



St. Mary's **ቅድስት ማርያም**
University **ዩኒቨርሲቲ**
Committed to Excellence

SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF PROMOTION MIX ELEMENTS ON CONSUMER
PURCHASE DECISION: THE CASE OF SOME SELECTED REAL
ESTATES IN ADDIS ABABA**

By:

Maiden Worku Negash

ID: - SGS/0407/2011A

JUNE, 2020

ADDIS ABABA, ETHIOPIA

**THE EFFECT OF PROMOTION MIX ELEMENTS ON CONSUMER PURCHASE
DECISION: THE CASE OF SOME SELECTED REAL ESTATES IN ADDIS
ABABA**

**BY:
MAIDEN WORKU NEGASH
ID: - SGS/0407/2011A**

**THESIS SUBMITTED TO ST. MARY UNIVERSITY, SCHOOL OF GRADUATE
STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE
AWARD OF MASTER OF ART IN MARKETING MANAGMENT**

Advisor: - Mohammed Mohammednur (Assistant Professor)

**JUNE, 2020
ADDIS ABABA, ETHIOPIA**

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

**THE EFFECT OF PROMOTION MIX ELEMENTS ON CONSUMER PURCHASE
DECISION: THE CASE OF SOME SELECTED REAL ESTATES IN ADDIS
ABABA**

APPROVED BY BOARD OF EXAMINERS

Dean, Graduate Studies

Signature

.....

Advisor

Signature

.....

Internal Examiner

Signature

.....

External Examiner

Signature

.....

Endorsement

**THE EFFECT OF PROMOTION MIX ELEMENTS ON CONSUMER
PURCHASE DECISION: THE CASE OF SOME SELECTED REAL ESTATES
IN ADDIS ABABA**

This thesis paper has been submitted to St. Mary University, school of graduate studies for examination with my approval as a university advisor.

Mohammed M. (Asst. Prof.)

.....

Advisor

Signature

St. Mary's University

Addis Ababa

June, 2020

Declaration

I declare that this thesis is my original work, prepared under the guidance of my advisor. All sources of materials used for the thesis have been duly acknowledged. This paper is submitted in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university.

Maiden Worku

.....

St. Mary's University

June, 2020

Addis Ababa

TABLE OF CONTENTS

TABLE OF CONTENTS	VI
LIST OF TABLES	VIII
LIST OF FIGURES	IX
CHAPTER 1 INTORDUDUCTION	1
1.1 Background of the study	1
1.2 Statement of the Problem	5
1.3 Research hypothesis	6
1.4 Objective of the Study	6
1.4.1 General Objective.....	7
1.4.2 Specific Objectives.....	7
1.5 Significance of the Study	7
1.6 Scope of the Study	8
1.7 Limitation of the Study	8
1.8 Organization of the Paper.....	8
CHAPTER 2 REVIEW OF RELATED LITERATURE	10
2.1 An overview of Promotion Mix Elements	10
2.2 Theoretical Literature	11
2.2.1 The Concept of Promotional Activity and its objective.....	11
2.3 The five PME	12
2.3.1 Advertising.....	13
2.3.2 Personal selling	14
2.3.3 Sales promotion.....	16
2.3.4 Public relations or Publicity	18
2.3.5 Direct Marketing	19
2.4 Consumer purchase Decision	20
2.4.1 Need Approval	21
2.4.2 Information Gathering.....	22
2.4.3 Evaluation of Alternatives.....	23
2.4.4 Purchasing Decision.....	23
2.4.5 Post - Purchase Evaluation.....	24

2.5 Empirical Studies	24
2.6 Conceptual Framework	27
CHAPTER 3 RESEARCH DESIGN AND METHODOLOGY	28
3.1 Research Design.....	28
3.2 Research Approach	28
3.3 Target population, Sample Size and Sampling Techniques.....	28
CHAPTER 4 DATA ANALYSIS AND PRESENTATION.....	32
4.1 Samples and response rate	32
4.2 Reliability.....	32
4.3 Demographic profile of respondents.....	33
4.4 Descriptive Analysis	35
4.5 Inferential Analysis	36
4.5.1 Correlation Analysis	36
4.6 Multiple Regressions.....	38
4.6.1 Multiple Regression Result.....	41
4.7 Beta Coefficient analysis	43
Interpretation of beta coefficients Result and Discussion.....	43
CHAPTER 5 MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION.	45
5.1 Major findings of the Study	45
5.2 Conclusion	46
5.3 Recommendations	46
REFERENCES	48
APPENDIX A.....	54

LIST OF TABLES

Table 4-1: Reliability Statistics	33
Table 4-2: Demographic statistics of the respondent	34
Table 4-3: Descriptive Statistics of variables	35
Table 4-4: The correlation Matrix between purchase decision and independent variable	37
Table 4-5: VIF values of predictors	39
Table 4-6: Durbin- Watson Value	40
Table 4-7: model summary of multiple regressions	41
Table 4-8: ANOVA	42
Table 4-9: Regression result	43

LIST OF FIGURES

Figure 2-1: Conceptual Frameworks. Mahsa et al, (2015).	27
Figure 4-1: Scatterplot	40
Figure 4-2: P- plot	41

CHAPTER I INTORDUDUCTION

This chapter consists of background of the study, statement of the problem, research questions, research hypotheses, objective of the study, significance of the study, delimitation of the study, and organization of the paper are explained here under.

1.1 Background of the study

All companies drive sales by promoting the benefits their company's goods or services to pools of potential buyers. The way companies promote their product will largely determine whether they successfully select the right way of promotion to their target audience or not. Even a superior product doesn't sell itself. Our customers need information about our product or service before they buy it. The ways we communicate features and benefits to our potential customers is called a promotional mix. Kotler, (2000).

Marketing is the art of selling goods and services to the ultimate consumer. According to Philip Kotler (2006), the ingredients for a good marketing are the 4P's: product, price, promotion and placement. It is the main instrument used by the company to obtain strong position on the concerned markets. In particular, promotional mix namely advertisement, sales promotion, public relations, direct marketing and personal selling are an effective tools to spread the information about the products and services. A promotional mix should be designed in a way that informs the target market audience about the values and benefits of the product or service offered. It also changes the consumer perception and buying decision towards the product.

Promotion mixes are very significant elements of marketing activities. All over the world, the large multinational corporations to medium and even small firms recognize that there is no best alternative than promotion to communicate with consumers and motivate them to purchase their products or services (Laboni, 2015). The role of promotion has been redefined into managing long term-relationship with carefully selected customers, including construction of learning relationship where the marketer maintains a dialogue with an individual customer (Dawes & Massey, 2006).

Thus, promotional mix elements such as advertising, sales promotion, personal selling, direct marketing, public relation and others consider being the most effective tools that guide the consumers to make a decision to try a service or purchase a product. (Neha and Manoj, 2013).

A promotional mix is an allocation of resources among five primary elements: Advertising, Public relations or publicity, Sales promotion, direct marketing and Personal selling. When companies promote their business, they're engaging in persuasive communication, they want to convince others to buy from them. They must select the right promotional strategy to capture the attention of the right group of potential customers in a credible yet catchy way and to educate them about our products or services and to influence them to buy from us. Wang, (2009)

Promotion 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 (Nor Amira et al, 2013). In addition Promotion mix is used to refer to the combination of different kinds of promotional tools used by a firm to advertise and sell its products. Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). In order to keep up with the competition and changing consumer needs and wants, for increase customer satisfaction firms are forced to adopt effective promotional strategies to promote growth beyond borders thus creating awareness and increase usage rates of their products and services. Promotional strategies enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2003).

When companies have made their promotional strategies they must focus on their target market and use the right channel in order to ensure their target market is aware of the promotion for their products and will accept as well as buy their products (Dong-Jenn, 2015). Good promotion strategies will get good response and all promotional activities organized by the company were done to increase sales and indirectly to get more profit for the company (Fill & Jamieson, 2011). In addition, these promotional strategies also measure how strong it influences the buying decision among consumers and to find out whether the promotional strategies implemented (advertising, internet marketing, public relation and personal selling) are well accepted (Nor Amira et al,2013).

Real estate development in Ethiopia has taken various shapes and evolved into what we nowadays experience. The long established practice is development of residential houses by home owners themselves. During the Derg regime and afterwards, residential house development through housing cooperatives was highly dominant. Since the last couple of decades, however, real estate development took a mix of shapes wherein government took the lion's share of housing development in what is called "condominium development scheme and aimed at fulfilling the housing demand of the lower-income groups. Despite being relatively new to Ethiopia, real estate development is being reinforced by the emergence of developers from private sector developers of both domestic and foreign investors. Allaboutethio.com, (2015)

As mentioned earlier, real estate development in Ethiopia is a recent phenomenon, not stretching beyond a couple of decades. Despite its infancy, in the past few years, the real estate sector has shown fast growth. Currently there exist around sixty seven local and six foreign real estate developers in Ethiopia. Allaboutethio.com, (2015)

The real estate sector has been contributing its part a lot in this regard. One can see that the sector has been providing its services to the society and gaining experience and enhancing its capacity from time to time; putting it in a better position to satisfy the needs of the public. The amount of housing the government and the private sector have been making available falls far short of the demand for it. Under such circumstances it is important that the capacity of the public to afford residential houses be taken into account and addressed accordingly. Addressing this challenge would create a win win situation for both sides, (addischamber.com, 2016).

Even though this sector is a new development in the Ethiopian urban development, it has become one of the fastest growing segments of the economy. The growth of real estate development has a positive impact over the general economy of the country, in which case one author puts this in this way, "Real estate generally contributes to a country's economic development as a result of a corresponding growth in the demand for materials, labor inputs and backward and forward linkage effects in the economy". According to a review made by Access Capital an independent consultant group, (2010) had it not been for the expansion of the real estate sector and the closely affiliated construction sector, Ethiopia would not have registered double digit economic growth in the past five years.

Consumers are exposed to thousands of marketing communication every day. Organizations compete heavily for the attention and custom of the consumer through their advertising. Marketing communication attempts to provide information to the consumer about the organization's products and service offering. The various methods of communicating with the consumer need to be in agreement to deliver a holistic and effective message that will satisfy both organizational and consumer needs (Mahsa et al, 2015). The objective of the message is to prompt the public to buy the product or service. Therefore the customer needs to be receptive to the message and to be able to explicate it in such a way the intent to buy is determined (Koekemoer, 2004).

Moreover, in the last twenty years the number of real estate companies increased in Ethiopia that is in late 1990 there were only two real estate companies named Ayat and Berta in the country. However, in 2019 the number of real estates reached ninety which creates a stiff competition among the companies in meeting customer service expectation and satisfaction. In this competitive environment, real estate companies must be able to create a way to distinguish themselves from others. (addischamber.com, 2016). One of the main methods for achievement of competitive advantage is communication. Promotion mix elements are of the marketing communication strategy to derive demand and also provides more profit than what consumers receive from the sale position of a product and also has sharper influence on sales (Banerjee, 2009).

