## ABSTRACT

*Nowadays the hotel industry is in a stiff competition against each other to dominate the market. However, resource allocation based on identification of which promotional strategy has the critical influence on the overall consumer preference has still been overlooked. Promotional mix is a critical approach to enhance the sales performance as companies try to do some more attractive, influencing promotion through various media. The aim of the study is to investigate the effects of promotional mix practices on customer preference of franchised five-star hotels in Addis Ababa. The study adopted quantitative research approach and explanatory research design. The survey was conducted on customers of franchised five-star hotels in Addis Ababa. Personal judgment non-probability sampling techniques were applied to select 385 sample respondents, of which a total of 241 usable responses were collected. Primary data, collected through self-administered questionnaires, were used for analysis. The result endorses that all the five promotional mix tools such as advertising, sales promotion, direct marketing, personal selling and public relations/ publicity had significant effect on overall consumer preference. Sales promotion and advertising exhibited relatively the highest effects. To enhance consumer preferences, the hotels should advertise marketing messages accompanied with event organization and frequent contact of the targeted potential customers.*

**Keywords:** Marketing Communication, Promotion Mix, Consumer preference, Franchised Hotels

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1. Background of the Study

The hospitality industry has been one of the most rapid growing markets in the world for the last couple of decades. In such competitive market place, the franchised international branded names have been known to have distinguished contrivance that offer the assurance of value and quality by to their specific companies (Futrell, 2012). Franchised brands are continuously penetrating to the hosting market where consumers have lot of alternative choices, thus, consumers would have the opportunity for frequently switching brands and are no longer loyal which adversely affects the survival and sustainability of the companies. Consequently, preference of the consumers in terms of repurchasing the service and recommending to others rather than brand switching over becomes a fundamental issue and most hotels are striving hard to capture the attention of their valued consumers now a day.

As being service providers, hotels need to follow effective and efficient promotional strategies to be able to exist and produce high quality services in very competitive international business environment. In pursue of changes and innovative activities in the market, allocation of adequate budget for promotional activities will help hotels in getting more expected benefits from efficient promotional activities in a more appropriate way. A number of scholars have also underlined the promotion mix elements as significant factors affecting consumer's consumer preference (Ernest & Young, 1996; Etzel, 2010; Davis, 2014).

Emerging advertising media along with traditional practices, innovative sales promotion methods, various personal selling measures, and publicity campaigns are being extensively used to attract new customers towards the brand (Kotler, 2010). Intuitive differentiators to persuade the consumers on top of budding other promotional tools like internet advertising and celebrity endorsements that have fascinated many marketers' attention in the international branded hotels (Callen, 2010). This is for the main reason that franchised hotels with prominent brands, are often engaged in pursue of new markets in a country where the growing sector is attracting

foreigners from different countries across the world. Ethiopian hotel industry is not far from these facets.

Addis Ababa, the capital city of Ethiopia, is the home for different worldwide organizations and offices like African Union, Economic Commission for Africa. Despite foreign and domestic tourists many international conferences, forums and campaigns are held in the city throughout the year. The requirement for provision of standardized quality hotel services to accommodate the engulfing foreign and local customers is resulted in attracting international hotels companies to country. In this regard, the government's provision of great incentive for investors in the hospitality sector played its own significant role in attracting foreign investors (Ethiopian Investment Agency, 2016). Amongst them, to mention some are Radisson Blue, Marriot, Ramada, Intercontinental Addis, Sheraton Addis, Hayat Regency, etc.

Stiff positive competition is expected in such lucrative business and giving a quality service is essential in order to attract, satisfy and retain the customer's and getting a high market share as the market is suffocated with local and foreign standardized hotels, restaurants, night clubs, and other accommodation centers. But the consumers switch towards the new branded hotels which offers attractive privileges and exposed to different promotional schemes (Aghaei, 2014). Hence it is imperative to discover the true role of promotional-mix strategies both traditional and emerging in influencing consumer preferences. Less attention has been paid on the personal selling, internet advertising, celebrity endorsements and specific types of sales promotions to influence the customers to repurchase or say positive word of mouth to others.

Consequently, it is imperative to examine its relative impact on consumer preference in comparison with advertising media, sales promotions, personal selling, direct marketing and public relations. Furthermore, in spite of little empirical and conceptual support, researches on promotional mix which could serve as switching barriers are scarce and thus, should be focused. The main objective of this study is, thus, to assess the effect of promotional mix practices on consumer preference taking five-star franchised international branded hotels as a case study.

## **1.2. Statement of the Problem**

New international or franchised hotel brands are continuously penetrating the market where foreign consumers have a lot exposure and alternative choices as well (Erol, 2017). For introducing new brands or maintaining already existing ones, promotion mix may have a dual role to play. New brands are continuously entering in the market place with extensive promotional campaigns and induce the consumer preferences of the consumers.

Companies or market managers often try to focus their promotional campaigns towards establishing awareness, brand image and quality perceptions to assure customer satisfaction which in turn positively affect their consumer preference (Berry, 2010). Increasing customer perception towards the quality of the service provided by franchised hotels through different promotional tools in integrated manner enhances customers' desire to purchase the same service from the same hotel gain and again. These consumer preferences involve customer habits such as saying positive things about the company, recommending it to other potential customers, remaining loyal, and spending more with the company (Bojanic, 2008). Intentions to perform a behaviour, such as a purchase or consumption behaviour involve significant decision-making, particularly in repurchase decisions (White, 2005).

The hotel industry in Ethiopia, for franchised brand hotels, is one of the most lucrative businesses for the fact that the country is the head-quarter of African Union, hub for most West Africans' travelers and a seat for most diplomats all over the world. Local consumers are taken as a niche market segment with substantial purchasing power but are frequently switching brands when new brands emerged. Lack of guarantees for customer's longer loyalty, it becomes a major challenge of the industry and have a significant influence on the profitability of the companies. In developing countries, the issues of customer consumer preferences are neglected in the hotel industry and it's common to see hotels are suffering with reduction of customers who could probably maintain repeat-purchased.

Since hotels provide services with some sorts of tangible goods, the services are immediately consumed and require a people-intensive creation process (Harrison, 2005). Besides, most of customers prefer to entertain themselves in local hotels in which they are familiar with and relatively low costlier due to lack of awareness. Recent findings from Nielsen Global Survey (2014) revealed that half of global respondents are generally willing to switch to a new brand,



and promotion mix is the major reason behind higher switching rate (Anderson, 2013). The ideas behind these excessive promotions, from hotel marketers' point of view, has a direct influence on individual buying behaviour by inducing potential consumers towards their services and to retain loyal ones. Many researches are conducted in the area but they were limited on evaluating the effect of media adverting and sales promotion on sales performance, brand equity, customer loyalty or overall performance of different hotels (Bietadel, 2015; Haleb, 2016; Bethelhem, 2016). But, to the best knowledge of the student researcher, the promotional scheme of franchised global hotel brands to penetrate the emerging market in Ethiopia is still missing.

Due to the above reason, the purpose of this research is to evaluate the effect of promotional mix practices of franchised international brand hotels on local consumers' consumer preference taking local consumers of five-star franchised hotels in Addis Ababa as a case study.

### **1.3 Research Questions**

The study tried to answer the following specific research questions:

1. What is the effect of Advertising on consumer preference of franchise five-star hotels?
2. To what extent does sales promotion affects consumer preference of franchise five-star hotels?
3. To what extent does direct Marketing affects consumer preference of franchise five-star hotels?
4. What is the effect of personal Selling on consumer preference of franchise five-star hotels?
5. To what extent does public relation/ publicity affects consumer preference of franchise five-star hotels?

### **1.4 Objectives of the Study**

#### **1.4.1 General Objective**

The basic objective of the study is to investigate the effect of promotional mix practices on consumer preference in the case of franchised international branded five-star hotels in Addis Ababa.

### **1.4.2 Specific Objectives**

- i. To evaluate the effect of Advertising on consumer preference of franchise five-star hotels
- ii. To investigate the effect of sales promotion on consumer preference of franchise five-star hotels
- iii. To analyze the effect of direct Marketing on consumer preference of franchise five-star hotels
- iv. To the evaluate effect of personal Selling on consumer preference of franchise five-star hotels
- v. To analyze the effect of public relation/ publicity on consumer preference of franchise five-star hotels

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

The emergence of global brand hotel enterprises, coupled with rapid technological advancement and improved communication systems, have been contributing to the resemblance of the service provided. Consequently, hotels are now faced with very high and intense competition. Thus, the findings of this research may contribute in terms of providing initial clues on how the existing five star franchised hotels' strategic decisions should align or develop their marketing strategies to build positive brand image in their customers' mind through well designed marketing communications. Second, the output from the research will help both the existing and new emerging international hotels to take some remedial actions or corrective measures on the gaps identified in the research.

Third, it will be used as a reference by other researchers who want to conduct further study on the effects of integrated marketing communications on company image in the context of other firms in the hospitality industry.

### **1.6. Scope/ Delimitation of the Study**

To fulfill the intended purpose of the research, a number of delimitations in terms of geographic, conceptual and methodological context will be made to reinforce and facilitate the investigation. Geographically, it is limited to Addis Ababa, the capital city of Ethiopia and the seat for many diplomats and international organizations, for the reason that almost all franchised global brand hotels are located.

The number and variety of five star franchised hotels in other regional cities are intentionally excluded due to their insignificance. It is also conceptually limited by only focusing on determining the effect of promotional mix practices on consumer preference. Other factors that could affect the consumer preference of consumers are neglected as out of the scope of this study. Finally, in regards to the research methodology, only global brand franchised hotels with five-star rating are targeted for. Besides, consumers will be contacted as convenience of the researches for the reason that the exact number of populations is unknown and unrealistic to access their specific addresses.

### **1.7. Limitation of the Study**

Different theoretical models could be considered for consumer preference, but this study will premise with a promotional mix practice. However, where possible other perspectives should be taken into account with the aim of building a holistic view. Since this paper is intended to carry out assessment on franchised global brand hotel's marketing communication practices and their impact on consumers' consumer preference, concerned marketing managers might be reluctant to disclose their strategy for the sake of marketing/ commercial confidentiality. On the other hand, taking the option of convenient non-probability sampling technique may also impose its own flaws on the generalizability of the study.

### **1.8. Organization of the Study**

The chapters of this study are structured in such a way that the first chapter refers the introductory part which includes background of the study, statement of the research problems, objectives, significance and scope of the study.

The second chapter represents the related literature review with specific prominence to theoretical and empirical review along with determining the conceptual framework of the study.

The third chapter describes the methodology and data collection techniques used. The fourth chapter comprises discussion and analysis of the data collected. Finally, the fifth chapter concludes the overall work and discusses the results followed by the contribution of the study, suggestions for the company, reflection of the study and future work.

## **CHAPTER TWO**

### **2. REVIEW OF RELATED LITERATURE**

The review of the related literature part is composed of definition of promotional mix and consumer preference in terms of repurchase intention and word of mouth. Various theoretical models are included in the literature to measure the study variables, and then empirical reviews and conceptual framework are also presented.

Promotion mix is believed to be a significant factor that can influence consumer preferences of the consumers. In order to introduce new products/ brands and to capture new customer base in the market, promotion mix measures are extensively used by the market managers. Attractiveness and inducement characteristics of these promotional activities push the attention of the consumers towards the promoted products.

As a result, retaining and maintaining a loyal customer base is a challenge among the companies in today's promotion world. About half of the global consumers are no longer loyal and willing to switch from their regular brands (Nielsen, 2015). In this way consumer preference, in terms of repurchase or positive word of mouth, has created a serious threat for the business and marketers regarding profitability and market share.

With these notions, marketing literature also found that consumers avoid switching to those products or brands where they have to face certain costs (monetary or nonmonetary), fear of losing established relationship etc. Moreover, the products with high rate of awareness, established image, high perception of quality and higher loyal customer base succeed in strengthening their customer base. The conceptual model of this study is tuned based on this notion. It states that the creation of awareness, provision of new information or kind reminder of the targeted consumers are believed to influence the consumer preference of the buyer to repurchase same product for longer period.

The process of reviewing the literature develops an understanding of the subject area better thus, helps to conceptualize research problem clearly and precisely. Besides, an understanding of the various procedures and methods adopted in the literature will also provide an additional advantage.