Despite the widespread employment of promotional mix elements in practice, there has been little attempt to integrate research to determine the relationship between the use of promotional mix elements and customer purchase decision. The influence of promotional mix elements appear to be worthy of investigation in relation to customer buying behavior as different scholars contradicts each other and argues for diverse outcomes (Netemeyer et al., 2004; Mela et al., 1997). Related to this, to the best knowledge of the researcher, there has not been any study and empirical evidence in Ethiopia regarding the relationship between promotional mix elements and consumer purchase decision in relation to real estate companies. Given such limitations, this study therefore, tries to evaluate the effect of promotional mix elements on customer purchase decision on the selected real estate companies.

1.2 Statement of the Problem

The main reason that triggered the researcher to conduct the research on the problem at hand is the current unstructured and unintegrated way of using promotional mix elements on consumer decision on real estate. This unstructured and unintegrated way of applying and incorporating of elements as one of the company's marketing strategy sacrifices the industry a lot and studies shows that companies have to apply the elements on structured and integrated manner so as to complete in this dynamic and competitive business environment. Effective use of promotional mix elements is not a choice for firms rather it's a must. One previous study shows that billions of dollars are spent on advertising annually to promote business. According to a survey 50 percent of all advertising is wasted due to lack of effective advertising. (Ads of the world business Magazine, 2011). In addition, at the moment when the sale of a flat of a certain building happens, companies tend to apply different techniques to achieve their goals. How applicable and profitable are these techniques? The process of making a decision regarding a purchase is quite slow and will also be associated with data collection and comparison to realize the purchase. Since there is a stiff competition in the real estate companies and how do investors and real estate companies convince their customers to buy these apartments? What strategies and techniques they use to inform their consumers and to conduct a sale? How satisfied are customers with their choices? And other questions are the basic questions that need to be answered. And by knowing that the purchase of a real estate property is a major investment by a potential client, the decision to buy a house is a long search process and is based on specific customer preferences.

The main gaps that are being observed in the real estate industry of Ethiopia regarding on applying the PME are: the unscientific approach of measuring and identifying which one of the PME is the most effective and workable for their existing market strategy in order to be competitive in the industry lack of proper application of promotional mix elements, and poor message creation.

Hence, by taking some selected real estates as a unit of the analysis, the researcher will investigate the problem in depth and tried to forward possible solutions to contribute in the course of making the industry professional. The real estate industry is selected as a case due to firsthand experience of the researcher in the industry, working for the past nine years makes the research more feasible and necessitates the urgency of the paper as the high

interest of the researcher on putting little feasible contribution that may add something valuable effort to the industry in more practical approach.

The researcher identifies both dependent and independent variables. Thus, dependent variable of the research is consumer purchase decision and independent variables are: Advertising, personal selling, publicity, sales promotion and direct marketing.

1.3 Research hypothesis

The study will be done based on the five hypotheses:

The main hypothesis will be broken down into the following hypotheses:

Ha.1: Advertising programs of real estate companies have significant effect on consumer purchase decision

Ha.2: Personal selling programs of real estate companies have significant effect on consumer purchase decision

Ha.3: Publicity (public relation) programs of real estate companies have significant effect on consumer purchase decision

Ha.4: Direct marketing programs of real estate companies have significant effect on consumer purchase decision

Ha.5: Sales promotions programs of real estate companies have significant effect on consumer purchase decision

1.4 Objective of the Study

The main objective of this paper is to answer the basic question that, is real estate industries use PMEs effectively, structurally and in an integrated way to make a positive effect on consumers purchase decision.

1.4.1 General Objective

The effect of promotion mix elements on consumer purchase decision: the case of some selected real estate companies in Addis Ababa.

1.4.2 Specific Objectives

1. To examine the effect of advertising practice on consumers purchase decision by real estate companies.
2. To measure the effect of sales promotion on consumers purchase decision by real estate companies.
3. To test the effect of personal selling practice on consumers purchase decision by real estate companies.
4. To evaluate the effect of publicity on consumers purchase decision by real estate companies.
5. To identify the effect of direct marketing on consumers purchase decision by real estate companies.

1.5 Significance of the Study

Through the survey to previous studies, the researcher couldn't find any conducted study in real estate sector regarding the use of promotional mix elements and their effect on consumers purchasing decision. Hence, the importance of this study will address a great importance for the following points: The findings from this study will be helpful for organizations that engage on the Real Estate business as they might draw a clear figure about the effective way of promotion mix element and also it will be helpful for managers to identify and invest on the most effective promotion mix element. Moreover, the study will be useful for academicians as they might achieve insights and suggestions for future studies, and can serve as an additional source of reference. In addition to this, this paper will provide the needed information for business consultants to recommend informed and successful advice.

1.6 Scope of the Study

1. Geographical Scope: - The study would be conducted in the capital city of Addis Ababa in four selected real estates, because these were enough to conduct this specific study in this specific time.

2. Conceptual scope: - Marketing mix are core things which determine the competence of an organization. These marketing mixes are: - product, promotion, price and placement. These are commonly called four Ps and any organization highly concerned with them. These marketing mixes show the direction and success of the any organization. This study was restricted only on promotion mix and its impact on customer purchasing decision. Because effective promotion mix strategies are very important for the organization to realize its goal. As a result the researcher conducted this study on effect of promotion mix on customer purchases decision.

1.7 Limitation of the Study

The paper was focused on only four real estate customers. However, there was not being comparison made with other real estate companies customers within the same industry. Therefore, the result of this research cannot be generalized to other real estate companies.

Besides, the research was being limited geographically. Due to the homogeneity of service provision and promotion strategy of the real estate companies over all in the country, the sample frame was being delimited to Addis Ababa.

In addition, in this study only questioner was applied as an instrument of data collection and other instruments like interview were not used for data collection.

1.8 Organization of the Paper

The study will be organized to five chapters. The first chapter comprises of the background of the study, the research objectives, research questions and hypotheses, significance of the study and scope of the study. Chapter two of the study encompasses the review of the related literatures. The third chapter will deal with methodology of the study. Chapter four of the research consists mainly with the analysis of data collection. The last chapter which is

chapter five embraced the conclusion and the recommendation drawn from findings of the data in addition with implications for further research.

CHAPTER 2 REVIEW OF RELATED LITERATURE

2.1 An overview of Promotion Mix Elements

The promotion can be defined as a “marketing activity involves the persuasion contacting process through which the sender define of a commodity, or service, or an idea, or a place, or a person, or a pattern of behavior for the purpose of influencing the members of a particular audience minds, to appeal to their response behavioral about what promotes” (Mualla, 2006). Promotion has an important role in forming of loyalty and psychological connection degree between the consumer and the product, the ad campaign, and the formulation of a sentence that create loyalty to the product play a major role in the success of achieving the objectives of the promotion policy (Mualla, 2006). It could be argued that the target of the promotion policy is mainly to develop of the market share of the Company, and to present to consumer adequate definition of the product, as well as to clarify how it is used (Abdul Hakim, 2004). There are several promotional goals, and the most three main objectives the company seeks to achieve through the promotion are: (1) Forming the appropriate mental image for the company: When the company marketed its products, seek to form a consumer mental image about the company by defining itself, and its goals in the early stages of the company’s entry to the market (Abu kahaf, 2001). (2) Defining of the company’s product: in general, the main task of the promotion is to define the product, specifications, price, places of distribution, how to use it, and places of service centers and maintenance, besides, trying to convince consumers of its benefits (Abdul Hamid, 1990). (3) The development of the company’s market share: promotion is considered one of the main tools the company relies upon to develop its market share, where consumers could be convinced with the available features in the company’s product, thus the consumers demand on the company’s product will be increased. In addition to, some consumers turning into buying the company’s product instead of buying competing products, which means an increasing in the company’s market share (Ansari, 1988).

According to Beimnet, (2017) promotion is one of the marketing mix elements, includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers satisfaction of their wishes and needs comparing with the competitors commodities (Mahmud et al., 2014).

Promotion is one of the key factors in the marketing mix and has a key role in market success. It is used to ensure that consumers are aware of the products that the organization is offering. The promotional mix is the combination of the different channels that can be used to communicate the promotional message to the consumers (Ansari, 2011). The channels to be used are; advertising, direct marketing, public relations and publicity, personal selling, sponsorship and sales promotion (Rowely, 1998).

Ross (2001) defined promotion mix as “total marketing communication program of a particular product”. Adebisi (2006) defined promotion mix as “any marketing effort whose function is to inform present or potential consumers about the benefits of product possess for the purpose of inducing a consumer to either start buying or continue to buy the company product or service. ”Promotion mix refers to describe the set of tools that an organization can be adopted to communicate in effective way the benefits of its products to its consumers. In order to ensure that organizations promotion strategies are well accepted and received by its consumers, the organization should have a strong way of communication because good communication skills and effective promotion is a tool for every organization to compete in the industry. Nor Amira and Mohd Ali, (2013).Promotion 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 (Mahsa et al, 2015).

2.2 Theoretical Literature

2.2.1 The Concept of Promotional Activity and its objective

A specific combination of promotional methods used for one product or a family of products may include print or broadcast advertising, direct marketing, personal selling, point of sale displays, and/or merchandising. As one of the marketing mix elements, promotion includes all the activities directed to the targeted consumers, that lead to facilitate the process of contacting with them for the purpose of formatting a sense of the importance of the commodity in achieving a high degree of consumers satisfaction of their wishes and needs comparing with the competitors commodities, and so, the concept of promotion extends to

all personal, and non-personal contact, such as advertising, public relations, exhibitions, sales promotion, packaging, branding, samples and gifts, etc..

The primary purpose of the promotion is to contact the consumer and influence it, and the good effective promotion requires of both understanding and knowledge of the persuasion process and how it is affected by various environmental variables, the targeted Consumers must be able to understand all the information he receive, and then the desired information must be formulated in the light of environmental considerations associated with consumer culture before delivered (Abdel-Fattah, 1988).

2.3 The five PME

According to Brassington and Pettitt (2000), promotion strategy is the direct way in which an organization communicates the product or service to its intention customers. In addition according to Swastha and Irawan (2008), promotional mix is information flows or one way persuasion which directing someone, people, or organization to make a demand. The promotion mix includes the tools like Advertising, Public Relations, Sales Promotion, Direct marketing and Personal Selling (Mahsa, 2015). According to Belch et al. (2004) there are five major promotional elements in marketing communications mix. These promotion mixes are presented and discussed as follows.

- Advertising
- Sales promotion
- Public relations
- Personnel selling and
- Direct Marketing.

2.3.1 Advertising

Kotler & Keller, (2006) defined advertising as any paid form of non-personal form of marketing communication about an organization, product, service or an idea by an identified sponsor. The non- personal component of advertising involves using mass media such as (TV, Radios, newspapers, magazines, etc).Which is non-personal and do not have an immediate feedback as personal selling does and is implemented by a specific advertiser for a fee paid to influence consumer behavior. According to Wang, (2009) advertising is one of the most primary communication links with customers, hence customers' desired image and language along with culture, economy and commercial changes must be kept in mind, and hence advertising helps in building brand awareness and image by repetitive exposure to intended message.