Therefore, the main objective of the present chapter is to dig out the fact from the extant literature about the main constructs of the study which revolves around the relationship between promotional mix practices and their effect on consumer preference of the buyers.

## **2.1. Theoretical Review**

The concepts of promotion, promotional mix tools, consumer's consumer preferences and the relationship between promotional mix practices and consumer preference in terms of repurchase intention and word-of-mouth are discussed under the theoretical review.

### **2.1.1. Promotion**

Promotion, in its gist form, can be defined as a tool of marketing mix, consists of communicational efforts in order to persuade the consumers to accept the services offered in the tourist market (Kozak, 2006). Promotion is one of the marketing activities together with product design and development, pricing and distribution (Kotler & Armstrong, 2001). Promotion is to make a product, an institution, a person or an idea known and accepted by the public, particularly by the target market (2006). Promotion means using the informative, monitory and persuasive every publicity efforts in order to increase the product sales or to ease the acceptability of an idea. Promotion can be used as a tool of marketing (Mucuk, 2010) or marketing efforts to send messages to the target market by the business enterprises in order to give information about the products offered to the consumers and create positive image about the business enterprises, hence it can act as a strategic marketing tool in the development and the sustainability of the businesses.

The power of branding and brand loyalty require intensive promotional efforts in the tourism industry as it happens in many other industries (Erol, 2003). Promotional activities are gaining more and more importance on in today's competitive business environment because of the increasing geographic and cultural distance between the producers and the consumers, increased number of consumers as a result of increased population, growth of markets as a result of revenue growth, increased competition as a result of substitute products, increased and spreading number of intermediaries, changing in consumer needs and wants as a result of increased per

capita income, consumers' seek of difference, high quality and featured products, seasonal variations in the demand, and increased brand loyalty among the consumers.

Possible objectives of promotion are to create awareness, stimulate demand, encourage product trial, identify prospects, retain loyal customers, facilitate reseller support, combat competitive promotional efforts, and reduce sales fluctuations (Pride, 1997). Tourism industry in general and hotels in particular are not exceptional to the above given features of promotional efforts.

### **2.1.2. Promotional Mix**

Promotion mix endeavours to catch the attention of new customers, encourage customer loyalty, encourage trial, inform and remind potential customers about new arrivals, encourage new customers, modify attitudes, build an image, encourage brand switching etc. (Kotler, 2007). It consists of five diverse fields of communication channel: advertising, personal selling, public relations, direct marketing and Sales promotion.

#### **2.1.2.1. Advertising**

Advertising is a one way, non-personal and planned paid promotion or message aimed at influencing the attitude and behaviour of a broad audience about a product or a service (Frey & Rudloff, 2010). Advertising is the tool within the marketing communications mix with the largest reach. It includes all types of media like television, radio, print, online advertising and any kind of ad which is meant to stimulate visual or verbal senses of the target audience.

Advertising has almost no geographical boundaries and therefore reaches the largest number of customers while generating the lowest per-head costs in the MC. But also, other sources of advertising in public places like billboards, public transportation vehicles or even restrooms are used as advertising space. Even the most unlikely places are used as a space for placing ads in order to make the customers aware of the brand, company, or a certain product. However, since it is a one-to-many type of communication, biased and low in credibility, consumers have lost trust in it. According to Mangold (2009), consumers have become more educated and want to control messages they receive. This has led to the current shaking up of the advertising industry.

Advertising is any paid form that promotes thoughts, new or existing products and services (Kotler, 2007). Scholars have drawn attention to different dimensions to measure the mind-set of

consumers towards advertising. There is a general consensus among consumers about advertising being a significant source that provide timely and current information about new or existing products/brands (Barrio, 2003; Tsang, 2004; Wang, 2002). It is also believed that the advertising establishes or improves social role/image of the brand which helps the companies to attract new customers. Advertising campaigns with hedonic and pleasure contents, give a feeling of joy and attraction to the consumers towards the brand which may influence brand choice. Moreover, scholars have also highlighted the characteristics of consumers who believed that most advertising corrupt/diminishes values and are posing falsity/ no sense about the features.

There are consumers who perceive that advertising are essential for the economy which help to raise the standard of living of the economy. Alternatively, there is also a general view that advertising new/existing brands with new technology etc. mark materialistic culture. But general perception is that most of the advertising carries words with useful message involvement, attention, claim believability, cognition and general attitude of buying brands. Besides credibility, interactivity, control (Ashill, 2005), undesirable /alienation are the other characteristics. But repetition of the brand advertising also creates a feeling of irritation among the consumers. These measures have been used for print, radio and television advertising.

Competition and new technologies together have given birth to innovative practices in the field of business markets where new products/brands have placed a lot of choices before the consumers. It has made spectacular boost in advertising budgets owed to internet with rising in the usage of internet. The internet, which represents 16% expenditure of total advertising budget, could reach 21% in the next five-six years (Nielsen, 2010). This is due to the reason that consumers are now more prone to use internet product/ brands recommendations and preparing themselves to purchase different brands.

The increase in the internet advertising may be the technology characterized by ease of use, time and money which help to draw chattier and significant online campaigns. In terms of measuring buying behaviour of consumers over internet, Schlosser (1999) suggested that the feeling consumers get by watching internet advertising, utility/efficacy, and level of trust towards internet advertising, product/brands prices and advertising regulation is an important guiding characteristic of internet advertising. Awareness, preference and intention for measuring consumer's attitude towards internet advertising to this argument In this regard, offering the

presentation of products/brands over user control is the main advantage of internet advertising as compared to traditional media.

These measures like entertainment, informativeness, credibility, irritation, personalization, permission and incentives. Most recently Smit, (2014) highlighted similarity, information, privacy, less time and money to measure the value of internet advertising. Another interesting and most influencing form of advertising is celebrity endorsed advertising.

Celebrity endorsed advertising are generally portrayed by how attractive the endorser is, his/her similarity and familiarity to the consumer and credible information (Friedman, 1979). In these types of advertisings, a famous and reputed individual from certain areas represents product/brands favourably. Featuring some famous person as an endorser has become a common practice in today's advertising world (Sliburyte, 2009). Scholars have further added to this list, the perception of the consumers about the expertise, effectiveness, honesty, integrity and trustworthiness as important components of effectiveness of the message depicted by the endorser (Ohanian, 1991).

Thus endorser-brand-message emerged in the literature focusing favourable attitude of consumers towards celebrity endorsed advertisings to strengthen the endorsement effects (Fleck, 2014). Thus, as an emerging research area it has been continuously focusing to identify the credibility, irritation, personalization, permission and incentives. Thus, as an emerging research area it has been continuously focusing to identify the escalate sales, profits, develop feelings, brand choice, purchase intent, bring attention to those brands and may encourage higher recall and recognition (Keel, 2012).

Fleck, (2014) has further added that the magic of celebrities can take the consumers to an ultimate experience but it will be effective only when there is celebrity-brand congruence. The other main component of promotion mix is sales promotions which are marketing events that are proposed to arouse nippy and larger purchases for a limited phase (Kotler, 2007). Scholars have shed light on various facets of sales promotions such as discounts coupons, buy one get one free, free gifts, free samples, sweepstakes and contests, which are also adopting as an essential promotional strategy influencing brand choice and building brands (Grewal, 1998).



### **2.1.2.2. Personal Selling**

Belch and Belch (2013) defined personal selling as a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea. 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. Personal Selling differ from most other forms of marketing communication because the message moves directly from the marketer to an individual member of the target audience, providing an opportunity for interaction and modification of the basic message to address specific target audience concerns (Percy, 2008). Personal selling provides extraordinarily good support in order to inform customers about new products/ services as well as a close connection between the company represented by the company representative and the customer.

On the other hand, personal selling is the most expensive segment of the promotional mix and the most formidable form of marketing communication. Being able, as a company to sell personally to customers and improve the relationship between the company and the customers will generate a large benefit for the company regarding the customer relationship management. The reason for business to perform is to satisfy the needs of customers and therefore each company has to evaluate the future needs and desires of its target customers.

The best solution for evaluating the needs is via personal contact with the customers, because through performing like this, companies get the necessary information from the source, which actually creates the demand. Within personal selling there is one top priority, which should be the attitude for each company performing this kind of marketing communication. This attitude is "the customer comes first". This means the company is adapting its products according to the demand created by the customer and doesn't try to create demand by selling them products the company thinks the market demands.

Personal selling is one of the traditional components of promotion mix. In this approach, products/brands characteristics are represented by a sales person to the consumers for the purpose of making sales. Therefore, the success in this method lies in the capacity of the sales person to persuade the regulars to buy the brands. Earlier, scholars have paid attention on the

important characteristics and personality measures as suggested by Lamont (1977) are important components of personal selling as these have an influence on the consumers. But scholars have also discovered that most of the consumers found the features as depicted by the sales persons are artificial. This demanded for ethics and ethical training to the sales persons along with personal characteristics (Donoho, 2013).

With this Kim (2011) further suggested frequency of visit, personality, information as important characteristics of personal selling. Personal selling via over the counter and face to face contact is instrumental in offering information tailored to the different needs that each member in an organization buying center has. Initial awareness about the brand, development of brand image, association, perceived quality and loyalty about the brand is very much dependent on the influence of sales persons which are the important facilitators of brand choice (Kim, 2011). To promote and manage brand, marketers these days use word of mouth publicity techniques as well as viral marketing methods to achieve desired behavioural responses.

### **2.1.2.3. Direct Marketing**

Direct marketing is a management concept, a multi-level communication and distribution tool (Hesse, 2007). It is accountable, interactive and used to ensure direct response from customers (Percy, 2008). A Direct Marketing campaign accesses huge recorded database to build profiles of potential customers and provide valuable marketing information for effective direct targeting. It involves activities like direct mail, telemarketing, database management, direct response ads through the direct mail, the internet and various broadcast and print media (Belch, 2003).

Direct Marketing is divided into two elements, namely building a quality database over a long period and cost monitoring and controlling. The controlling elements indicate that there is much control given to the marketer as opposed to Social Media which puts control in the hands of the consumers. Scholars suggest that the main aim of direct marketing is to stimulate the targeted audience to take a now action, and create an individualized customer relationship (Hesse, 2007).

The difference between direct marketing and advertising is that the company reaches out for their target customers without any intermediary channels as they are used and required in advertising in order to get into contact with customers. The different components of promotional tools used in direct marketing can be split up into direct mailing, catalogues, inserts and coupons, online

marketing as well as telemarketing. If performed correctly direct marketing is seen as one of the most effective marketing communication tools, because the company creates in the long run valuable relationships with its customers, who are always well informed about changes or additional products/services in the portfolio of the company.

The objective of direct marketing is to support the customer in a purchase decision by making them aware of new products or just to remind them about a demand, which is not yet distinct. On the other hand, there is also a negative side to direct marketing as a marketing communication tool. It is an unsolicited advertisement, which is now a day often seen as annoying by the general public. The same holds for telemarketing and direct marketing via e-mail, which is seen as spam or an invasion of privacy and often has the contrary effect for the company. Therefore, companies should handle the direct marketing tools with caution in order not to upset their customers and weaken the relationship between the company and the customers (Mullin, 2002).

#### **2.1.2.4. Sales Promotion**

Sales promotion refers to marketing and communication activities that change the price/value relationship of a product or service perceived by the target, thereby generating immediate sales and alters long term value (Schultz, Robinson & Petrison, 1998). To initiate instant sales or specific purchase, sales force and consumers are given incentives that result in tangible and non-tangible benefits (Belch & Belch, 2003; Percy, 2008; Mullin & Cummins, 2008). However, Schultz et al., (1998) posit that one disadvantage of sales promotion is that it does not change the opinion of the buyer about the product but rather initiates immediate or short-term results. Marketers, however, misuse sales promotion in social media through posting promotions and not engaging with customers.

Sales promotion is one of the simpler tools within the promotional mix and is an essential part of the marketing communication for all types of companies. The objective of sales promotion is to deliver an incentive for the customer to buy the product. This incentive is normally delivered by providing free goods, gifts, discounts, coupons or samples.