Advertising strategy as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea. It provides opportunities for dramatizing the company and its products through artful use of print, sound and color. Brassington and Pettit (2000). The key difference between advertising and other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels (Owaga, 2002). In recent years the role of advertising in the banking industry in both personal and corporate markets has expanded dramatically and the financial services industry is now one of advertising revenue. In developing adverting strategy the bank must first ensure that it conforms to overall marketing strategy (Channon, 1985). According to Jakstiene, et al. (2008) advertisements shape the behaviours of the people through cognition, which is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers. Sharma and Sharma (2009) found that, besides advertising, factors like company's brand, quality of the product and company's reputation affect the sales of a company. Kumar, et al. (2011) found that, advertising and sales promotion together with the image of a company influence the consumer buying decision. They added that, the quality and price of a product also influences a consumer's purchase of a good.

According to Negese, (2018) maintaining brand personality when it is in cooperation with other elements of the marketing communications mix. Advertising plays a significant role in the development of competitive advantage. In consumer markets advertising is the dominant form of communication for many organizations Wright, (1997). It is a good marketing communication tool to inform and persuade people whatever product, service or idea is being promoted. It can be used to strengthen the corporate image and its products and so reinforce buyer loyalty. Advertising in the business to business market is more about to inform and remind and to provide relevant facts upon which decisions can be made. Regardless of the target audience, all advertising requires a message and a carrier to deliver the message to the receiver De Pelsmacker, (2001).

2.3.2 Personal selling

According to De Pelsmacker, (2001) personal selling can be defined as, face-to-face communications tool used to inform and maintain to establish a long-term relationship with prospective customers. Kotler (2003) noted that personal selling is a useful tool to communicate with present and prospective buyers. Personal selling involves two ways flow of communication between a buyer and seller designed to influence consumers buying decisions. Furthermore according to Fill, (2011). The main feature of personal selling is the effect it has, it mean that a salespeople is more likely to break through, get consumers attention and even be remembered later on. The salespeople have the chance of adjust the message to the type of customer dealing with. Since the communication is two-way there is less danger of misunderstandings because salespeople can get feedback immediately and in the spot. Wang, (2009) noted that the crucial role of salespeople are to engage and gather information related to a potential customer, adapt a sales strategy based on that information, carry a message that implement organization strategy evaluate the effect of these messages and make adjustments upon this evaluation.

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 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. This interaction gives the marketer communication flexibility; the seller can see or hear the potential buyer's reactions and modify the message accordingly. The

personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation. Negussie, (2018).

Personal selling also involves more immediate and precise feedback because the Impact of the sales presentation can generally be assessed from the customer's reactions. If the feedback is unfavourable, the salesperson can modify the message. Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service. George & Michael, (2003). Further chuna walla (2016) states that Personal selling is an oral presentation made to prospective customers so as to generate sales. It is just a conversation with a purpose.

According to Kotler, (2003) Personal selling is oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales and building customer relationships. Jamieson (2006) argue that, Personal Selling Personal selling is traditionally perceived as an interpersonal communication tool that involves face-to-face activities undertaken by individuals, often representing an organization, in order to inform, persuade or remind an individual or group to take appropriate action, as required by the sponsor's representative. A salesperson engages in communication on a one-to-one basis where instantaneous feedback is possible. The costs associated with interpersonal communication are normally very large.

George and Michael, (2003) states that personal selling, 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. This interaction gives the marketer communication flexibility; the seller can see or hear the potential buyer's reactions and modify the message accordingly.

The personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation. Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. If the feedback is unfavorable, the salesperson can modify the message. Personal selling efforts can also be targeted to specific markets and

2.3.3 Sales promotion

Cuizon, (2009) stated that sales promotion method used by the seller are not only effective in succeed in achieving short-term sales but are also more cost effective than advertisement. Nema, (2012) classify sales promotions as Consumer Sales promotion and Trade Sales promotion. According to their study, consumer sales promotions indicate to any short term promotion methods destined by retailers to boost customer immediate response to the products. Chandon, Laurent, and Wansink (2000) indicated that sales promotion may be gorgeous for well promotion prone consumers for reasons beyond price savings. Many consumers change brands so that they could receive greater deals that replicate and build up their smart buyer self-perception, and these consumers are favourably promotion prone, these consumers make an attempt to try a new product or service that have been promoted.

Discount play an important role in today's markets and its application among retailers has been increasing during the last years and many empirical evidences confirm the use of temporary decrease of price to increase short term sales (Martinez, 2006). The reduce in product prices play key parts in persuading customer's product test behaviour and through this new customer can be paying attention (Blackwell, Miniard & Engel, 2001). Coupon has direct influence on increase of the sale through which consumer's tendency toward the product increases (Meng, 2009).

According to (Kotler., 2000)Sales promotion consists of a diverse collection of incentive tools, mostly short term, that are designed to stimulate trial or quicker or greater purchase of particular goods or services by consumers or the trade. Sales promotion includes tools for consumer promotion, trade promotion, and business- and sales force promotion. In using sales promotion, as in using advertising, a company must set its objectives, select the tools, develop the program, pre-test the program, implement and control it, and evaluate the results.

Sales promotion comprises various marketing techniques that are often used tactically to provide added value to an offering, with the aim of accelerating sales and gathering marketing information. Like advertising, sales promotion is a non- personal form of communication, but it has a greater capability to be targeted at smaller audiences. It is controllable, and although it has to be paid for, the associated costs can be much lower than those of advertising. As a generalization, the credibility of sales promotion is not very high,

as the sponsor is or should be easily identifiable. However, the ability to add value and to bring forward future sales is strong and complements a macroeconomic need that focuses on short-term financial performance. (Jamieson, 2006)

According to (Kotler & Armstrong, 1999) an increasingly important communication tool is sales promotion. This promotional vehicle has traditionally been labelled the 'poor relation' of advertising. Advertising assumed significance because there was greater scope for advertising agencies to differentiate brands through creative campaigns, which also helped to enhance their organization's profile. However, a number of pressures have fuelled the recent growth in emphasis on sales promotions. Sales promotion consists of short term incentives, in addition to the basic benefits offered by the product or service, to encourage purchase or sales of that product or service. Whereas advertising offers reasons to buy a product or service, sales promotion offers reasons that would achieve immediate sales. Sales promotion is generally broken into two major categories: consumer-oriented and trade oriented activities. Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweepstakes, and various point-of-purchase materials .These promotional tools encourage consumers to make an immediate purchase and thus can stimulate short term sales. Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers.

Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products (George & Michael, 2003). According to Brassington and Pettit (2000) sales promotion is tactical marketing techniques with mostly short- term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives. Furthermore, Meidan (1996) states that it has two distinctive qualities. Firstly, it provides a "bargain chance" since many sales promotion tools have an attention gaining quality that communicates an offer that although they appeal to a wide range of buyers, many customers tend to be less brand loyal in the long run. Secondly, if sales promotions are used too frequently and carelessly, it could lead to insecure customers, wondering whether the services are reliable or reasonably priced.

Meidan (1996) indicates that due to the conflicting ideas concerning the benefits of sales Promotions, a financial service organization must base its decisions upon relevance and usefulness of sales promotion, as well as cost-effectiveness.

2.3.4 Public relations or Publicity

Any organization is Interesting to build and maintain strong relations with its consumers, to achieve satisfaction and completely mutual communication, either internally or externally, through the implementation of policies and programs based on the principle of social responsibility, and employing media to build a desired image of the organization. They also include all activities used by the organization to improve its image in the community such as supporting and participating positively in social, environmental, health activities, and public issues. Lovelock & Wirtz, (2004). Traditionally, publicity and public relations have been considered more supportive than primary to the marketing and promotional process. However, many firms have begun making PR an integral part of their predetermined marketing and promotional strategies. PR firms are increasingly touting public relations as a communications tool that can take over many of the functions of conventional advertising and marketing. (George & Michael, 2003)

According to (Chuna walla, 2016) Publicity and Public Relations stimulate demand in a non-personal way. Public relations maintain effective relations of the organization with different publics like employees, customers, shareholders, suppliers, dealers, government, media and so on. Public relations put commercially significant news in media or get a favourable coverage on radio, television or stage. As media costs of this promotion are not paid for by the sponsor, it is called publicity. Publicity is “any form of non-paid commercially significant news or editorial comment about ideas, products and institutions”.

An advantage of publicity over other forms of promotion is its credibility. Consumers generally tend to be less sceptical toward favourable information about a product or service when it comes from a source they perceive as unbiased. For example, the success (or failure) of a new movie is often determined by the reviews it receives from film critics, who are viewed by many moviegoers as objective evaluators.

Another advantage of publicity is its low cost, since the company is not paying foretime or space in a mass medium such as TV, radio, or newspapers. While an organization may incur

some costs in developing publicity items or maintaining a staff to do so, these expenses will be far less than those for the other promotional programs. Publicity is not always under the control of an organization and is sometimes unfavourable. Negative stories about a company and/or its products can be very damaging. (George, 2003).

According to Brassington and Pettit (2000) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation. Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organizations presence and reputation within the market.

2.3.5 Direct Marketing

Direct mail involves the sending of information about a special offer, product, sale announcement, service reminder, or other type of communication to a person at a particular street or electronic address (Berry and Wilson, 2004). It encompasses a wide variety of marketing materials such as brochures, catalogues, postcards, newsletters, and sales letters. In contrast to most advertising, direct mail allows one-on-one communication thus increasing the certainty that the targeted customer will be reached (Berry and Wilson, 2004; Finkle, 2006). High levels of control over direct marketing resources exist as to who receives the message, when it is delivered, and the number of customers targeted (Lesonsky, 1998). An in-house resource used to design the direct mail piece further increases the level of control over content, design, and direct mail message. The cost to implement a direct mail program is relatively high since it requires duplication of printed material (e.g. outsourcing to a printer) and postage (outgoing and return). Consumers' tendency to reject "junk mail" results in a relatively low response rate under 2 percent (Roman, 1988) thus driving up the indirect costs of implementing a direct mail program.

According to (Brassington & Pettit, 2000) direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between

an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship. (Lee,2003) states that the fast advances in technology over the past 30 years have reshaped how consumers today interact with their financial institutions. Direct marketing consists of direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate long lasting customer relationships (Kotler & Armstrong, 2010). It is the use of consumer-direct channels to reach and deliver goods and services to customers without using marketing middlemen. These channels include direct mail, catalogs, telemarketing, interactive TV, kiosks, websites, and mobile devices. It is one of the fastest growing avenues for serving customers (Kotler, 2003).Viral Marketing has emerged in modern marketing practice. It is a term used to describe a whole set of aggressive promotion. It includes paying people to say positive things about a firm's products via word of mouth, emails, blogs, and mobile phones. It also involves setting up multilevel selling schemes where individuals get commissions for directing friends to certain outlets, products, and websites (Thujo, 2008). Belch (2004) defines the direct marketing as a "total set of activities by which the seller attempts to elicit a direct action response". Direct Marketing is an interactive marketing system which uses one or more advertising media to provide a measurable reaction or trade in every level (Kotler, 2006). Direct marketing has a basic philosophy and that is to consider each customer as an investment. By identifying each customer means that one can target the most appropriate communication in an interactive way. Customers are personally addressed and are able to respond, resulting in that the company may adapt an offer to the needs of the customer based on the data that have been stored in a database from the transactions (De Pelsmacker et al. 2001).