Everything that adds additional value to the actually purchased products is seen by the customer as a benefit and therefore appreciated by the customer. Customers have shown that they are willing to pay a premium for real value and service, which can easily be influenced by sales

promotion. Belch (2013) alleged that the marketing mix is now considered to be six as interactive media is becoming one of the major promotional-mix elements that modern day marketers use to communicate with their target markets. Interactive/Internet marketing is becoming imminent as technology advances in the communication technology and it led to the growth of interactive media particularly internet. Interactive media allow for a back-and-forth flow of information whereby users can participate in and modify the form and content of the information they receive in real time.

The Interactive media allowed 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. Internet has changed not only the ways companies design and implement their entire business and marketing strategies; it is also affecting their marketing communications programs. Companies develop their own websites to promote their products and services. Moreover, because of its interactive nature, Internet is a very effective way of communicating with customers. Many companies recognize the advantages of communicating via the Internet as it will allow direct interaction with customers.

#### **2.1.2.5. Public Relation/ Publicity**

Public Relations is a proactive and reactive management function used to evaluate public attitudes, identify the policies and procedures of an individual or organization with the intention of executing a program of action to earn public understanding and acceptance (Johnston, 2009). PR is an essential part of the marketing communication and has high importance in bigger organizations than small companies (Frey, 2010). Kunczik (2002) indicated that companies can communicate PR via different channels, like sponsorship, interviews, charitable events, financial reports to shareholders, factory tours or lobbying just to mention a few. PR will help companies get closer to their customer by providing additional information and revealing more information than the company actually has to.

#### **2.1.3. Consumer preferences**

Consumer preference (BI) is a person's perceived likelihood or subjective probability that he or she will engage in a given behaviour (Ajzen, 1991). BI is behaviour-specific and operationalized by direct questions such as "I intend to [behaviour]," with Likert scale response choices to

measure relative strength of intention. Intention has been represented in measurement by other synonyms and is distinct from similar concepts such as desire and self-prediction (Armitage, 2001). BI reflects how hard a person is willing to try, and how motivated he or she is, to perform the behaviour. Due to its ability to predict customer's behaviour, consumer preference has been set as the dependent variable in many studies (Zeithaml, 2009).

The theory of reasoned action suggests that behaviour is determined by a customer's intention to perform or not to perform a subjective behaviour. Consumer preference represents the repurchase intentions, word of mouth, loyalty complaining behaviour, and price sensitivity. Positive word of mouth, willingness to recommend and repurchase intentions is used to measure consumer preferences (Hewett, 2010). He compiled a list of specific favourable consumer preferences, including loyalty, switching intentions, willingness to pay more, external response, and internal response. Bourton (2003) revealed that customers experience is related to consumer preferences.

The more positive the customer's experience, the more likely he or she is willing to reuse the service. The degree of future consumer preferences in certain destinations is frequently reflected in customers' intentions to revisit and in their willingness to recommend it (Chen, 2008).

In contrast, the degree of future consumer preferences is measured with say positive things about the destination and revisit the destination in the future while assessing the influence of service quality on consumer preferences in rural heritage festival in Missouri, US (Cole, 2006). However, another prior research also measured using two proxies of future consumer preferences namely word-of-mouth and revisits intentions.

Additionally, future consumer preferences measured differently with willingness to recommend, say positive thing and revisit the organization (Lee, 2008). Consumer preference has been used as dependent variable perhaps because of its robust ability to predict behaviour which is the central goal of consumer preference models.

Consumer preference of customers can be either favourable or unfavourable (Zeithalm, 2009). Favourable consumer preference often results into bonding with the services provider, increased volume of business, expressing positive praise for the service provider, and a willingness to pay price premiums. On the contrary, unfavourable consumer preference leads customers to display

higher probability of brand switching, plan to reduce their volume of business, engage in negative word of mouth, and display an unwillingness to pay premium prices.

Consequently, researchers observe that financial success and future performance of organizations depends on the extent to which customer's favourable consumer preferences are fostered (Dabholkar, 2005). In the same vein, Cronin (2005), argue that eliciting a greater understanding of consumers' consumer preferences continues to be a primary concern for marketing researchers. This is reflected in the frequency and rigor with which researchers have explored and modeled the antecedents of the consumer preferences of consumers. Just like price and service quality, perceived value created by promotional activities equally has influence on customer consumer preference (Cronin, 2005).

#### **2.1.3.1. Consumer preference as Purchasing Decision Process**

Consumer preference reflects consumer decision-making process for keeping loyal to a product he or she consumed and even become 'informal' marketing agent for the product (Solomon, 2012). Generally, there are two paradigms concerning consumer decision making process. First paradigm is the rational paradigm. The paradigm sees consumer decision-making process as a rational process which uses all available information and the decision is made based on 'cost-benefit' consideration for each alternative of decisions (Solomon, 2012).

Second paradigm is the irrational paradigm. The irrational paradigm explains why consumers often do not choose the rationally best product available at the market.

The irrational paradigm consists of two perspectives, which are behavioural influence perspective and experiential perspective. The first perspective refers to the view that see decision-making process based on 'only' a learned response to environment cue while the second perspective believes that decision- making process is a subjective process and it is naturally hard to be explained, whereas consumers' decision is made mostly based on the emotional bond (Solomon, 2012).

Consumer preference represents consumer loyalty towards certain product. The consequence of the concept is that consumers never feel like being forced to have relationship with the products they consumed. Consumers have favourable consumer preference is not caused by lack of

alternative. 'Lack of alternative' will keep customer to reuse the product even though he/she isn't willing to recommend and even reuse it. More clearly, this research differentiates consumers with favourable consumer preference and the ones with lack of alternative even though both might seem loyal to reuse certain products.

Based on the theory of planned behaviour proposed by Ajzen (1991), it can be argued that consumers who reuse product due to lack of alternative will certainly switch to other products if they have the ability to do so since the loss of their perceived behavioural control. On the other hand, consumers with favourable consumer preference will perceive the existence of other alternatives as scarce and become insensitive with the cost- benefit considerations of other alternatives (Gummesson, 2008). In other words, even though there are competitors those offers rationally better products, consumers with favourable consumer preference will not change their preferences.

#### **2.1.3.2. Repurchase Intention**

According to Ibzan, (2016), repurchase is described as a real action of customer in buying or using the product again. Once, a customer bought a certain thing, it is potentially to repeat purchases. It means that customers repeatedly consume similar services or products from similar sellers. Whereas repurchase is the actual action, repurchase intention exhibits customer's decision to engage in future activities with the retailer or supplier. Customer repurchase intention has been conceptualized in some recent studies on the basis of two aspects namely the intention to re-buy (repurchase) and the intention to engage in positive word-of-mouth and recommendation (referral). In this study, the repurchase intention focuses on customers' intention which is influenced by different promotional activities of the given company.

#### **2.1.3.3. Word of Mouth (WOM)**

In marketing, word of mouth (WOM) is an informal exchange of information among individuals concerning a brand's attributes which influences brand choice (Matos, 2008). Most of the researchers have long been focusing the real and true nature of word of mouth in marketing. Many have proposed personal relationships and informal communication between the consumer and the word-of-mouth source are important component enhancing the attitude of the consumers towards the recommended brands. Moreover, similarity and expertise of word-of-mouth source

has been an influential factor. Further, he proposed that the way the word-of-mouth source personally recommends the brands and interpersonal communication between the source and the consumers are an important feature of word-of-mouth publicity.

#### **2.1.4. Promotion Mix and Consumer preference**

Various theoretical and empirical works on switching behaviour recognized the significant impact of patterns of advertising viz. newspaper, magazine, radio and TV on brand selection (Cobb & Hoyer, 1985). In this regard scholars have shed lights on the effectiveness of television advertisements in persuading consumers by creating differentiation among products and triggering cognitive efforts for making a brand choice (Deighton, 1994; Ackerberg, 2003).

Advertising in various media such as television, radio etc. along with the use experience has an effect on both utility mean and variance. Further components such as likability, expertise, trust worthiness and similarity cause a celebrity endorser to become a source of persuasive information and effectiveness of a message (Pradhan, 2014). Thus, consumers often switch to those brands as supported by their preferred celebrities (Bush, 2004). Therefore, a major reason for consumers' switching to other brands is the impact that advertisements generate into their minds (Erdem, 2008; Srivastava, 2014).

Promotions through distributed coupons, cents-off deals inducements, and different kinds of bonuses, price discounts, extra gram, savour-packs and special displays influence brand switching greater than repeat purchases. A sales person is often emphasized as a principal medium for communicating the consumers about the arrival of the new brands in the markets that can satisfy their needs. Thus, consumer preference is often influenced through personal selling (Kim, 2011). Consumer preference is also influenced by word-of-mouth publicity by others.

Research study by East (2008) has instituted that positive word of mouth is more influential than negative word of mouth in brand choice probability. Further, positive information about brands obtained through informal groups, family or others increases brand association, perception of quality and brand loyalty (Murtiasih, 2013).



Extending the concept further East (2008) has proposed that repurchase of same product is influenced by positive and negative word of mouth. The intensity of information, positive and negative valence and content, personal word of mouth and virtual or online reviews have strong influence on the consumers. Sweeney (2012) highlighted that influence, expertise and homophile with the source are influential factors that directs consumer's attitude towards the brands. Hence owing to the fact that it is an imperative source of buying decision about brand choice, the main focal point of the marketers is on brand advocates who proactively propose their favourite brands without being paid to do so.

## **2.2. Empirical Literature and Hypotheses Formulation**

The empirical review comprises different authors or researchers' work regarding the effect or relationship between promotional mix practices and consumer preference. Here are some of the findings of their empirical studies.

In a study conducted by Karabulut (2005), it has been indicated that while a small number of large-scale hotels have an independent public relations department, in most of the large-scale hotels, responsibilities and duties of the public relations departments are carried out by the front office department instead of having a separate body. Similarly, Bay (2007), reached to the conclusion that most of the large-scale hotels do not have a separate public relations department. However, establishing and operating an independent public relations department is related relates with the hotel class.

For instance, while five-star hotels are more likely to have a separate public relations department, lower class hotels are not likely to have separate public relations departments. As mentioned above, those duties are carried out by other departments particularly by the front office. These studies have shown that hotels use newspapers, meetings, brochures, internet and also face to face dialogs with the customers, as a means of public relations.

Sumak (2007) has conducted a study to compare the sales promotional activities of hotels in Antalya and Florida. The aim of the study was to reveal if there is any difference in terms of sales promotions used by the hotels in Antalya and those in Florida. The findings revealed that hotels have sales and marketing department both in Antalya and Florida.

Hotels in Antalya conduct sales promotions through travel agencies and tour operators while hotels in Florida conduct those activities mostly through the internet. Guler (2009) found that the hotels they sampled in their study do not allocate a specific budget for promotional activities. They mostly use Adhoc budgeting for their promotional activities depending upon their needs.

This indicates that those hotels are reactive rather proactive which is not expected from the institutionalized business enterprises. Managers of those hotels generally fulfill the promotional efforts through either the published documents like brochures or the internet. It has been indicated that hotels carry out promotional activities through their marketing departments; they use the promotional tools particularly in the form of advertising and publicity. The internet is also amongst the most used as a means of promotional activities.

Margaziyeva (2010) studied the promotional tools used by hotels and found that advertising, personal selling and direct marketing are the most used ones by the hotels surveyed in Kyrgyzstan and it is important to note that the internet is also used as a tool of publicity and advertising. Eva (2010), conducted a research based on 411 consumers in the UK the authors chose four diverse product categories: soft drinks, sportswear, consumer electronics and cars. The research explored the relationship between two marketing mix elements-advertising and sales promotion and consumer preference.

In particular, the study focused on advertising from a qualitative and quantitative perspective. Similarly, the study investigated the effects of two kinds of promotion, that is, monetary and nonmonetary promotions. The findings showed that the content of advertising play a key role in influencing repurchase intention attributes, whereas, advertising spending improves brand awareness but it is not enough to positively influence brand associations.

The researcher finds distinctive effects of monetary and non-monetary promotions on brand loyalty as a result of repetitive purchase. Eva (2007) evaluated the effects of selected marketing promotion mix strategies on brands performing in mobile phone sector. Advertising campaigns and sponsorships activities conducted for the brand were proposed to be positively effective on the building of brand preference, and perceived intensity of direct marketing for that brand was proposed to be negatively effective on brand repurchase intention. Hua (2005) studied the effect of promotional mix on repurchase and word-of-mouth dimensions. This study is done in three

classifications, razor, soap and orange juice in Australia market to show consumer preference criteria and also to examine the proposed effects.