2.4 Consumer purchase Decision

Consumer buying decision process is a series of stages made by customers when and after buying a product, Pride and Ferrell (2012) noted that to understand customers purchasing decision, the marketer must understand the consumption process and the utility of products in customers' perceptions. The consumer buying decisions goes through common five steps

as follows: The first stage in the purchasing decision is need/ problem recognition, it's a crucial and important stage because if the need not recognizes then the purchase process will not happen. Marketers usually use different tools such as advertising, sales people, and packaging to stimulate needs or wants. According to Blythe (2008). information search The second stage of consumer buying decision process ,it can be classified as internal and external sources ,internal search refers to the buyer search the information from their memory and is determined by consumer existing knowledge about the products, external search is applied when the internal search is not sufficient , such as friends, relatives, different media, sales people, website, packaging label, and exhibit, the nature of information needed by buyer are related to the quality of product, its certain characteristics, price and methods of payment etc. The third stages evaluation of alternatives where the buyer will establish a set of criteria in the evaluation process; this criterion is differing from buyer to another buyer depending on demographic and psychological variables as well their purchasing power. The forth step is purchase decision which is a result of evaluation process and the choice among available alternatives to choose the appropriate item that satisfies buyers needs and desires, can be affected by two factors: negative feedback from other customers and the level of motivation to refuse or accept the feedback Kotler (2009). The fifth stages after purchase behaviour buyers compare purchased products with their previous expectations and are either satisfied or dissatisfied. If the product correspond and comes according to their expectations, they will be satisfied, and vice versa. Buyer's satisfaction will affect the decision process for a similar purchase from the same company in the future Foxall (2005).

2.4.1 Need Approval

A decision-making process starts with the recognition of need. We must admit that the most important step in the purchasing decision is need approval. Without this step, a purchase cannot take place. The first step in the consumer buyer process is the recognition that they have an unmet need. The need recognition may be internal, such as hunger, thirst, or fatigue. External stimuli can be an advertisement that can get you to thinking about buying a new product Kotler & Armstrong, (2010). Marketers will try to convince consumers to choose

their brand instead of others (Solomon, 2004). For firms, it is then imperative to understand customer needs and then transform these needs into wants for a specific product. The idea is to build on the basic need and convince customers to need and purchase your product or service because these product or service will fulfil customers' needs better than any competing product of other company (Ferrell & Hartline, 2008). The unsatisfied psychological need can be stimulated by the interaction of external stimuli with internal drives (Kotler, et al., 2009). In some cases, customer needs are unmet because consumers simply do not want the product or service. When this happens, marketers must first educate customers on their need of the product and then after customers realize their need, convince them that their product is best to that of competitors.

2.4.2 Information Gathering

The next step of decision making process is information searching in different source. After they realize they have a need for a product, consumers begin to either actively or passively search for information. Passive information searches include paying more attention when promotion is going on about a product the customer is interested. On the other hand active information searches involve the customer actively searching information about a product, on the Internet and other information channels speaking about the product. Consumer can search information from internal and external sources. Internal search refers to the searching information from their memory and is determined by consumer existing personal knowledge experiences about the products and also from friends or family. These sources are more trusted than other source of information. On the other hand External search refers to searching of information from multiple sources. These sources include friends, relatives, different media, sales people, website, exhibition, advertisements, salespeople, and displays. External search is applied when the internal search is not sufficient for the consumers to get full information about product. Nowadays consumers get a huge amount of information from commercial sources that are controlled by marketers. During the information search, different products or brands are learned about and consumers begin to remove some products or brands from their purchase consideration. The list is narrowed until the consumer is ready to evaluate their remaining alternatives (Ferrell & Hartline, 2008). In this stage the consumers seek at searching in the internal and external business environments to identify and observe sources of information related to product or service that satisfies his/her need (Blythe, 2008). Gathering information relying on internal and external information sources

such as different types of media, friends, family, personal experience and the like. The natures of the information needed by the consumer are related to the quality of product, its characteristics of product, its price, method of payment and use and etc. This information helps consumers to drop some brands when making the final selection of the brand (Kotler & Armstrong, 2010).

2.4.3 Evaluation of Alternatives

The third stages of purchases decision process is evaluation of alternatives. After information is collected, the consumer will be able to evaluate the different Alternatives. The evaluation of alternatives will vary among customers or purchases (Wright, 2006). Buyer or customers may make little or no evaluation and make their purchasing decision based on impulse and intuition; on the other hand other consumer will establish a set of criteria in the evaluation process to select one among the other. This criterion of evaluation is differing from consumer to consumer depending on demographic and psychological variables as well their purchasing power. During the evaluation of alternatives, buyers will decide which one they want to fill their need more than other. Typically, the evaluation stage of consumer purchasing is the most difficult to understand, measure, or influence as this step is done internal to the customer (Ferrell & Hartline, 2008). Though marketers find it more difficult to influence customers during the evaluation stage, it is still important to understand the customer's choice criteria and the importance they place on differing product attributes, and attempt to improve the customer's image about a product.

2.4.4 Purchasing Decision

The forth step is consumer purchase decision which is a result of evaluation process and actual purchase the most preferred brand. To choose among available alternatives the appropriate item that satisfies buyer's needs and desires attitudes of others or beliefs about product created by marketers are important. Purchase decision may be affected by two factors: negative feedback from other customers and the level of motivation to refuse or accept the feedback (kotler, 2009).

2.4.5 Post - Purchase Evaluation

Decision making process continues after purchase and it is fifth stages and called post purchase decision. After purchase decision buyers compare and contrast purchased products or service with their previous expectations and are either satisfied or dissatisfied. If the product or service correspond and comes according to their expectations, they will be satisfied, and if the product or

Service they purchase not correspond they dissatisfied. Consumers' satisfaction will affect the decision process for a similar purchase from the same company in the future (Foxall, 2005). When the product meets expectation of buyers' consumer will make similar purchase from the same company in the future which leads to brand loyalty.

2.5 Empirical Studies

This section presents empirical studies in different country reviewed by the researcher. Promotion is one of the strategies to attract customers to buy more or try the product or service. The results of the promotion lasts include increased sales and the amount of material used and attract new consumers. For example, the promotion price refers to a temporary price reductions offered to consumers. It is a feature of the seller or the profitability of cash for products or services

Mahmud I.et.al (2014) examine the Impact of Promotional Mix Elements on Consumers Purchasing Decisions in Amman, Jordan on Jordanian shareholders ceramic and glass Production Company. They found that the degree of promotional mix elements practice in Jordanian shareholding Ceramic and glass production companies was high for advertising, personal selling, and sales promotion, while it was moderate to low for publicity, and public relations. Advertising, Personal Selling, and sales promotion practiced by Jordanian shareholding Ceramic and glass production companies has significant effect on consumers purchasing decision. On the other hand Publicity and public relations has no significant effect on consumers purchasing decision.

According to Negesse (2018), Department of Management, Faculty of Economics and Management, Panama Noor University Hamadan, (2015) examines the effect of promotion mix on consumers purchase decision by using AIDA models. The research found that

Promotion can be a powerful derives to persuade consumers and lead into increase of sales and profits and make most of those who don't have the experience of the product try it at least once. One of the main aims of implementing the promotional plans is to increase sales and profits, so by prioritizing the promotional tools from the most effective one to the least effective one, a proper procedure for good utilization of each one of these tools was highlighted. Compared to other research works conducted in this regard, the present research resulted in different findings.

Ajan (2015) also conducted research on effect of sales promotion on consumer purchasing decision of Baskin Robbins Ice –Cream franchise Thailand. The research found that Sales promotion plays a vital role in marketing in any business nowadays. This situation is becoming more apparent in Thailand after the political and economic crisis in 2014. As such, the result of this research proves that sales promotion tools such as price discounts, coupons, sampling and point of sale display play a key role in influencing the consumer's purchase decision.

Isaac (2015) examines the influence of brand image and promotion mix on consumer purchasing decision conducted on beverage consumers in Lagos state, Nigeria. From this study, the findings have shown that promotional mix exert great influence on consumer buying decision thereby affirming that promotional mix are veritable marketing communication tools for influencing consumer buying decisions on sustainable bases.

Mahsa F et al, (2015) was also one of the works conducted on impact of promotion elements on customer purchase decision. This study was conducted in Iran in Islamic Azad University Hamadan branch by social humanity and management faculty. This work stated that today's marketing is not based on producing facilities but rather on providing appropriate information channels for the consumers. In other words Modern marketing is more than just producing good products, suitable pricing and easy access to them. In today's world, the companies have introduced various strategies such as „promotional mixed“ which are Advertising, sales promotion, direct marketing, personal selling and public relation/publicity in accordance to changes in the consumers“ socio-economy, technology, and competition aspects. Nevertheless, the success of these strategies is vague. Considering the high completion between the companies and rapid growth of markets and also rapid changes in consumers behaviors, choosing a good promotional mix and prioritization of its tools help

the promotion of marketing goals. The study explained the impact of promotional activities on consumers purchasing decisions.

Ali et al. (2013) also conducted research in Republic of Kosovo by the little the impact of promotional activities on purchase decision making: a case of Bonita and Rugove –water bottled producers. According to their finding TV advertisement are the main tools by which consumers have heard about the product. Combination of TV advertisement and audio advertisement made the brand of product getting more awareness better and faster in consumer mind. They concluded that “The impact of media on decision making process of purchase is very high.” In addition they found that communication of sales person is also impact the purchase decision of the customers. Special the behavior of the sales person was highly impacts the buying decision of the customer.

Effect of sales promotion as a tool on customer attention on purchase: in case of auto maker company in Tehran University, Iran is one the work on the concept. The study was conducted by (Shahriar and Tahmores, 2012) and the study found Sales promotion has become a vital tool for marketing and its importance has been increasing significantly over the years. One of the purposes of a sales promotion is to elicit a direct impact on the purchase behavior of the company’s customers. In addition they found sales promotions have positive effect as a tool on customers’ attention to purchase.

Christina et al (2014) were other researcher study the influence of promotion mix and price on customer buying decision toward fast food in Indonesia. This research investigates the influence of promotional mix and price on consumer buying decision towards fast food. The study found that the promotional mix and price has significant influence towards consumer buying decision in fast food industry.

Other recent study on this area was the work of Dong-Jenn & Lee, (2015). They study in-store promotion mix and the effect on female consumer buying decision in relation to cosmetics products in Taiwan. The study was conducted to ascertain the relationship between the females’ in-store purchasing decision process and the promotional mix. They conclude that customers have the possibility to buy products because of the promotional strategy with or without buying intention at the beginning. According to this study of the most popular promotional strategy store layout, buy one get one free, price discount, gifts,

store points, brand of the day, special promotional events, seasonal promotions, sample products and sales representatives were common. Negese. (2018).

2.6 Conceptual Framework

Based on the previous literature, the possible effect of promotion mix on customer purchase decision is conceptualized as below.

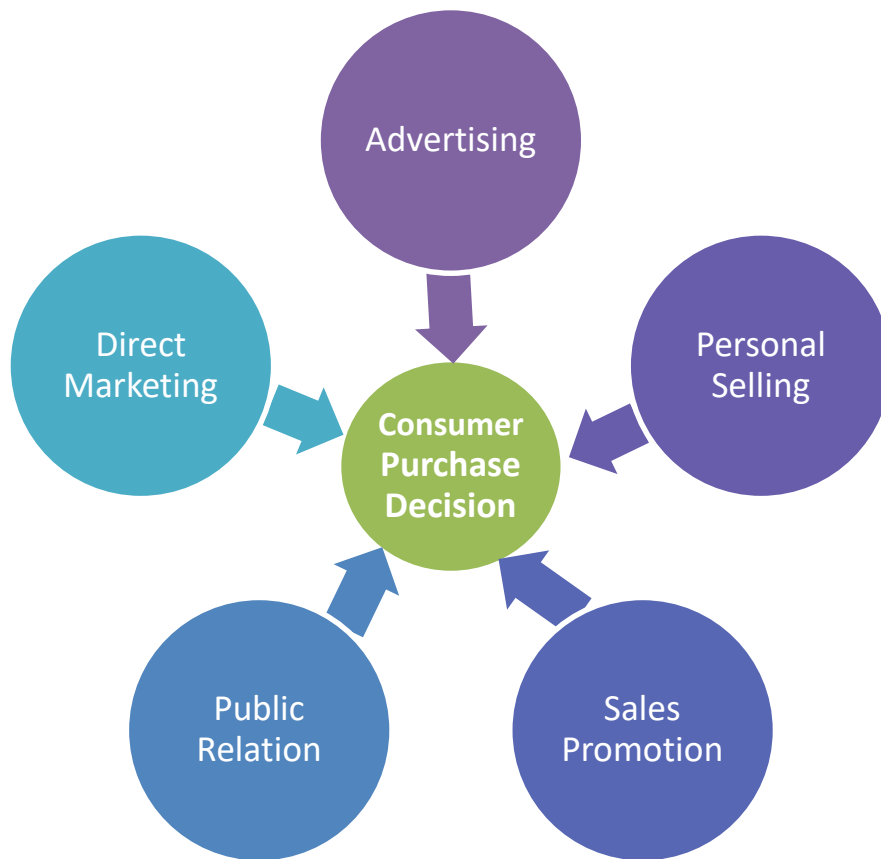


Figure 2-1: Conceptual Frameworks. Mahsa et al, (2015).

CHAPTER 3 RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

Research design is the master plan for collection and analysis of data which aids in answering the research questions. (Orodho, 2004). As this study aims to examine the effect of promotion mix on consumer purchase decision from the viewpoints of real estate clients, thus it targets to measure relationships between variables, a combination of descriptive and explanatory type of research were used.

Descriptive type of research were used because it involves investigation which provides detailed picture of the situation and detail description of the findings as well as to develop inferences on the relationship between promotion mix and consumer purchase decision. Explanatory type of research was also applied since it enriches and supports the previous theories through comparing the findings with research questions.

3.2 Research Approach

This study applied mixed approach of both quantitative and qualitative research approach because it is used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics. It also used to qualify attitudes, opinions, and other defined variables – and generalize results from a sample population. Both quantitative and qualitative approach was applied for the data collected from respondents through structured questionnaire. The goal of this study is to determine the relationship between an independent variable (promotion mix) and a dependent variable (customer purchase decision) within a population.

3.3 Target population, Sample Size and Sampling Techniques

3.3.1 Target Population

The term population means all members that meet a set of specifications or specified criteria. The population of the study encompassed all potential real estate buyers. The target population of this research includes real estate house owners and other potential real estate buyers.

3.3.2 Sample Size

When we conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, we select a sample. The sample is the group of individuals who will actually participate in the research. To draw valid conclusions from the results, the researcher have to decide carefully how to select a sample that is representative of the group as a whole.

The researcher used a sample size calculator to determine how big my sample should be. Hereby, the formula; $N > 50 + 8m$.

$N > 50 + 8m$ where,

N = Sample size

m = number of questions available in the questionnaire.

So $m = 34$,

$N > 50 + 8 * 34 = 272 + 50 = 322$.

So the sample would be more than 322 and the researcher distributed 325 questionnaires.

3.3.3 Sampling Techniques

The choice of the sampling technique is depend on the feasibility and sensibility of collecting data to answer the research question and to address the objective of the study. According to Holme and Solvang (1997) the selection of the respondent is crucial. If the wrong persons are being chosen, the research may turn out or worthless.

Four real estate's company customers: Noah, Tsehay, Ayat and East African real estate customers were selected purposely. Ayat is selected since it is the first real estate company in Ethiopia and has a lot of customers. Noah, Tsehay and East African real estates are selected since they are leading the market at current time. And then the total sample size (325) was divided to number of real estate companies proportionally.

3.4 Source and Tools of Data Collection

3.4.1 Source of Data Collection

The data for this study was generated from both primary and secondary sources. These were to capture the needed data from the source. The primary data was generated through the distributed questionnaires and Secondary data sourced from empirical evidences like books, journals, internet and the other to supplement the finding of primary data.

3.4.2 Method of Data Collection

Questioners were applied to collect primary data from those selected real estate customers and marketing staffs. According to Asika, 2004 questionnaire enabled the respondents to understand the intention of the study and also enabled the researcher to elicit information from the respondents easily. This research used a Likert scale to measure independent and dependent factors since this format is widely used in both marketing and social science. In other words, the researcher is able to reveal the participants emotions, attitudes, beliefs, or points of view, because they show their positive or negative emotion toward a concept by selecting a choice best representing their feelings (Likert, 1932). To get information easily and minimizes disruption to the participant, 325 Copies of questionnaire were given for each respondents to collect primary data from the customers. The researcher distributed the questionnaire both in hard and soft copies and collected only 77% of the questionnaire from the respondents due to the current Covid-19 pandemic situation of the country.

3.5 Data Analysis Method

Data analysis is the process of evaluating data using analytical and logical reasoning to examine each component of the data provided. It is also the process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision making.

After data has been collected and carefully checked for errors, the data must be analyzed and interpreted. Data collected from primary source was analyzed by using descriptive statistics (frequency and percentage) to describe and analyze demographic data and inferential statistics such as multiple linear regressions was used to determine the effect of promotion elements on customer purchase decision. Correlation was undertaken to determine the relationship between the dependent (consumer purchase decision) and independent variables (Advertising, Sales Promotion, Personal Selling, publicity, and Direct Marketing).

The Statistical Package for Social Sciences (SPSS) was used as an aid in the analysis. SPSS is preferred because of its ability to cover a wide range of the most common statistical and graphical data analysis. The data from the questionnaire was organized systematically in a manner to facilitate analysis. In order to establish the relationship between the independent and dependent variables, inferential statistics was used.

3.6 Reliability and Validity

3.6.1 Validity

Validity means the ability of the data collection instrument to measure the variables that are designed to measure. The Questionnaire was evaluated by 3 of specialists in marketing studies to ascertain the validity of the instrument, the evaluator's views was undertaken into consideration, and correction has been done under their supervision and agreements. Also opinion from the research advisor ensured the content validity, whether the items measure the area of interest or the concept it intends to measure which advanced its validity.

3.6.2 Ethical Considerations

Ethical Considerations Hammersley, and Traianou (2012), emphasizes that some of the most important ethical principles in educational research are; minimizing harm, harm include among others financial and reputational consequences for the people being studied; protecting privacy; this means to keep data confidential; and respecting autonomy; that is showing respect for people in the sense of allowing them to make decisions for themselves, notably about whether or not to participate. In this study the researcher treated all the gathered information with utmost confidentiality to safeguard the public reputation of organizations and people concerned. Informed consent was obtained by informing the respondents the purpose of the study and benefits of participation, so as to provide sufficient information so that a participant can make an informed decision about whether or not to continue participation.

CHAPTER 4 DATA ANALYSIS AND PRESENTATION

Introduction

This chapter presented the results of the data analysis. This study was aimed to explain the effect of promotion mix on customer purchase decision in case of some selected real estate companies in Addis Ababa. Generally, this chapter is organized in the following manner: It consists of reliability test for the measures used, the demographic profile of the respondents were presented and analyzed. To facilitate ease in conducting the empirical analysis, the results of descriptive analyses were presented first, followed by the results of Pearson's correlation coefficient. Moreover, One-Way ANOVA analysis and independent t-test was carried out to compare mean difference between and among demographic profiles.

4.1 Samples and response rate

A total of 325 questioners were distributed, and 265 were received back. After excluding 17 invalid questionnaires, a total of 248 valid questionnaires were accepted for a response rate of 81.54%. Therefore, out of the 325 questionnaires distributed, 76.31% of the subjects returned valid questionnaires.

4.2 Reliability

The reliability of the data being collected: refers to the possibility of obtaining the same results if the measurement reevaluated under the availability of similar circumstances, and by using the same tool of measurement. Cronbach's Alpha has been used to determine the degree of reliability of the tool. The reliabilities for variables were calculated before data collection. Although, different author accept different values of this tests to reach on internal reliability of the instrument, the most commonly accepted value is equal to or greater than 0.70 to reach on reliability of acceptable instrument (Kothari C. R., 2004)

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.850	.895	34

Source: SPSS Own Survey

As of Kothari C.R, Reliability coefficient value Interpretation, 0.90 and up is excellent, 0.80 - 0.89 is good, 0.70 - 0.79 is adequate and below 0.70 may have limited applicability. Cronbach's alpha reliability result of this study is 0.85. Using rule of (Kothari C.R., 200), the Cronbach's alpha value of the study is within a good value.

4.3 Demographic profile of respondents

The samples of this study have been classified according to three demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents' proportion of males and females in the sample, academic qualification, monthly income and occupation of respondents. The demographic composition of the respondents is summarized in Table 4.3 below.