Advertising in some media are found with positive effect and TV advertising have more effect on providing brand preference in comparison with publishing advertising. The effect of promotion on repurchase was complicated and only large promotion with negative effect on brand preference is found.

Wasihun (2014) the study was about measuring consumer repurchase intention by empirically investigating the source of brand preference in the beer across different brands on Addis Ababa beer market. Using SEM by considering 305 respondents, the findings showed that repurchase intention is being positively and significantly influenced by promotional mix dimensions specifically by sales promotion and direct marketing than publicity and mass advertising in the beer market of Ethiopia.

Based on the aforementioned empirical literature reviews, the following hypotheses are proposed:

*H1 – Advertising has significant and positive effect on consumer preference*

*H2 – Sales promotion has significant and positive effect on consumer preference*

*H3 – Direct Marketing has significant and positive effect on consumer preference*

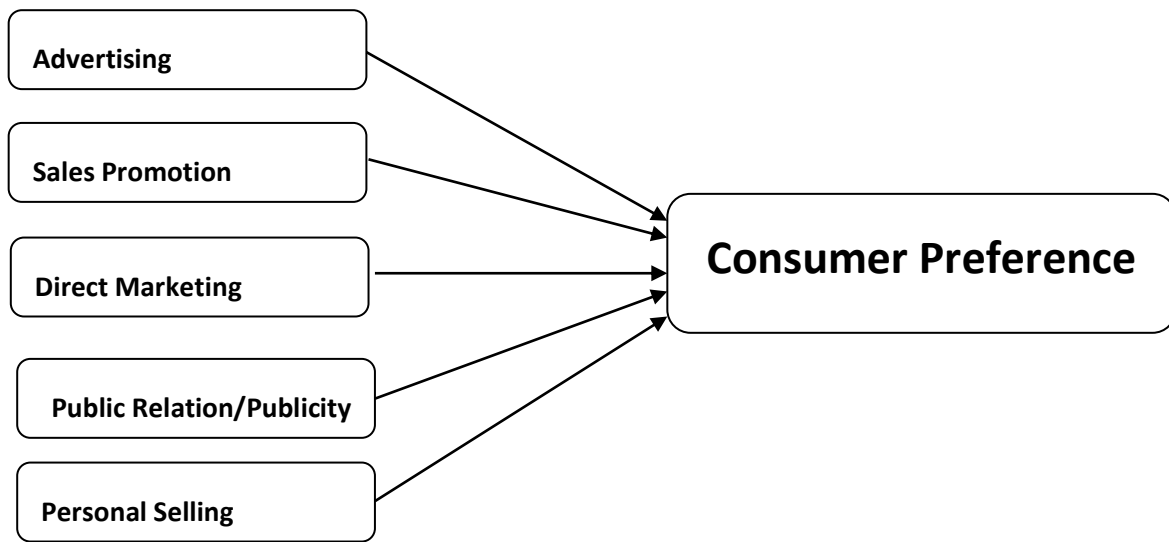
*H4 – Personal Selling has significant and positive effect on consumer preference*

*H5 – Public relation/ publicity has significant and positive effect on consumer preference*

The main purpose of this study is to determine the effect

### **2.3. Conceptual Framework**

Of promotional mix on consumer preference in the case of selected five-star franchised hotels in Addis Ababa, Ethiopia. Based on the theoretical and empirical reviews, the research framework is designed in such a way that the independent variables namely advertising, sales promotion, personal selling, direct marketing and public relation/ publicity influences on the dependent variable – consumer preference.



(Source: Nese, Kenan and Kurtulus, 2012)

Figure 2.1 Conceptual Framework of the study

## **CHAPTER THREE**

### **3. RESEARCH METHODOLOGY**

This chapter presents the practical method of the thesis. The research design and strategy had discussed, followed by study design, data collection and sample selection methods; and then continues with a questionnaire design and reliability/ validity test. Further, a chosen analytical data is presented. The ethical considerations of the study will wind up the chapter.

#### **3.1. Research Approach**

There are basically two types of research approaches. The first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis (Saunders, 2010). The research approach, applied in this study, is quantitative research approach method for the fact that it involves generation of data in quantitative form for analysis. Data are quantified and statistical methods are used in the data analysis to seek evidence about a characteristic or a relationship between the stated variables (Kothari, 2004).

#### **3.2. Research Design**

There are three types of research design namely exploratory, descriptive and explanatory research. The goal of exploratory research is to discover ideas and in-sights while descriptive research is usually concerned with describing a population with respect to important variables.

Explanatory research is used to establish cause-and-effect relationships between variables and causal analysis is concerned with the study of how one or more variables affect changes in another variable. It is, thus, a study of functional relationships existing between two or more variables (Kothari, 2004). This paper applied the explanatory research design as it is intended to determine the relationship between the constructs - promotional mix and consumer preference.

#### **3.3. Population**

According to Ministry of Culture and Tourism Bureau as of December2020, across Ethiopia there are 600 standard hotels from standard to Star category including Lodges but most of them are concentrated in Addis Ababa, Bahir Dar, Hawassa, Nazareth & Mekele. Standard hotels in

Addis Ababa takes 160 (26.7%) of the total standard hotels across the country of which there are only seven hotels with Five-Star rating. These are namely Sheraton Addis, Capital, Ellele International, Marriot Executive, Radisson Blue, Getfam and Golden Tulip Hotel. Since the aim of this study is to assess the effect of promotional mix on consumer preference taking franchised global brand hotels as a case, only five of them such as Sheraton Addis, Capital, Marriot Executive, Radisson Blu, and Golden Tulip Hotel were eligible to collect the required data. The targeted population is comprised of takeout adults who are customers of the five franchised five star hotels located in Addis Ababa.

### **3.4. Sampling Technique**

The study employed a non-probability sampling technique based on the personal judgment of the student researcher the target population is not exactly known and it is unrealistic to contact them through their specific addressees. In order to minimize response bias, the student researcher has requested information from employees of the hotels, mainly front desk employees about customers who frequently visit the hotels since they have more information about the question. Although, non-probability sampling has problems related to selection bias, in small inquiries and researches by individuals, the sampling technique can be adopted (Kothari, 2004). Because of the nature of populations, the sample was drawn from the target population by using judgemental-sampling technique.

In addition to deciding how to select the samples for the qualitative and quantitative components of a study, researchers should also determine appropriate sample sizes for each phase (Saunders, 2004). The choice of sample size is as important as is the choice of sampling scheme because it also determines the extent to which the researcher can make statistical and/or analytic generalizations. This research focused on the influence of different promotional strategies, implemented by the hotels, on the consumers repurchase and word-of-mouth intention about the services.

However, the exact number of the targeted or eligible population is unknown; Cochran's formula for proportionate unknown population sample size determination would be used. The eligible respondents are large and dispersed all over the city as well as their exact number is

unknown. According to Cochran (1963) as cited by Israel (2009), a large population's sample size can be calculated by using the formula:

$$n = \frac{z^2 \times p \times q}{e^2} = \frac{(1.96^2 \times (0.5) \times (0.5))}{(0.05)^2} = 384.5 \cong \underline{\underline{385}} \text{ Respondents}$$

Where:

P – Estimated proportions of an attribute; Q – (1 - P); Z – 95% confidence interval (1.96);

e – Sampling error (5%)

Thus, the sample size is the totals of 385 targeted respondents thus are contacted at the aforementioned five-star hotels in Addis Ababa.

### **3.5. Source of Data**

Data collection involves gathering of relevant and important data used for conducting a particular research work (Arbnor, 1994). It is the basis for acquiring data and can be collected in two ways which are; primary data and secondary data. Primary data consists of all the data collected throughout the study that can be directly related to the study purpose, both personally gathered as well as data from a third party that has been collected with equivalent purpose. Secondary data on the other hand, contains relevant data that had been collected for a different purpose, but from which the conclusion is valuable for the purpose. For this study, only primary data collected from sales and marketing personnel were used for analysis.

### **3.6. Data Collection Instrument**

Questionnaire design describes the scales of measurement for promotional mix and consumer preference. The data were collected is based on each main construct for both study variables namely Consumer preference (the dependent variable) and the attributes of promotional mix (the independent variables). A Five-point Likert scale is used to answer questions under each section. The five attributes of promotional mix practices are originally defined as advertising, personal selling, direct marketing, sales promotion and publicity. Whereas, regarding consumer preference, the attributes are repurchasing intention and word-of-mouth. The questionnaire

consists of three parts. The first part of the questionnaire comprises demography of the targeted respondents; second part refers about the promotional mix dimensions while the third part is all about the consumer preference attributes. Then, the questionnaire had be translated into Amharic by the researcher, and to check its proper translation, it was also be retranslated into English by two licensed translators.

### **3.7. Data collection procedure**

A pilot survey was conducted on 30 respondents at Hyatt Regency hotels, excluded from the sample frame, prior to administrating the questionnaires to the targeted sample respondents so as to check whether the questioner was clear, easy to understand and straightforward to ensure that the respondents able to answer the questions with no difficulty. In addition to these, the pilot study was administered to test the appropriateness, validity and reliability of the questioner, then based on their feedbacks, some changes were made on the questionnaire before distributing to the selected respondents. Based on the sample size computed on the above formula, self-administered questionnaires were distributed to willing participants at franchised five-star hotels to collect a total of 385 responses.

### **3.8. Validity and Reliability of the Instruments**

In selecting a relevant measure for an outcome variable, it is critical that logical inferences made from the operation upon which the measure is based to the theoretical constructs relevant to the study (Anastasi, 1997). In this regard, the survey questions were made based on literature review and frame of reference to ensure result validity. Besides, the required data were collected from the reliable (firsthand) sources, from customers of the five-star hotels. Moreover, since a significant amount of research was conducted using the data collection instrument, the tool was used in this research is adopted from the previous research works and definitions with little modifications in order to best suite objectives under study.

To evaluate the research instruments, reliability is one of the major criteria. Reliability estimates the consistency of the measurement or simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency (John, 2007).



In this research Cronbach's alpha was used to test the reliability of the measures. Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the underlying construct. Construct is the hypothetical variable that is being measured (Hatcher, 1994). Alpha coefficient ranges in value from 0 to 1, may be used to describe the reliability of factors extracted from dichotomous (that is, questions with two possible answers) and/ or multi point formatted questionnaires or scales (that is, rating scale: 1= poor, 5=excellent). The higher the score, the more reliable the generated scale is. Nunnaly (1978) has indicated 0.7 to be an acceptable reliability coefficient.

Table 3.1 Cronbach's Alpha Test for Reliability

<b>Reliability Statistics</b>		
<b>Variables</b>	<b>Cronbach's Alpha (<math>\alpha</math>)</b>	<b>N of Items</b>
Advertising	.852	5
Sales Promotion	.825	5
Direct Marketing	.764	5
Personal Marketing	.840	5
Public Relation/ Publicity	.782	4
Consumer Preference	.709	5
<b>Overall Reliability</b>	<b>.876</b>	<b>29</b>

Source: SPSS output, 2021

### 3.9. Methods of Data Analysis and Presentation

Descriptive statistics such as mean, percentage, correlation and multi-regression analysis were used in analyzing the quantitative data and exploratory approach to analyze respondent's perception and interview results. Further, a regression model was applied to analyze the quantitative data, be checked the association of variables and predicted the dependent variable. The model used by Ayanda (2010) to measure the effect of promotional mix on Consumer preference in the hospitality service industry. Since it is customizable to this study, the researcher utilizes it with modifications of variables and indicators.

### **3.10. Empirical Model**

Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent (Kothari,2004). Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable.

Multiple linear regressions had be conducted to identify the relationship and to determine the most dominant variables/ factors that influence the consumer preference of five-star hotel customers.

The study uses multi-regression analysis models for testing the hypotheses drawn from the conceptual framework. To evaluate the relation between the two variables, the model for addressing the research objectives are depicted as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where: Y = Consumer preference; X<sub>1</sub>= Advertising; X<sub>2</sub> = Personal Selling; X<sub>3</sub>= Sales Promotion; X<sub>4</sub> = Direct Marketing and X<sub>5</sub> = Public Relation/Publicity; e = error term;  $\beta_0$  = constant, term;  $\beta_{1, 2, 3,4 \&5}$  = coefficient terms of Advertising, Personal Selling, Sales Promotion, Direct Marketing and Public Relation/Publicity.

### **3.11. Ethical Considerations**

It is important to consider ethical principles when conducting a business research. Ethical issues are categorized into four different types: harm to participants, lack of informed consent, invasion of privacy and deception (Bryman, 2011). In this study, there are descriptive questions about the respondent's' age and gender but this information is not enough to identify the person. The second ethical principle to consider is the lack of informed consent. The third ethical principle concerns the invasion of privacy. In this study the respondent has the opportunity to skip a question if it is judged sensitive. Furthermore, this study is not of a sensitive nature which enhances the respondents' willingness to answer. The fourth ethical principle refers to deception which occurs if respondents are led to believe that a research is about something else than what it is. After taking these ethical principles into considerations and fully live up to the requirements, it can be classified as ethical.

## **CHAPTER FOUR**

### **4. DATA ANALYSIS AND INTERPRETATIONS**

This chapter includes the data analysis, interpretation and presentation of the results. The analyses comprised of both descriptive and inferential statistics in which the former describes the demographic profile of respondents, analysis of responses under each attribute; whereas the latter includes scale reliability test, correlation and multiple regression analysis. The data collected through self-administered questionnaire featured personal information of the respondents, five dimensions of promotional mix and consumer preference attributes in the case of franchised branded hotel in Addis Ababa. After distributing 385 questionnaires to the targeted customers at the aforementioned hotels, 307 questionnaires were collected. The response rate accounted for 75.1% of the total distributed questionnaires, then, screened for the collected questionnaires for missing data and other inconsistency, it was found 241 valid and usable questionnaires for statistical analysis. \

The responses further screened for error correction and then encoded accordingly to make them suitable for data analysis. After carried out all the required data preparation, then carried out the analysis and the findings are presented as follows. SPSS 22.0 is used to organize and prepare the collected data for analysis; assess the measurement scale validity and reliability; and analyze the multiple regression model enables researchers to test a set of factors simultaneously. Finally, the research questions were addressed according to the results from the regression model analysis and the findings are discussed for each specific objective.

#### **4.1. Descriptive Statistics**

The descriptive statistics is used to describe the demographic characteristics of the respondents and the summary of each study variables based on their responses.

##### **4.1.1. Demographic Characteristics of the Respondents**

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the

respondents were summarized and described in the subsequent table. These variables include; sex, age, education, income and marital status of the respondents.

Table 4.1 Demographic Characteristics of Respondents

<b>Category</b>	<b>N</b>	<b>(%)</b>
<b>Sex</b>		
Male	169	70.1%
Female	72	29.9%
<b>Total</b>	<b>241</b>	<b>100.0%</b>
<b>Age</b>		
> 25 years	16	6.6%
25 – 40 years	61	25.3%
41 – 55 years	112	46.5%
56 – 70 years	52	21.6%
<b>Total</b>	<b>241</b>	<b>100.0%</b>
<b>Education</b>		
High school	12	5.0%
Vocational (TVET)	53	22.0%
Degree	96	39.8%
Masters	64	26.6%
Ph.D.	16	6.6%
<b>Total</b>	<b>241</b>	<b>100.0%</b>
<b>Income [Monthly]</b>		
< 10,000	22	9.1%
10,000 – 20,000	55	22.8%
20,001 – 30,000	70	29.0%
> 30,000	94	39.0%
<b>Total</b>	<b>241</b>	<b>100.0%</b>
<b>Preferred Media</b>		
Paid Advertising (TV/Radio/Billboard)	56	23.2%
Social media (Facebook, twitter, Instagram...)	76	31.5%
Publication (magazine, newspapers...)	49	20.3%
Physical Presentation (event organization...)	60	24.9%
<b>Total</b>	<b>241</b>	<b>100.0%</b>

(Source: Own Survey, 2021)

Referring Table 4.1, male respondents constituted the highest percentage 169(70.1%) while their female counterparts shared the rest 72(29.9%). This implies that male respondents came to five-

star branded hotels than females. It holds true for females in Ethiopian culture as it might be considered as a taboo to go to hotels alone unless accompanied by their male partners or families nonetheless the culture is getting diluted drastically by enculturation.

Regarding the age group, majority 112(46.5%) was found to be within the age range of 41-55 years followed by 61(25.3%) within 25-40 years. Whereas those respondents whose age fall within 56-70 years and below 25-years old belonged to 21.6% and 6.6% respectively. This also implies that adults within productive age group come to branded hotels which can be taken as a good opportunity as they are assumed to be more paying customer than youngsters or elders.

Regarding the educational background of the respondents, the majority 96(39.8%) has first degree but the rest 64(26.6%) Masters' degree, 53(22.0) vocational TVET (Diploma), and 16(6.6%) Ph.D. were holders. High school level was found the least 12(5.0%). It implies that majority of the respondents are well educated to grasp promotional or marketing messages disseminated by the hotels' marketers.

In descending order, those who earned monthly income above 30,000 birr represents relatively the highest share 94(39.0%) followed by 70(29.0%) from 20,001 – 30,000 birr, 55(22.8%) with the range of 10,000 – 20,000 birr and the rest 22 (9.1%) represents who earned below 10,000 birr.

Their income status has an implication that respondents with relatively higher earnings preferred branded hotels' services than low-income counterparts.

It is believed that physical presentation (event organization) is the most preferred promotional tool as voted by 76 (31.5%) of the respondents followed by 60(24.9%) and 56(23.2%) voted for Social media and paid media (TV/ Radio/Billboard) advertising respectively. Publication was chosen by only 49(20.3%). This implies that the majority was interested to participate in holiday and other event organizations hosted or sponsored by the hotels. Besides, social media are also preferable promotional tool to create awareness, pursue or remind customers to purchase their services offered.

## **4.1.2. Description of Study Variables**

The study investigated the promotional mix that affects the consumer preference of franchised five-star hotels. Based on customer's perception, the practices of marketing communication (such as advertising, public relation, direct marketing, personal selling and sales promotion), and overall consumer preference in terms of repurchase and word-of-mouth (WOM) attributes are analyzed and presented. To compare the respondents' perception towards the variables, descriptive statistics of mean and standard deviation are used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements.

According to Best (1987), the scale is set in such a way that respondents strongly disagreed if the mean scored value is in the range of 1.00 – 1.80; disagreed within 1.81 – 2.60; neither agreed nor disagreed within 2.81 - 3.40; agreed if it is in the range of 3.41 – 4.20; while strongly agreed when it falls within 4.21 – 5.00. In addition, standard deviation shows the variability of an observed response. Below, the results are discussed one by one.

### **4.1.2.1. Promotional Mix Practices**

#### **4.1.2.1.1. Advertising**

Advertising is a method of presenting message to persuade an audience to purchase or take some action upon products, ideals, or services (Keller, 1991). In this case, any paid form of non-personal presentation of ideas about the products (both residential and commercial buildings) in the media by their respective real estates. Referring this perspective, the respondents' perception is analyzed as shown on Table 4.2.

Table 4.2 Descriptive Statistics of Advertising (ADV)

<b>Descriptive Statistics</b>			
	N	Mean	Std. Deviation
The hotel uses media advertising for promoting its services	241	3.90	1.397
The hotel's advertising is more informative	241	3.45	1.449
Trustworthy information is advertised by the hotel	241	3.51	1.452
Frequent advertising of the hotel reminds me to use the service	241	3.53	1.399
Media advertising attracts me to use their service than other promotion	241	3.59	1.308
ADV	241	3.59	1.083
Valid N (list wise)	241		

(Source: Own Survey, 2021)

Majority of the respondents agreed that the hotels utilized more of media advertising to promote their services (mean 3.90), the messages are informative (mean 3.45) and attractive than other promotion practices (mean 3.59). The respondents also agreed that hotel's frequent advertising reminded their services (mean, 3.53) and disseminated trustworthy information (mean, 3.51). The grand mean score (3.59) indicates that majority of the respondents agreed that advertising has the major role in motivating them to consumer branded hotel's services. This implies that advertising in various media such as television, radio etc. captured consumer's attention and became a source of persuasive information and trustworthy of a message.

#### **4.1.2.1.2.Sales Promotion**

Sales promotion is marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales (Keller, 1991). In this regard, the perception of the respondents on breweries' sales promotion is described as follows.

The results showed that majority of the respondents strongly agreed that the franchised hotels organized events as a sales promotion (mean 4.21). On the other hand, the respondents agreed that the service discounts during holiday events to attract more customers (mean 3.44), offered attractive service packages (mean 3.42), whereas they neither agree nor disagree on the company provide low-cost gifts for branding (mean 2.88), and overall, their sales promotion practices

tempted customers to visit them often (mean 3.50). This implies that the franchised hotels were more devoted on sales promotional activities to catch their target customers' attention.

Table 4.3 Descriptive Statistics of Sales Promotion (SPR)

**Descriptive Statistics**

	N	Mean	Std. Deviation
The hotel uses low-cost gifts to motivate me to use the service	241	2.88	1.231
The sales discount during holiday events attracts me more	241	3.44	1.565
The hotel uses packages as a tool for promotion	241	3.42	.993
The hotel organizes events as sales promotion	241	4.21	1.367
The overall sales promotion activities of the hotel tempt me to go there.	241	3.50	1.298
SPR	241	3.49	.961
Valid N (list wise)	241		

(Source: Own Survey, 2021)

**4.1.2.1.3. Direct Marketing**

Organizations communicate directly with target customers to generate a response and/or a transaction. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, internet, and various broadcast and print media (Keller, 1991). The result is analyzed and presented as follows. Table 4.4



Table 4.4 Descriptive Statistics of Direct Marketing (DMK)

**Descriptive Statistics**

	N	Mean	Std. Deviation
The hotel updates me about its services through my personal mail	241	3.42	1.833
The hotel uses social media to promote its new services innovations	241	3.55	1.698
The hotel uses phone calls to send clear messages regarding new service offers	241	3.45	1.765
The hotel has developed website for interactive communication with its customers	241	3.29	1.906
Direct contact by the hotel makes me decide to use its services	241	3.54	1.793
DMK	241	3.45	1.545
Valid N (list wise)	241		

(Source: Own Survey, 2021)

Direct marketing practices of the hotels was perceived positively for the majority of the respondents agreed that the hotels used social medias to promote new service innovation (mean, 3.55), updated service improvement through personal mail (mean 3.42), and sent clear marketing message regarding new service offers (mean 3.45). they also admitted that direct contact by the hotel marketers made them decide to consumer their services (mean 3.54). but the respondents neither agreed or disagreed on the developed website for interactive communication (mean 3.29), overall direct marketing practices of the hotels was perceived slightly positive (mean 3.45) which implies that contacting customers directly through different communication media helped them to address the required marketing message but requires more effort for improvement. The hotels need a lot to do on accessing more media to create one-to-one interactive communication channel with the customer to create awareness, persuade or remind them the services offered.

**4.1.2.1.4. Personal Selling**

Personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company’s product/ service or to act on an idea. The personal, individualized communication in personal selling allows the seller to tailor

the message to the customer’s specific needs or situation (Keller, 1991). In this perspective, the analysis of the data collected on personal selling practices of real estate companies are presented as below. Table 4.5, majority of the respondents are strongly believed that knowledge of the customer handling staffs (mean 4.27) besides, they agreed on their friendly relationship (mean 3.63) and sincerity (mean 3.50) instill confidence on customers to use their services again and again.

Table 4.5 Descriptive Statistics of Personal Selling (SPL)

**Descriptive Statistics**

	N	Mean	Std. Deviation
The hotel’s salespersons contacts me frequently to visit its services	241	2.39	1.572
The salespersons of the hotel are knowledgeable to instil confidence on customers	241	4.27	1.237
The hotel sales staffs offer me customized service which suits my personality	241	3.33	1.588
Sincerity of the hotel’s salespersons influences me to use its services	241	3.50	1.481
The hotel sales staff create friendly relationship which influenced me to visit the service	241	3.63	1.671
PSL	241	3.43	1.055
Valid N (list wise)	241		

(Source: Own Survey, 2021)

But they neither agree nor disagree on service customization (mean 3.33) but disagreed on their efforts to contact customers frequently to visit their services (mean 2.39). Overall personal selling practices of the hotels is perceived positively (mean 3.42) which implies that customer handling staff’s personal competence in still confidences on customer as it might be true that branded hotels are well known for their training and development practices on customer service handling.