Table 4-2: Demographic statistics of the respondent				
Demographic Characteristics	Item	Frequency	Percent	Cumulative Percent
Gender	Male	160	64.0	64.5
	Female	88	35.2	100.0
Academic Level	Below bachelor	34	13.6	13.7
	Bachelor	97	38.8	52.8
	Masters	104	41.6	94.8
	Doctorate	13	5.2	100.0
Monthly Income	Less 3000	8	3.2	3.2
	3000-7000	34	13.6	16.9
	7001-10500	6	2.4	19.4
	Greater than 10500	200	80.0	100.0
Occupation	Business Owner	80	32.0	32.3
	International Employee	74	29.6	62.1
	Private Employee	78	31.2	93.5
	Public	16	6.4	100.0

Source:- SPSS Own Output

According to the survey taken, 160 or 64.5% of the respondents were male customers whereas 88 or 35.2% of the respondent were female. Almost the study tried to balance the number of male and female but number of male is much greater than females. With respect to academic qualification, 34 or 13.6% of respondents were below bachelor degree, 97 or 38.8% were degree holder, 104 or 41.6% of the respondent were master degree and 13 or 5.2% were doctors. In terms of average monthly income of the respondents, 8 or 3.2% earn less than 3000ETB, 34 or 13.6% of the respondent between 3001-7000ETB, 6 or 2.4% of the respondent between 7001-10500ETB, and finally 200 or 80% of the respondent greater than 10500 ETB per month. In terms of occupation, 80 or 32% of the respondent were business owner, 74 or 29.6% were international organization employee and 78 or 31.2% were private organization employee.

The above analyzes shows that there were more male respondents representing (64%) in the study than female which represent (35.2%). With respect to academic qualifications the result shows respondents who had Master's degree representing (41.6%) of total respondents. Moreover 80% of the respondents are from the group with incomes greater than 10,500ETB. Finally, 80% of the respondents were business owner. In summary, the majority

of the respondents were male within the monthly income of greater than 10,500 having predominantly professional certificate of Master's degree.

4.4 Descriptive Analysis

Descriptive analysis such as frequencies, percentages, means and standard deviations used to summarize and present the data. In addition to this, Pearson correlation coefficient were used to show the interdependence between the independent and dependent variables.

In this section, the collected data was entered and reported using SPSS. The mean value of each performance factor with respect to respondents' category is analyzed and presented as follows.

Variables	Minimum	Maximum	Mean	Std. Deviation
Customer Purchase Decision	1.57	7.14	3.3180	0.88004
Advertising	2.29	4.86	2.8484	0.72720
Sales Promotion	1.80	7.14	3.3180	0.88004
Public Relation	1.40	4.40	2.9113	0.61417
Direct Marketing	1.75	4.75	3.1048	0.67195
Personal Selling	1.33	5.00	3.7137	0.88004

Source: own survey

The table above showed the means and standard deviations of performance variables both dependent and independent such as advertising, sales promotion, personal selling, public relation, direct marketing and consumer purchase decision rated by respondents. Descriptively, the average or mean level of consumer purchase decision was (M=3.32, SD=0.880) on a five-point Likert Scale. This implies that, on the average, the consumer purchase decision was above average from advertising, public relation and direct marketing. The result from this study shows that moderate mean result for advertising (M=2.85, SD=0.73), sales promotion based (M=3.32, SD=0.88), personal selling (M=3.71, SD=0.88), public relation (M=2.91, SD=0.61), direct marketing (M=3.1, SD=0.67). From the above table, it is observed that personal selling performance factor had more than average scores and sales promotion has the same mean score with CPD. This implies that all the aforementioned factors are important for consumer purchase decision.

4.5 Inferential Analysis

4.5.1 Correlation Analysis

The Pearson correlation test was used to conduct and measures the magnitude of correlation between independent variable:-advertising, public relation, personal selling, sales promotion and direct marketing and dependent variable customer purchase decision. The value of the coefficient (r) ranges from -1 to +1. The value of coefficient of correlation (r) indicates both the strength and direction of the relationship. If $r = -1$ there is perfectly negative correlation between the variables. If $r = 0$ there is no relationship between the variables and if $r = +1$ there is perfectly positive relationship between the variables. For values of r between +1 and 0 or between 0 and 1, the different scholars have proposed different interpretations with slight difference. A p value is assumed to be significant with less than or equal to 0.05 at 95% confidence interval. The following measure of association developed by Mac Eachron, (1998) was used as a reference to evaluate the magnitude of their correlation.

Interpretation of R value

R value	Description
>0.00 to 0.20; <0.00 to -0.20	Very weak or very low
>0.20 to 0.40; <-0.20 to -0.40	Weak or low
>0.40 to 0.60; <-0.40 to -0.60	Moderate
>0.60 to 0.80; <-0.60 to -0.80	Strong or high
>0.8 to 1.0; <-0.80 to -1.0	Very high or very strong

Source: MacEachron, (1998)

Table 4-4: The correlation Matrix between purchase decision and independent variable

Correlations						
	Purchase Decision	Advertising	Sales Promotion	Personal Relation	Direct Marketing	Personal Selling
Purchase Decision	1					
Advertising	0.220**	1				
	P=0.000					
	N=248					
Sales Promotion	0.511**	0.379**	1			
	P=.000					
	N=248					
Public Relation	0.211**	0.442**	.506**	1		
	P=0.001					
	N=248					
Direct Marketing	0.350**	0.275**	.590**	.510**	1	
	P=0.000					
	N=248					
Personal Selling	0.358**	0.077	.139*	.411**	.276**	1
	P=0.000					
	N=248					
** . Correlation is significant at the 0.01 level (2-tailed).						
* . Correlation is significant at the 0.05 level (2-tailed).						

Source: own survey

From the above table it will be summarized that there is significant positive relationship between independent variables: advertising, public relation, sales promotion, personal selling, direct marketing and dependent variable customer purchase decision ($r=.220$, $p=0.000$; $r=.511$, $p=0.000$; $r=.211$, $p=0.000$; $r=.350$, $p=0.000$; $r=.358$, $p=0.000$ respectively). This implies that increase or decrease in the adjustment of advertising, public relation, sales promotion, personal selling and direct marketing is associated with similar change in

customer purchase decision. According to Mac Eachron, (1998), A p value is assumed to be significant with less than or equal to 0.05 at 95% confidence interval. As we see from the above table, all the value in the independent variables are less than 0.05. So we can say that all the independent variables are significant at 95% confidence interval. The independent variable sales promotion had moderate correlation with dependent variable. On the other hand the four variables public relation, personal selling and direct marketing and advertising had low or weak correlation with customer purchase decision.

4.6 Multiple Regressions

Multiple regression analysis is a method of analyzing the relationship of two or more independent variables on a dependent variable (Kanom, 2011). This analysis is aimed to know how big the influence of independent variable (Advertising (X1), public relation (X2), Sales Promotion (X3), personal selling (X4), and direct marketing (X5)) towards customer purchase decision (Y) as a dependent variable. Hence, to be able to develop the regression line formula, the dependent and independent variables are denoted as, (X1= Advertising, X2 =Public Relation, X3= Sales Promotion =, X4=personal selling and X5=direct marketing) and the dependent variable Y=customer purchase decision. Before running multiple regression analysis the researcher conducted a necessary basic regression assumption that are required to be fulfilled while conducting a multiple regression, which otherwise impossible to do. These tests are the five assumptions of multiple regressions. These are presented as follow:-

Assumption of Multiple Regression Model

In order to use the multiple regression models, regression assumption test is needed. Four tests for classical linear regression model (CLRM) assumptions namely normality, auto correlation, multicollinearity and homoscedasticity are conducted and presented as follow.

Assumption #1: There is no multi collinearity in the data.

This is essentially the assumption that independent variable (advertising, public relation, personal selling, direct marketing and sales promotion) are not too highly correlated with one another. This allows us to more formally check that our predictors (independent variable) are not too highly correlated with each other. We can use VIF and Tolerance statistics to assess this assumption. For the assumption to be met we want VIF scores to be well below 10, and tolerance scores to be above 0.2; as we saw from the below table VIF is less than ten and tolerance value is greater than 0.2. So there is no multicollinearity problem in the independent variables (Gujarati, D. 2004).

Table 4-5: VIF values of predictors

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Advertising	0.762	1.312
Sales Promotion	0.564	1.772
Public Relation	0.529	1.891
Direct Marketing	0.580	1.724
Personal Selling	0.722	1.252

Source: - own survey

Assumption #2: No auto correlation: -

Regression analysis is based on uncorrelated error/residual terms for any two or more observation (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a general rule, the residuals are independent (not correlated) if the Durbin Watson statistic is approximately 2 and an acceptable range is 1.50 - 2.50 (Kothari, 2004). In this study the Durbin-Watson value was 1.89, which is very close to 2, therefore it can be confirmed that the assumption of independent error has almost certainly been met.

Table 4-6: Durbin- Watson Value

Durbin-Watson
1.89

Source:- Own survey

Assumption #3: The variance of the residuals is constant.

This tests the assumption of homoscedasticity, which is the assumption that the variation in the residuals (or amount of error in the model) is similar at each point of the model (Osborne & Waters, 2002). This means that researchers assume that errors are spread out consistently between the variables (Keith, 2006). As the predicting values increase along the X-axis, the variation in the residuals should be roughly similar. If everything is ok, this should look like a random array of dots. If the graph looks like a funnel shape, then it is likely that this assumption has been violated. As we see from the following graph it looks like random array of dots.

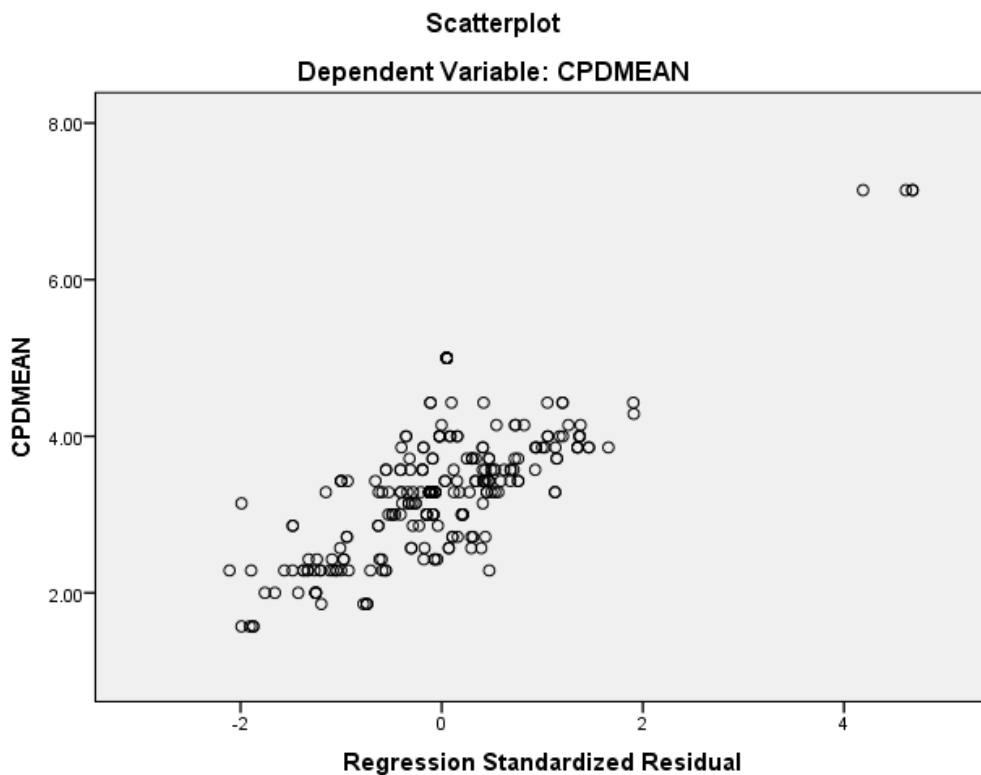


Figure 4-1: Scatterplot

Source:- Own Source

Assumption #4: The values of the residuals are normally distributed (Normality).