#### 4.1.2.1.5. Public Relations

Public Relation is considered as a management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance (Keller, 1991). In this regard, the responses of sales staffs were analyzed and presented as follows. Table 4.6, The results revealed that majority of the respondents strongly agreed that the hotel uses printed materials (magazine, fliers, city maps...) for public relations purposes (mean 4.24) to disseminate reliable (mean 4.25) and persuasive (mean 3.54) information. However, they had doubts on the public relations treat individuals and business customers equally (mean 3.32). Which implies that majority of the respondents had a good impression regarding their public relations/ publicity even if more efforts are required to balance their treatment of individual customers compared to business customers.

Table 4.6 Descriptive Statistics of Public Relations/ Publicity (PRP)

#### Descriptive Statistics

	N	Mean	Std. Deviation
The hotel uses appealing printed materials to promote its services	241	4.24	1.414
Reliable information, disseminated via the public relation, tempted me to use the service	241	4.25	1.428
The hotel provides more detailed information via its public relation officers	241	3.32	1.329
The information from the hotel public relation makes me perceive the brand positively	241	3.54	1.351
PRP	241	3.84	1.058

(Source: Own Survey, 2021)

#### 4.1.2.2. Consumer Preference

Referring mean values, majority of the respondents agreed that they felt happy for using services of branded/ franchised hotels (mean 4.05). But they neither agreed nor disagreed on the idea that preferring the hotels' services even if they have other options (mean 3.42), recommend others to visit or consume their services (mean 3.45), made them more faithful to consume their services

more than before (mean 3.49), and willing to say positive words about their services about others (mean 3.10).

Overall respondents' preference in terms of repurchase/ revisit intention of the hotels was perceived slightly positively and it has an implication that majority of the respondents have the ambition to use franchised hotels' services more in time and have a tendency to say positive words to others so as to motivate them to use or try it at least once. This can be taken as a good opportunity for the hotels to promote their services easily in order for attracting and keep their customers for longer. Table 4.7 presents responses on descriptive information on sales performance as below.

Table 4.7 Descriptive Statistics of Respondents Preference (CPR)

**Descriptive Statistics**

	N	Mean	Std. Deviation
I prefer branded hotels to get hotel service even if I have other options	241	3.42	1.385
It makes me feel happy to buy the service from franchised hotels	241	4.05	1.385
I recommend the services to others	241	3.45	.779
I say positive words about franchised hotels in Addis Ababa	241	3.10	1.271
The service makes me have more faithful to come again than before	241	3.49	.764
CPR	241	3.50	.872
Valid N (list wise)	241		

(Source: Own Survey, 2020)

**4.2. Inferential Statistics**

Inferential statistics uses sample measurements of the subject and make generalization about the larger population. It comprises different test such correlation analysis among variables and assumption of data test for their suitability or fitness to the intended regression analysis model namely normality, collinearity, linearity and homoscedasticity. Finally, the multiple regression analysis in terms of model summary, ANOVA test and determination of beta coefficients are conducted to address the objectives of this study.

### 4.2.1. Multiple Regression Assumption Tests

Multiple regressions is an analysis that assesses whether one or more predictive variables explain the dependent (criterion) variable. The regression assumptions are Multicollinearity, Normality, and Homoscedasticity.

#### 4.2.1.1. Multicollinearity

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are Multicollinearity, there is “overlap” or sharing of predictive power. Thus, the impact of Multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. “Tolerance” and “variance inflation factors” (VIF) values for each predictor is a means of checking for Multicollinearity. Tolerance value below 0.1 and VIF value above 10% indicate a Multicollinearity problem, (Robert, 2006).

Table 4.8 Multicollinearity test

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	ADV	.631	1.585
	SPR	.542	1.844
	DMK	.819	1.221
	PSL	.639	1.566
	PR	.787	1.271

<sup>a</sup>. Dependent Variable: CPR

As can be seen from table above, regarding this study the tolerance level of all independent variables are greater than 0.1 and the VIF value of all the independent variables are also less than 10. This confirms the absence of multicollinearity.

#### 4.2.1.2. Homoscedasticity

The normal Q-Q chart plots the values one would expect to get if the distribution were normal (expected values) against the values actually seen in the data set (observed values). The expected values are a straight diagonal line, whereas the observed values are plotted as individual points.

If the data are normally distributed, then the observed values (the dots on the chart) should fall exactly along the straight line (meaning that the observed values are the same as you would expect to get from a normally distributed data set). Any deviation of the dots from the line represents a deviation from normality. So the Q-Q plot of the all variable considered in this study looks like a straight line with a wiggly snake wrapped around it, then it showed little deviation from normality.

#### **4.2.1.3. Multivariate Normality**

To check that a distribution of scores is normal, it needs to look at the values of Kurtosis and Skewness. Both of which have an associated standard error. The values of skewness and kurtosis should be zero in a normal distribution. Positive values of skewness indicate a pile-up of scores on the left of the distribution, whereas negative value indicates a flat distribution. The further the value is from zero, the more likely it is that the data are not normally distributed. Both of which have an associated standard error.

However, the actual value of skewness and kurtosis are not, in themselves, informative. Instead, it needs to take the value and convert it to a z-score. The z-score is simply a standardize score from a distribution that has Mean of 0 and standard deviation of 1.0.

As presented in Table 4.9, all promotional mix dimensions' z-scores skewed to the right side but was found to be within acceptable range (skewness within -2.0 to 2.0; and Kurtosis within -3.0 to 3.0). Therefore, it is pretty clear then that the numeracy scores are negatively skewed, indicating a pile-up of scores on the right of the distribution.

Table 4.9 Normality Test

**Descriptive Statistics**

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
ADV	241	-.311	.157	-.989	.312
SPR	241	-.383	.157	-1.059	.312
DMK	241	-.360	.157	-1.519	.312
PSL	241	-.195	.157	-.835	.312
PR	241	-.967	.157	-.171	.312
CPR	241	.150	.157	-.513	.312
Valid N (list wise)	241				

(Source: Own Survey, 2021)

**4.2.2. Correlation Analysis**

This study employs correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo & Festinger, 2005).

To interpret the direction and strengths of relationships between variables, the guidelines suggested by Field (2005) were followed. His classification of the correlation coefficient (r) refers 0.1– 0.29 is weak; 0.3 – 0.49 is moderate; and  $\geq 0.5$  is strong. Based on this scale, the responses of the respondents are summarized as below.

Table 4.10 Relationships between Promotional Mix and Sales Performance

**Correlations**

	ADV	SPR	DMK	PSL	PR	CPR	
ADV	Correlation	1	.547**	.342**	.477**	.200**	.625**
	Sig. (2-tailed)		.000	.000	.000	.002	.000
	N	241	241	241	241	241	241
SPR	Correlation	.547**	1	.388**	.515**	.408**	.717**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	241	241	241	241	241	241
DMK	Correlation	.342**	.388**	1	.298**	.152*	.438**
	Sig. (2-tailed)	.000	.000		.000	.018	.000
	N	241	241	241	241	241	241
PSL	Correlation	.477**	.515**	.298**	1	.380**	.598**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	241	241	241	241	241	241
PR	Correlation	.200**	.408**	.152*	.380**	1	.443**
	Sig. (2-tailed)	.002	.000	.018	.000		.000
	N	241	241	241	241	241	241
CPR	Correlation	.625**	.717**	.438**	.598**	.443**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	241	241	241	241	241	241

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

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

(Source: Own Survey, 2021)

Table 4.10 below shows the correlation between the five dimensions of promotional mix and consumer preference. The results of the relation test show that there is a positive and significant relationship between promotional mix dimensions and consumer preference attributes. Advertising ( $r = 0.625$ ), Sales Promotion ( $r = 0.717$ ), Personal Selling ( $r = 0.598$ ), Direct Marketing ( $r = 0.438$ ) and Public Relation/Publicity ( $r = 0.443$ ) with overall consumer preference.



From the spearman correlation coefficients, the correlation between sales promotion and consumer preference is the highest. The correlation coefficient between advertising and consumer preference is 0.625 which shows that there is a strong positive relationship between the variables giving it the second highest correlation coefficient among the explanatory variables. The correlation coefficients are least for the variables direct marketing and public relation that means the association between these variables and the dependent is weaker than the other explanatory variables.

### 4.2.3. Regression Analysis

Regression analysis is a statistical method to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the values of dependent variables, and given the values of the independent (Kothari, 2004). Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predicts the value of the dependent variable.

Multiple regression analysis in this research was used to model the value of the construct variable (consumer preference) based on its linear relationship to two or more predictors (Advertising Sales Promotion, Direct Marketing, Personal Selling, and Public Relations/Publicity). This means, the consumer preference is an aggregation of the promotional mix dimensions. In order to indicate the impact that each predictor has on the construct variable, the unstandardized coefficients are checked.

Table 4.11 a Model Summary

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.813 <sup>a</sup>	.661	.654	.51309

a. Predictors: (Constant), PR, DMK, ADV, PSL, SPR

b. Dependent Variable: CPR

(Source: Own Survey, 2021)

As indicated in the model summary of the analysis on Table 4.11a, above, the value of R (.813) indicated relations of the five independent variables with the dependent one which are accounted for approximately 66.1 % ( $R^2$ ) of the variation in consumer preference. However, the remaining percent (33.9%) was explained by other variables not included in this study.

As indicated in Table 4.11b of ANOVA test, F value of 91.760 is significant at  $p < 0.001$ . Therefore, it can be inferred that with 66.1% of variance (R Square), promotional mix is significant and the model appropriately measured the dependent variables – behavior intention. In short, the regression model predicts overall consumer preference and has been significantly explained by the five independent (promotional mix) dimensions.

Table 4.12 **b ANOVA Analysis**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.784	5	24.157	91.760	.000 <sup>b</sup>
	Residual	61.866	235	.263		
	Total	182.650	240			

a. Dependent Variable: CPR

b. Predictors: (Constant), PR, DMK, ADV, PSL, SPR

(Source: Own Survey, 2021)

The last output in the analysis of the multiple regression models represents the output for the beta coefficients of each promotional mix dimensions. The regression equation for this research is presented below.

$$Y = \beta_0 + \beta_1 ADV + \beta_2 SPR + \beta_3 DMK + \beta_4 PSL + \beta_5 PR + e$$

Where, CPR = Consumer Preference, ADV = Advertising, SPR = Sales Promotion, DMK = Direct Marketing, PSL = Personal Selling and PR = Public Relations/Publicity.  $\beta_0$  = Constant,  $\beta_1$  to  $\beta_4$  = beta coefficients, and e = error terms. Based on multiple linear regression analysis on Table 4.11c, substituting the results in the model yields:

$$\text{CPR} = .332 + .210\text{ADV} + .332\text{SPR} + .072\text{DMK} + .158\text{PSL} + .123\text{PR}$$

The regression analysis revealed that each promotional mix dimensions have positive and significant effect on overall consumer preference. Sales Promotion ( $\beta = .366$ ) has the highest effect followed by Advertising ( $\beta = .260$ ) and Personal Selling ( $\beta = .158$ ) but Public Relation/Publicity ( $\beta = .123$ ) and Direct Marketing ( $\beta = .072$ ) have relatively lower contribution to the prediction model. This predicted change in the consumer preference for every unit change in that specific predictor. For instance, this signifies that for every additional point or investment on Advertising, one could predict a gain of 0.210 points on the overall consumer preference of the companies provided that other variables being held constant; and the same are for other promotion mix dimensions. The results, Table 4.11c, implies that all dimensions of promotional mix had significant influences on overall consumer preference at 95% confidence level ( $p < 0.05$ ), indicating that for franchised five-star hotels, these factors are important in assessing overall consumer preference of their customers so as to have more share in local market of hotel industry.

Table 4.13 c Estimated Regression Coefficients

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	.326	.160		2.040	.042	
1	ADV	.210	.039	.260	5.450	.000
	SPR	.332	.047	.366	7.100	.000
	DMK	.072	.024	.127	3.031	.003
	PSL	.158	.039	.191	4.014	.000
	PR	.123	.035	.150	3.493	.001

a. Dependent Variable: CPR

(Source: Own Survey, 2021)

It can be concluded that the results of the regression analysis highlighted the priority areas of promotional mix strategies for the fact that not all the predictors contribute equally to the consumer preference of franchised five star hotels in Addis Ababa.

Based on the results analyzed above, all the five proposed hypotheses  $H_{1,2,3,4}$ , and 5 are supported. Summary of the hypotheses are presented on Table below.

Table 4.14. Summary of the Research Hypothesis Test Result

Cod	Hypothesis	Status
H <sub>1</sub>	Advertising has positive nad significant effect on consumer preference	Supported
H <sub>2</sub>	Sales Prromotion has positive nad significant effect on consumer	Supported
H <sub>3</sub>	Direct marketing has positive nad significant effect on consumer	Supported
H <sub>4</sub>	Personal selling has positive nad significant effect on consumer	Supported
H <sub>5</sub>	Public relation/ publication has positive nad significant effect on consumer preference	Supported

(Source: Own Survey, 2021)

### 4.3 Discussion of the Result

This study was aimed to examine the effect of effect of promotional mix dimensions on overall consumer preference of the selected five-star franchised hotels' customers in Addis Ababa.

As indicate in the above table 4. 13, all of the regression coefficients (Beta Coefficients) between the promotional mix dimensions and consumer preference have positive values. Hence, there were no inverse relationships between the promotional mix variables and consumer preference. The results revealed that the hotels are more dedicated to create awareness or pursue local customers to purchase or consume their services through well-organized promotional mix strategies. This also supported by Wang (2010) whose research in the hospitality industry taking international branded hotels as a case study. He found out that promotional mix is the best marketing strategy to create the required awareness about their brands resulted in affecting their purchase decisions and loyalty. But, on the other hand, hotels franchised in highly consumer ethnocentric countries or societies, advertising and other sales promotions through different event organization are perceived negatively (Jones, 2014).

The brief discussion on each hypothesis is given below.

**Sales Promotion** has the highest effect on consumer preference because it has the highest Beta coefficient result ( $\beta = .332$ ;  $P < .05$ ). This could be related with seeking discounts is a social norm in low economic societies on top of high priced international branded hotel services.

It is also pertinent with Sonja (2011) who found out there is a significant relationship between price discount and consumer buying behaviour during sales promotion.

**Advertising** is the second highest predictor with ( $\beta = .210$ ;  $P < .05$ ) beta coefficient. **Personal selling** is another independent variable under promotional mix dimensions in this study. It has positive and significant effect on the overall consumer preference with beta coefficient of ( $\beta = .158$ ;  $P < .05$ ).

With regard to public relations and direct marketing, both have positive but relatively less significant effect on consumer preference. The regression analysis of this study indicates that the Beta coefficient public relations and Direct Marketing ( $\beta = .123$ ) and ( $\beta = .072$ ), respectively.

To this end, one can be concluded that promotional mix tools have significant and positive effect on prediction of consumer preference of hotel customers in Addis Ababa. Sales promotions, advertising, and personal selling played significant role in enhancing purchase intention of the consumers along with motivating them to recommend the services to others. Therefore, concerned managers should evaluate periodically to investigate which promotional tool or a mixture of two or more tools improve overall consumer preference of their customers in the long run with minimum costs.

## **CHAPTER FIVE**

### **5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

In this chapter of the study, summary of the major findings, conclusion and recommendations of the study is presented.

#### **5.1 Summary of major finding**

The primary objective of this study was to assess the effect of promotional mix on consumer preference in the case of selected five star franchised hotels in Addis Ababa.

The hotel industry in Ethiopia is characterized with the emergence and fast growth of international branded hotels in the city in favour of being the hub for transiting East African travelers to different parts of the world, a seat for African union head quarter and many other diplomatic officials. Due to transition of government and liberalization of the industry from political officials and affiliated developers' pressure, it has become an area of stiff competition to sustain their respective market share or dominate the market at large. To do so, hotels strived for implementing promotional strategies through different alternative media. However, which promotional mix tool is/are more effective to attract the local consumers was the subject ignored for a while. Hence, this study tried to identify which determinant has the highest influence on the overall consumer preference of the franchised five star hotels in Addis Ababa. In addition, this study also tried to answer the five research questions stated in the introduction part.

To address the intended research objectives, five factors were considered namely Advertising, Sales promotion, personal selling, direct Marketing and Public Relations to investigate their significant effect on consumer preference. A sample size of 241 respondents was selected using convenience sampling technique from customers of each hotel. Based on the theoretical framework and objectives of the study, questionnaires with 29 items were provided in a 5-point Likert scale to be filled by the respondents. The gathered data was analyzed by descriptive and inferential statistics. The major findings are summarized and presented as below:

- The value of R (.813) indicated relations of the five independent variables with the dependent one which are accounted for approximately 66.1 % ( $R^2$ ) of the variation in consumer preference. However; the remaining percent (33.9%) was explained by other variables not included in this study.
- As tested by ANOVA, F value of 91.760 is significant at  $p < 0.001$ . Therefore, it can be inferred that with 66.1% of variance (R Square), promotional mix is significant and the model appropriately measured the dependent variables – behaviour intention.
- Generally, the regression model predicts overall consumer preference has been significantly explained by the five independent (promotional mix) dimensions.

## **5.2 Conclusion**

The promotional mix is a term used to describe the set of tools that a business can use to communicate effectively the benefits of its products or services to its customers. The challenge is to select the right mix of promotional activities to suit the particular business at a particular time and to then use it correctly to achieve the intended result. One of the most important marketing decisions that managers may need to make centers around determining the most effective way to promote their business and products. This study examines how promotional mix affect overall consumer preference.

The basic objective of this study was, thus, to assess how promotion mix such as advertising, personal selling, sale promotion, public relations and direct marketing significantly affect franchised hotels' overall behaviour intention. The results of the findings revealed that all promotional mix dimensions showed positive and strong significant relationship with consumer preference. It also endorsed that all independent variables had positive and significant effects on consumer preference even though public relations/publicity and direct marketing had relatively lowest effect compared to the other three promotional mix dimensions.

Sales promotion plays a vital role to diffuse the information among the potential customers through hosting holiday and other events broadcasted with local media which in turn create awareness, persuade and remind customers. Regarding their preference, broadcasting media (such as TV, Radio, billboard) and websites (Social Media) are most preferred promotional

channels to address marketing messages to the main targeted segments. Meanwhile, next to sales promotion, advertising had also a positive significant impact on overall purchase intention and positive word of mouth as well. Managements of the franchised hotels were aggressively working on sales promotion focusing only on sponsoring and organizing different holiday events to disseminate their marketing message to the customers, offering service packages with promotional sales discounts. Also implemented different low-cost gifts impregnated with their brands.

Similarly, personal selling is also the rich source of brand awareness and brand image because when buyer and seller interact face to face, then customer got brief information about goods and services which make a positive and trustworthy relationship with the client. In these regards, the finding revealed that the hotel managers and marketers have a lot to do on accessing more media to create one-to-one interactive communication channel with the customer that remind them the services of which a given firm is offering. Taking the advantage of customer handling staffs' competence, direct contact of the prospect customers will have substantial influence on improvement of sales by attracting new customers and keeping the existing ones as loyal. This implies the hotel managers seem to create a link to contact their customers in person to promote their services as they have already well-trained staffs who can instill confidence on them.

On the other hand, direct marketing seems less attention given area even though it also plays significant role to enhance consumer preference through creating platform for interactive communication as well as updating new information. Lack of internet infrastructure and the level of the local consumers' awareness for digital marketing have become a bottleneck for promoting through digital media effectively. Similarly, there is also a gap in implementing public relations effectively as the hotels more of focused on business customers than individuals. This is also consistent with the findings by Shimp (2010) which maintained that public relations of known branded business firms exert more efforts on business customers. Managers and marketers need to put unlimited efforts to change such negative perceptions through aggressive public relation and promotes their market share as well.



### 5.3 Recommendation

It was found to have positive significant relationships between promotional mix and consumer preference. All the five dimensions of promotional mix such as advertising, sales promotion, direct marketing, personal selling and public relations/ publication are appropriate predictors to measure overall consumer preference keeping other variables constant. In view of the findings and conclusions of the study, the study makes the following recommendations to the franchised five star hotels' managers and marketers in Addis Ababa based on the objectives of the study for the purpose of improving the integration on promotional mix strategies of high level branded hotels. The recommendations are:

- Mass media advertising strategy has the ability to attract new potential customers. Hotel marketers should address the intended marketing message targeting specifically the potential buyers with appropriate timing.
- Marketing managers of the franchised hotels should invest more on holiday and other events organization to promote their services as it attracts more potential customers.
- The hotel should use gifts to motivate and encourage its customers.
- Small gift items like cups, plates, key-holders, pens, etc. impregnated with their specific logos and mottos to build their brands' recognition.
- Direct marketing practices of the franchised hotels was perceived slightly positive. Human resource managements should train their respective sales forces how to customize marketing messages for a specific target audience. It had relatively lowest effect on consumer preference.
- Personal selling strategy has also significant influence on consumer preference, and that franchised hotels should improve the relationship by integrating with advertising and sales promotion. The staff should contact its customers frequently and offer customized service.
- Public Relations/ Publicity had relatively lowest effect on consumer preference. Marketing managers should also give due consideration for individual customers. They should equally be treated as business customers.

- Promotional mix strategies have positive and significant effect on consumer's preference. All the dimensions are good predictors for explaining customer's buying decision. However, there are other marketing mix factors such price, place, product/services, people and process that could potentially affect the customers of the hotel industry.

Therefore, there is scope for other researchers to study consumer's brand choice decision in other product/ service organizations. Moreover, the study area in the franchised five-star hotels can be conducted in the context of other domestic branded hotels, so that the findings of the study can be replicated.

#### **5.4 Limitations and Suggestions for Future Research**

The findings of this study will provide a platform for a variety of future research efforts. In this study, only selected five star franchised hotels were taken into consideration. So, it is recommended that a similar study will be undertaken using large enterprises of the same sector and make a comparative analysis.

It is also recommendable to examine the research model of this study in other sectors which will be helpful for generalization purposes. Hence, a potential area of future research is to examine the effect of promotional mix dimensions on another industry performance, especially in the Ethiopian context. This research is also limited in that it only focused on the consumer preference on hotels measured on profitability, price, customer satisfaction, and brand awareness. Therefore, future researchers could also study the effect of promotional mix on ROI, market share, growth, ROA, ROE, and others measures (marketing, financial, and non-financial measurements).

Furthermore, future researchers can investigate other factors that might influence or mediate the relationship between promotional mix strategies and brand choice decision of consumers. For example, the relative impact of demographic, social, cultural and economic variables can be investigated. In addition to this, researchers can find a better result by applying additional statistical techniques, such as factor analysis-to reduce variables and increase the validity of the research.

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## Appendix

### Appendix - Survey Questionnaire



#### ST. MARY UNIVERTSITY, SCHOOL OF GRADUATE STUDIES

#### DEPARTMENT OF MARKETING MANAGEMENT

**Dear Respondent,**

My name is Tsion Daniel and I am a graduating class currently enrolled at St. Mary's University, School of Graduate Studies. I am conducting a research on the effect of promotional mix practices on consumer preference taking five-star franchised hotels in Addis Ababa as a case study for a partial fulfillment of the requirements for the degree of masters of marketing management. This study is done to examine the effect of promotional mix practices on consumer preference in terms of repurchase/ revisit and word-of-mouth to shade lights on how promotional mixes are currently implemented and to what extent they affect the consumer preference of local customers. Pease be honest in filling this questionnaire, as the results of this study can be used as a basis for further study. Your confidentiality will be protected and any information collected in this Study will be granted with full confidentiality.

Please don't hesitate to contact me if you have any doubts, comments or suggestions regarding the content and the subject matter as well.