This assumption can be tested by looking at the P-P plot listed below. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed. In this case, our data points not touch the line at all, indicating this assumption may be violated. This will need to be flagged when writing up the results of the analysis, to let the reader know that they should be interpreting with caution.

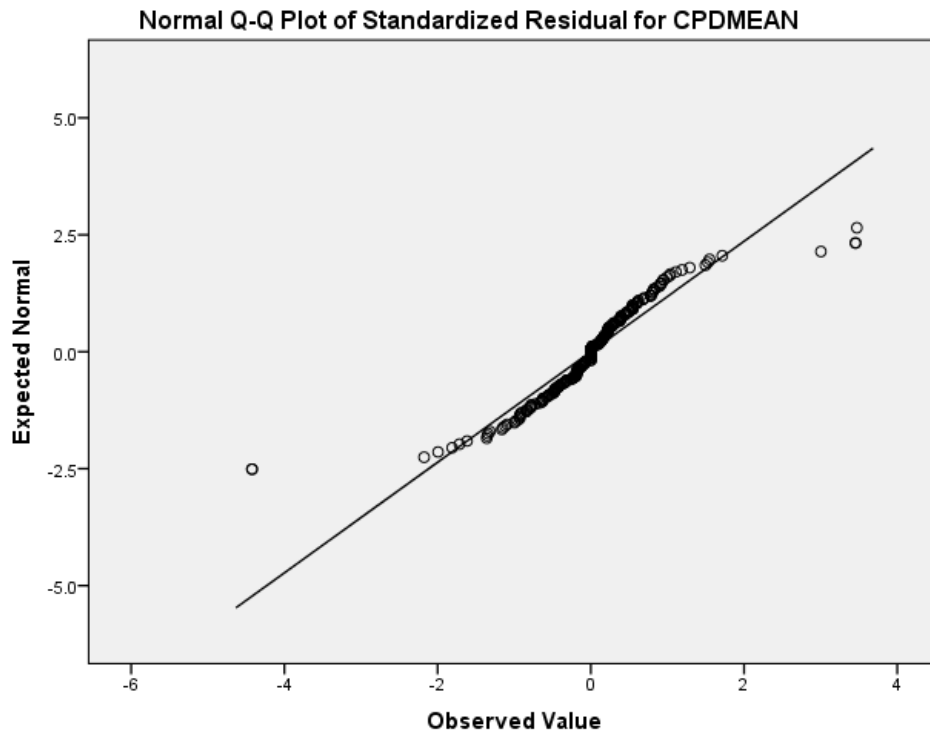


Figure 4-2: P- plot
Source:- Own SPSS Output

4.6.1 Multiple Regression Result

Once the assumption multiple regressions were met, the researcher decided to analyze it further. Under this part, the researcher was mainly focused on the two most important elements of regression output, i.e. the model summery and the beta coefficient.

Model Summery Analysis

Table 4-7: model summery of multiple regressions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.532	.525	.69550

Source SPSS output

a. Predictors: (Constant), personal selling, sales promotion, advertising, direct marketing, public relation

b. Dependent Variable: purchase decision

The regression considered the customer purchase decision as dependent variable and promotion elements as independent variables. Multiple regression analysis is conducted to evaluate how promotion mix's five dimension impact on customer purchases decision. R (Coefficient of Correlation) simply measures the degree of the dependent variable and the independent variables. R Square only measures degree of association or co variation between the two variables but the adjusted R square (Coefficient of Determination), can be defined as the proportion of the total variation or dispersion in the (dependent variable) that explained by the variation in independent variables in the regression (Gujarati, 2004). Accordingly, based on the model above adjusted R Square figure of five independent variables is 0.525. This means factor included in the model can explain 52.5% of the variation on dependent variable (customer purchase decision). However, there are still leaves 48.5% unexplained in this research. This means there are other additional factors that have not been included in this research and effect customer purchase decision.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.234	5	14.847	30.693	.000 ^b
	Residual	117.059	242	.484		
	Total	191.293	247			
a. Dependent Variable: CPDMEAN						
b. Predictors: (Constant), PERSELMEAN, ADMEAN, DMMEAN, SALEPROMEAN, PRMEAN						

The ANOVA table tells us whether the overall model results in a significantly good degree of the prediction of the outcome variable (Field, 2009). The proposed model was adequate as the p-value is less < 0.05 i.e. 0.000. This indicates that the overall model was statistically significant relationship between promotion mix elements and customer purchase decision.

4.7 Beta Coefficient analysis

Multiple regression analysis is a method of analyzing the relationship of two or more independent variables on a dependent variable (Kanom, 2011). This analysis is aimed to know how big the influence of independent variable (Advertising, public relation, Sales Promotion, personal selling, and direct marketing) towards customer purchase decision as a dependent variable.

Table 4-9: Regression result

Model	Unstandardized Coefficient		Standardized Coefficients	T-test	Sig	Hypothesis Status
	Beta	Std Error	Beta			
Constant						
Advertising	0.161	0.092	0.100	1.742	0.083	Reject
Sales Promotion	0.650	0.081	0.537	8.021	0.000	Accept
Public Relation	0.407	0.999	-0.284	-4.113	0.000	Accept
Direct Marketing	0.060	0.086	0.045	0.688	0.492	Reject
Personal Selling	0.394	0.058	0.380	6.755	0.000	Accept

a. Predictors: (Constant), personal selling, sales promotion, advertising, direct marketing, public relation

b. Dependent Variable: purchase decision

Source:- own survey

Interpretation of beta coefficients Result and Discussion

As it is clearly indicated in table 4.7 above, the individual effect of the independent variables can be explained by their respective beta coefficients. The first variable mentioned in the table is advertising. Accordingly, advertising had positive effect on customer purchase decision but the result is not statically significant ($B=0.161$, $P=0.083$). Therefore this study reject the alternative hypothesis and accept the null hypothesis which state there is no significant effect of direct marketing on customer purchase decision. This study is in congruence with the study of (Mahsa et al, 2015) which stated that direct marketing has positive effect on consumer purchase decision process. Sales promotion is one of the major promotion mix that affect customer purchase decision. The result from this study showed

that sales promotion had statistically significant effect on customer purchase decision ($B=0.650$; $p=0.000$). This means that sales promotion can explain 65 % of variation in customer purchase decision. This result is in line with the findings of (Khanfar, 2016; Mahsa et al, 2015; Ansari, 2014; Rizwan et al., 2012); and Soni and Verghese, 2013). This indicates that Sales promotion is a vital tool in influencing the consumer purchase decision. Therefore, the researcher rejects the null hypothesis and accepted alternative one. As a result it can be summarized that sales promotion has a significant effect on consumer purchase decision process.

Personal selling is also other factor that affects customer purchase decision. The result from this study showed that personal selling had statistically significant effect on customer purchase decision ($B=0.394$; $p=0.000$). This finding is in line with the study of (Mahmud et al, (2014; Isaac and Samuel, 2015; Iyad A., 2016; Mahsa et al, 2015; Rizwan et al., 2012 and Soni and Verghese, 2013) which stated personal selling plays a very important role in influencing the consumer purchase decision. Therefore it can be summarized that there is positive relationship between personal selling and customer purchase decision and so we reject the null hypothesis and accept the alternative hypothesis which state personal selling has significant effect on customer purchase decision in case of those real estate companies. Apart from personal selling, public relation is also commonly used factors positively influence customer purchase decision. In this study public relation had also an impact on customer purchase decision ($B=0.407$, $P=0.000$). On the other hand direct marketing is positive effect on customer purchase decision but the result is not statically significant ($B=0.060$, $P=0.492$). Therefore this study reject the alternative hypothesis and accept the null hypothesis which state there is no significant effect of direct marketing on customer purchase decision. This study is in congruence with the study of (Mahsa et al, 2015) which stated that direct marketing positive effect on consumer purchase decision process. Overall, the regression model developed under the study can be considered as a good fit or predictor of consumers purchase decision. The majority of predictors included in this model are pertinent factors to explain variation in performance of costumers purchase decision.

CHAPTER 5 MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter presents major findings, conclusion, recommendation and limitation of the study.

5.1 Major findings of the Study

By undertaking a detailed and thorough analysis on the impact of promotion element on customer purchase decision, the results of the study findings is summarized as follows;

- Pearson correlation between dependent variable customer purchase decision and the predictor variable advertising showed that, (R=0.220, P=0.000).
- Pearson correlation test between dependent variable customer purchase decision and the predictor variable public relation showed that, (R=0.211, P=0.001).
- Pearson correlation test between dependent variable customer purchase decision and the predictor variable sales promotion showed that, (R=0.511, P=0.000).
- Pearson correlation test between dependent variable customer purchase decision and the predictor variable personal selling showed that, (R=0.338, P=0.000). Pearson correlation test between dependent variable customer purchase decision and the predictor variable direct marketing showed that, (R=0.350, P=0.000).
- The linearity test conducted so far which considered customer purchase decision as dependent variable denoted by Y and advertising, public relation, sales promotion, personal selling and direct marketing as independent variable denoted as X1, X2, X3, X4 and X5 showed, a positively slopped least square regression line.
- Personal selling and direct marketing as independent variable denoted as X1, X2, X3, X4 and X5 showed, a positively slopped least square regression line.
- The model summary result showed that, the linear combination of all the independent variables considered under the study predicts 53.2% the variance in the dependent variable customer purchase decision.
- The study found significant positive relationship between independent variables; sales promotion, public relation, personal selling and the dependent variable, consumer purchase decision (P=0.000, P=0.000, P=0.020 respectively).
And
- On the other hand, the result indicated that advertising (0.083) is significant at 10% and there is no significant relationship between direct marketing (0.493) and consumer purchase decision.
- As per the study, the relative importance of each explanatory variable on consumer purchase decision is explained as follows. Variable with positive significant impact on consumer purchase decision: sales promotion (B=0.650,

P=0.000); public relation (B=0.407, P=0.000) and personal selling (B=0.394, P=0.000). On the other hand, advertising (B=0.161, P=0.083) had a positive significant at 10 % and direct marketing had no significant effect on consumer purchase decision (B=0.060, p=0.0492).