My Adders :

**Name- Tsion Daniel**  
**Mobile- 251-911-66-90-46**  
**Email- [tsiondaniel4643@gmail.com](mailto:tsiondaniel4643@gmail.com)**

*Thank you for your valued time in advance!*

**Part I. General Information**

1. Sex  Female  Male
2. Age (years old)  < 25  25 – 40  41 - 50   
 Above 55
3. Education  High school  Degree  Masters  
 Ph.D.  Other, please specify \_\_\_\_\_
4. Income (Birr/month)  < 5,000  5,001 – 10,000  10,001 – 15,000  
 > 15,000
5. Marital Status  Divorced  Single  Married  Widow

**Part II. Study questions related with promotional mix and consumer preference**

Please read each statement carefully and show your level of agreement on the statements by putting “X” mark in the boxes using the following 5-scale Likert scales: Strongly agreed (SA)=5, Agreed (A)=4, Neutral (N)=3, Disagreed (DA)=2, and Strongly disagreed (SDA)=1

Advertising	SDA	DA	N	A	SA
	1	2	3	4	5
<b>The hotel uses media advertising for its services</b>					
<b>The hotel’s advertising is more informative</b>					
<b>Trustworthy information is advertised by the hotel</b>					
<b>Frequent advertising of the hotel reminds me to use the service</b>					
<b>Overall advertising practices of the hotel influenced me to prefer the service</b>					
<b>Direct Marketing</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>The hotel uses low cost gifts to motivate me to use the service</b>					
<b>The sales discount during holiday events attracts me more</b>					
<b>The hotel uses packages as a tool for promotion</b>					
<b>The hotel organizes events as sales promotion</b>					
<b>The overall sales promotion activities of the hotel tempt me to go there.</b>					
<b>Personal selling</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>The hotel updates me about its services through my personal mail</b>					
<b>The hotel uses social media to promote its new services</b>					

The hotel uses phone calls to send clear messages regarding new service offers					
The hotel employees interactive communication to persuade its customers to purchase					
Overall direct marketing practice of the hotel makes me decide to use the hotel's service					
<b>Sales Promotion</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The hotel's salespersons contact me frequently to visit its services					
The salespersons of the hotel are knowledgeable to in still confidence on customers					
The hotel sales staffs offer me customized service which suits my personality					
Sincerity of the hotel's salespersons influences me to use its services					
The hotel sales staff create friendly relationship which influenced me to visit the service					
<b>Public Relation</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The hotel uses appealing printed materials to promote its services					
Reliable information, disseminated via the public relation, tempted me to use the service					
The hotel provides more detailed information via its public relation officers					
The information from the hotel public relation makes me perceive the brand positively					
<b>Consumer Preference</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
If I want to entertain myself, I prefer to go to five-star hotels again					
I would like the treatment of five-star hotels					
I can tell more positive sides of five-star hotel services based on their promotion					
I have more faith in five-star hotels because of their promotional practices					
I recommend five-star holes to my intimates as the information is trustworthy					

**Many Thanks for Your Valued Time!!!**

አባሪ

አባሪ 1: የጥናት መጠይቆች



ቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ትምህርት ክፍል

የማራከቲንግ ማኔጅመንት ዲፓርትመንት

ውድ መልስ ሰጪዎች

ስሜ ጽዮን ዳንኤል ይባላል እኔ የቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ትምህርት ክፍል ተማሪ ነኝ። በአዲስ አበባ የሚገኝ ባለ 5 ኮከብ ፍራንቻይዝ ሆቴልን ለጥናት በመውሰድ የፕሮሞሽናል ሚክስ ትግብራ በደንበኞች ምርጫ ላይ ያለውን ተጽዕኖ እያጠናው ነው ይህም ለማርኬቲንግ ማኔጅመንት ሁለተኛ ዲግሪ መጠይቅ ከፊል ማማያ እንዲሆንኝ ነው። ይህ ጥናት የሚሰራው የማርኬቲንግ ሚክስ ትግብራዎች በደንበኞች ምርጫ ላይ ድጋሜ ከመግዛት፣ ድጋሜ ከመስጠት እና ቃለ አንጻር ያለውን ውጤት መገምገም ሲሆን በተጨማሪም ማርኬቲንግ ሚክሶች በአሁኑ ጊዜ ላይ እንዴት እየተተገበሩ እንደሆነ እና በአገር ውስጥ ደንበኞች ምርጫ ላይ ምን ያህል ተጽዕኖ እንዳለው መግለጽ ነው። እባክዎትን ይህንን መጠይቅ በሚሞሉበት ጊዜ ትክክለኛ የሆነ መረጃ ይሰጡ ምክንያቱም የዚህ ጥናት ውጤት ወደፊት በሚሰሩ ጥናቶች ላይ ትክክል ያልሆነ ውጤትን ሊያመጣ ስለሚችል የሚሰጡት ምስጢራዊ መረጃ የተጠበቁ ሲሆን በዚህ ጥናት የሚሰጡት ማንኛውም መረጃ ሙሉ በሙሉ ሚስጥራዊ ነው።

ይዘቱንም ሆነ ይህንን ርዕስ ጉዳይ በተመለከተ ማንኛውም ጥያቄ፣ ሃሳብ ወይም አስተያየት ካሎት እኔን ከማግኘት እባክዎትን ወደኋላ አይበሉ።

የግንኙነት አድራሻዬ፡

ስም፡- ጽዮን ዳንኤል  
ስልክ ቁጥር፡- 251911-66-90-46

ለሚሰጡኝ ውድ ጊዜ ከወዲሁ ላመሰግን አወዳለሁ

ክፍል 1:- አጠቃላይ መረጃዎች

- 1. ጾታ  ሴት  ወንድ
- 2. እድሜ  25 በታች  25-40  41-55  ከ55 በላይ
- 3. ትምህርት  2ኛ ደረጃ  ዲግሪ  ማስተርስ  ፒኤችዲ

ሌላ እባክዎ ይግለጹ \_\_\_\_\_

4. ገቢ (ብር)     ከ5,000 በታች                     5,001-10,000     10,001-15,000     ከ15,000 በላይ

5. የጋብቻ ሁኔታ                     ያላገባ                                     ያገባ     የሞተባት                                     ፈት

**ክፍል 2:- ከፕሮሞሽናል ሚኒስትር እና ደንበኞች ምርጫ ጋር የተያያዙ የጥናት ጥያቄዎች**

እባክዎትን እያንዳንዱን ዓረፍተ ነገር በጥንቃቄ ካነበቡ በኋላ ከዚህ በታች ባሉት ባለ5 ሊከርት ስኬሎች ማለትም በጣም እስማማለሁ

(በእ) = 5፣ እስማማለሁ (አ) = 4፣ ገለልተኛ (ገ) = 3፣ አልስማማም (አ) = 2፣ እና በጣም አልስማማም (በአ) = 1

በማለት የተስማሙበትን ደረጃ የX ምልክት በማስቀመጥ ያመልክቱ

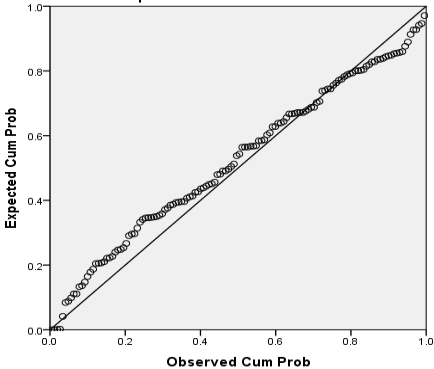
ዝርዝር	ኤስዲቲ	ዲኤ	ኤን	ኤ	ኤስኤ
	1	2	3	4	5
ሆቴሉ ለሚሰጣቸው አገልግሎቶች የሚዲያ ማስታወቂያዎችን ይጠቀማል					
የሆቴሉ ማስታወቂያዎች በይበልጥ አስተማሪ ናቸው					
ትክክለኛ መረጃዎች በሆቴሉ ይተዋወቃሉ					
በየጊዜው የሚታወቁ የሆቴሉ ማስታወቂያዎች አገልግሎታቸውን እንድጠቀም ያስታውሱኛል					
አጠቃላይ የሆቴሉ የማስታወቂያ ልምዶች የሆቴሉን አገልግሎት እንድጠቀም ተጽዕኖ አሳድረውብኛል					
	1	2	3	4	5
አገልግሎታቸውን እንድጠቀም ለማነሳሳት ሆቴሉ ዝቅተኛ ዋጋ ያላቸውን ስጦታዎች ያቀርባል					
በአመት በዓል ጊዜ የሚደረጉ የሽያጭ ቅናሾች በይበልጥ ይስጡኛል።					
ሆቴሉ እንደማስታወቂያ መሳሪያ ጥቅሎችን ይጠቀማል					
እንደሽያጭ ማስታወቂያ የሚሆኑ ክስተቶችን ሆቴሉ ያዘጋጃል					
በአጠቃላይ የሽያጭ ማስታወቂያዎቻቸው ወደ ሆቴሉ እንድሄድ ያነሳሱኛል።					
	1	2	3	4	5
ሆቴሉ በግል መረጃ ስለአገልግሎቱ ማሻሻያዎች ያሳውቀኛል					
ሆቴሉ አዳዲስ አገልግሎቶችን ለማስተዋወቅ የማህበራዊ ሚዲያዎችን ይጠቀማል።					
የአዳዲስ አገልግሎት ግብዣን በተመለከተ ሆቴሉ ግልጽ የሆነ መልዕክት ለመላክ ተንቀሳቃሽ ስልክን ይጠቀማል።					

ሆቴሉ ደንበኞቹ ግጥም እንዲያከናውኑ ለማሳመን መስተጋብርን የሚፈቅድ ስነመግባቦትን ያደርጋል።					
በአጠቃላይ የሆቴሉ ቀጥተኛ የማርኬቲንግ ልምዱ የሆቴሉን አገልግሎት ለመጠቀም እንዲወስን ያነሳሱኛል					
	1	2	3	4	5
የሆቴሉ የሽያጭ ግለሰብ አገልግሎቶችን በየጊዜው ከእኔ ጋር ግንኙነት ያደርጋል።					
የሆቴሉ የሽያጭ ግለሰብ በደንበኞች ላይ የራስ መተማመንን ለመፍጠር በቂ እውቀት አለው					
የሆቴሉ የሽያጭ ስታፎች ለእኔ ማንነት የሚሰማማን በእኔ ልክ የሆነን አገልግሎት ያቀርቡልኛል።					
የሆቴሉ የሽያጭ ግለሰቦች ሐቀኝነት አገልግሎታቸውን እንዲጠቀም ተጽዕኖ ያደርግብኛል።					
የሆቴሉ የሽያጭ ስታፎች ምቹ የሆነ ግንኙነት አገልግሎታቸውን እንድንገባ እና እንድንጠቀም ተጽዕኖ አሳድሮብኛል					
	1	2	3	4	5
ሆቴሉ ሳቢ የሆኑ የህትመንት መሳሪያዎችን አገልግሎቱን ለማስተዋወቅ ይጠቀማል					
ትክክለኛ መረጃ፣ በህዝብ ግንኙነቶች የተሰራጩ አገልግሎቱን እንድንጠቀም ያነሳሱኛል					
ሆቴሉ በህዝብ ግንኙነት ኃላፊዎቹ አማካኝነት ዝርዝር የሆኑ መረጃዎችን ያቀርባል					
ከህዝብ ግንኙነት የሚለቀቁ መረጃዎች ብራንዱ አዎንታዊ በሆነ መንገድ እንድቀበለው ያደርጉኛል					
	1	2	3	4	5
ራሴን ለማዘናናት በምፈልግበት ጊዜ ወደ ባለ 5 ኮከብ ሆቴል ጋር መሄድን እመርጣለሁ					
ባለ 5 ኮከብ ሆቴል እንክብካቤ እወደዋለሁ					
ማስታወቂያዎቻቸው ላይ በመመስረት ባለ 5 ኮከብ ሆቴሎችን በጎ ጎኖች መለየት እችላለሁ					
በማስታወቂያ ልምዳቸው የተነሳ ባለ 5 ኮከብ ሆቴሎች ላይ ይበልጥ እምነት አለኝ።					
መረጃዎቻቸው ትክክለኛ ስለሆነ ባለ 5 ኮከብ ሆቴሎችን ለቅርብ ጓደኞቼ እንዲጠቀሙት እመክራለሁ					

**ስለውድ ጊዜዎች እጅግ በጣም አመሰግናለሁ**

# Appendix

## Linearity



## Homoscedasticity