5.2 Conclusion

Based on the major findings of the study, the following conclusions were drawn:

- ✓ Based on the research result, promotional mix exert great influence on consumer buying decision thereby affirming that promotional mix are veritable marketing communication tools for influencing consumer buying decisions on sustainable bases.
- ✓ The study showed that, all the promotion elements considered under this study was positively correlated with the response variable customer purchase decision, it concluded that, for every increase in the independent variables, the dependent variable customer purchase decision also increase.
- ✓ The study examined the effect of promotion mix dimensions (advertising, personal selling, sales promotion, public relations, direct marketing) on consumers purchase decisions on the selected real estate, regression analysis show that all dimension have effect on consumers buying decision.
- ✓ Among the independent variables, sales promotion possess the highest effect on consumers buying decision.
- ✓ Based on the study, among other factors promotion mix (sales promotion, public relation, advertising and personal selling) were significantly related with purchase decision.
- ✓ From model summary part of multiple regressions, the researcher could concluded that promotion mix has significant effect on customer purchase decision in case of those selected real estate companies.

5.3 Recommendations

In today volatile and dynamic business environment where, customers are very sensitive in changing their preference across many service providers, promotion plays great role in attracting and maintaining customers. So in order to be benefited the most out of promotion, the following constructive suggestion was forwarded by the researcher, armed the response of the customer of the company.

- ❖ It is obvious that, today's customer were very demanding than ever. So, real estate companies have to work hard toward promotion to attract and maintain customer.
- ❖ The companies should promote their existing as well as new product and services aggressively, so that the majority of its customers to be aware of what is going on in the company.

- ❖ The companies should understand the power of social media and e-marketing and needs to have an active profile set up on all social sites such as face book, twitter, Google+, in order to further strength its communication with customer.
- ❖ The company should conduct regular survey on its promotion mix to understand the current challenges and needs of the market.
- ❖ The company should give more attention for sales promotion, public relation and personal selling. Because these tools highly influence the decision of the customer in this study.
- ❖ In addition the company should strength the promotion through advertising and direct marketing because these elements are very important in the contemporary situation and highly used in developed country.

REFERENCES

1. Abu Kahaf (2001) Marketing - a contemporary point of view. The Faculty of Commerce, Beirut Arab University.
2. Abdul Fattah (1988) Marketing, modern Arabic center, Alexandria, Egypt.
3. Access capital (2010) Yearly report of access capital. Addis Ababa.
4. Adebisi Y (2006). "Essential of Marketing Management, 1st ed."Lagos
5. Chamber of commerce.com (2016) Monthly report on real estate industry. Addis Ababa.
6. Ads of the world magazine (2011) Marketing – Modern World Magazine.
7. Ajan (2015) Effects of sales promotion on purchasing decision of customer. A case study of baskin robbins ice – cream franchise thailand“, Bangkok University Thailand
8. Ali ismajli (2018) The environment, the emergence and development of industrial projects in the Arab countries, Arab planning institute, Kuwait.
9. All about Ethiopia.com (2015) Website of Ethiopian real estates and more.
10. Ansari (1998) Salesmanship. Cairo, Egypt: Anglo Egyptian Bookshop.
11. Ansari (2011) The effect of sales promotion on consumer interest to purchase in IKCO automotive company. Journal of knowledge management, economics and information technology.
12. Asika (2004) Promotion Management.Principles& Practice. Lagos: Bimsmat Venture Limited
13. Beimnet (2017) The effect of sales promotion on consumer buying behavior. Saint Marry University. Addis Ababa
14. Belch George Eugene, Belch Michael A. (2004) Advertising and promotion: an integrated marketing communication perspective. McGraw-Hill.
15. Branssington F. and Pettitt, S. (2000), Sales Promotion. In: Principles of Marketing, 2nd ed., FT Prentice Hall, Harlow, pp. 642-685
16. Beckowitz, K. (1997). Marketing management 7th edition, Prentice Hall – India.
17. Berry L. L., & Lindgreen, J. (1980). How Bank Marketers View their Jobs. The Bankers Magazine (USA), Vol.163 , pp:35-40.& Wilson, (2004)
18. Blythe, Jim (2008). Consumer behavior. U.K.: Thompson Learning.
19. Blackwell, R., Miniard, P. & Engel, J. (2001). Consumer behavior. (9th ed). Fort Worth, TX: Harcourt College Publishers. Miniard & Engel, (2001)
20. Burns, AC& Bush, RF (2002), Marketing research, Prentice Hall International, Inc., NewJersey.

21. Channon D.F (1985) *Bank Strategic Management and Marketing* Cox, P. (2007): “Should a Financial service Provider care about trust: Study of retail saving and Investment allocations” *Journal of Financial Services Marketing*; Vol. 12,pp 75-87
22. Chandon, P. Laurent, G., & Wansink, B. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*. 64(4), 65-81.
23. Christian Sagala*, Mila Destriani*, Ulffa Karina Putri*, Suresh Kumar*(2014), Influence of Promotional Mix and Price on Customer Buying Decision toward Fast Food sector, (Jakarta, Bogor, Depok, Tangerang, Bekasi) Indonesia, *International Journal of Scientific and Research Publications*, Volume 4, Issue 1, January 2014 1 ISSN 2250-3153 21
24. Chuana Walla S. (2016) *Advertising, Sales and Promotion Management*.6th ed. Mumbai: : Himalaya Publishing House Pvt. Ltd.
25. Cuizon, G. (2009) *the Measurable Effects of Sales Promotions in Strategic Business Planning*.
26. Cizinkota M. & Radebaugh, L. (2004). *International Business: Environments and operations* 9th ed.: Upper saddle River NJ.
27. Daily mba.com (2010) *Daily news* Pvt. Ltd.
28. Dawes & Philip L. and Massey, Graham R. (2006), “A study of relationship effectiveness between marketing and sales managers in business markets”, *Journal of Business & Industrial Marketing*, Vol.21, No.6, pp· 346–360.
- 29.Dr.Sukhmani, and Dr.Shaveta,Gupta. And S.Neha,Karla.(2012),” Role of promotion mix in mounting the sales of various FMCG companies in rural markets”,*International journal of marketing,financial services & management research*,VOL.1,NO.3,pp.31-37.
- 30.De Pelsmacker,Patrick–Geuens, 2001.*Marketing Communications*. Pearson Education Limited.
31. Dong – Jenn (2015) *In-Store Promotional Mix and the Effects on Female Consumer Buying Decisions in Relation to Cosmetic Products*, *International Journal of Management, Economics and Social Sciences* 2016, Vol.5(2), pp. 35 – 56.
32. Ferrell & Hartline (2008) *Marketing Strategy* (4th Ed.). Mason, OH: Thomson South-Western.
23. Fill, Chris 2006. *Simply Marketing Communications*. Pearson Education Limited.
24. Fill & Jamieson (2011) *Advertising, Sales and Promotion Management*.5th ed. Mumbai: Himalaya Publishing House Pvt. Ltd.

25. Finkel(2006) Access to finance: A Functional approach to supply and demand, Asia Research Centre Working paper 42
26. Fischer R. (1996). “Making your product the star Attraction” Promo, pg 42-47
27. Foxall, Gordon. R. (2005). Understanding consumer choice. USA: Palgrave Macmillan.
28. Foskett, N.H. (1999). “Marketing university education: the South African experience”
29. George E. & Michael, A. (2003). Advertising and promotion: An integrated marketing Communication perspective.6th Ed. The McGraw–Hill Companies.
30. Gujarati, D. (2004) Basic Econometrics'. (Fourth, Ed.) New York: The McGraw-Hill.
31. Hamersley & Traianou, A. (2012) Ethics and Educational Research, British Educational Research Association, London
32. Hamid A. (1990) The importance of recognizing and identifying the characteristics of both the product and the market, and their impact on effectively marketing strategy. Finance, and Trade Magazine.
32. Hardie (1991) Multivariate Data Analysis 7th Edition. Pearson Prentice Hall.
33. Holme & Solvang, B.K. (1997), Forskningsmetodik-Om Kvalitativa Och Kvantitativa Metoder. Lund: Student Literature.
34. Isaac and Samuel (2015) A study of relationship effectiveness between marketing and sales managers in business markets”, Journal of Business & Industrial Marketing, Vol.21, No.6, pp· 346–360.
35. Iyad A. Khanfar (2016), the effect of promotion mix element on consumer buying decision of mobile service, case study Zarqa city –Jordan, vol,5
36. Jakstiene Sandra., Susniene, Dalia., & Narbutas, Valdas. (2008). The Psychological Impact of Advertising on the Customer Behavior. Communications of the IBIMA. 3, 50-55.
37. Jamieson (2006) Marketing Communications. United Kingdom: HeriotWatt University.
38. Kanom(2011) Marketing communication: New approaches, technologies, and Styles.
- 39.Keith(2006) Advertising spending and market capitalization. Journal of Marketing Research, Vol. 13, pp. 84-85.
40. Khanfar (2016) Packaging Design as a Marketing Tool and Desire to Purchase.
41. Koekemoer Ludi – Bird, Steve (2004). Marketing Communications. Juta and Company Limited. 38. Kothari C. R, (2004). Research methodology and techniques. New Delhi: Age Publishers
42. Kotler P & Armstrong G (1999) Principles of Marketing. Second Edition. New Jersey: Pearson Prentice Hall.

43. Kotler P. & Armstrong G. (2004) Principles of marketing, 10th edition, Prentice Hall, USA.
44. Kotler P. (2000) Marketing management. Prentice Hall – New Jersey
45. Kotler P. & Keller, K. (2006). Marketing management (12th edition). NY: Prentice–Hall.
46. Kotler P. & Keller (2009).Marketing management .A South Asian perspective, (13th ed.). India.
44. Kumar V. and Leone, R.P. (2011), “Measuring the effect of retail store promotions on brand and store substitution”, Journal of Marketing Research, Vol. 25, pp. 178-85.
45. Laboni (2015) Understanding consumer choice. USA: Palgrave Macmillan.466. Lee K. S., and Tan, S. J. "E-retailing versus physical retailing.(2003) A theoretical model and empirical test of consumer choice," Journal of Business Research
46. Lesonosky (1998) Communication Theories: Perspectives, processes, and contexts. 2nd edition. NewYork: McGraw-Hill.
47. Likert R (1998). A Technique for the Measurement of Attitudes. Archives of Psychology, 140,
- 48.Lovelock, C. & Wirtz J. (2004). Service marketing (4th edition). UK: Pearson.
49. Mac Eachoron (1998) Basic marketing: A Managerial Approach(2nd ed.). Richard D.IRWIN,
50. Meidan, A. (1996), Marketing Financial Services. Hampshire and London: Macmillan Press Ltd
51. Meng (2009) The long term impact of promotion and advertising on consumer brand choice. Journal of marketing research. 34(2), 248-261.
52. Metropolitanaddis (2018) A website of Metropolitan Addis Real Estate.
53. Mahsa F. Alireza A. & Kambiz., H. (2015). Analyzing the impact of promotion mix on consumer’s purchase decision. Advanced Social Humanities and Management 2(1) 2015:72-81
54. Mahmud N., Mohammad, A., & Sultan, F. (2014). The impact of promotional mix elements on consumers purchasing decisions. International Business and Management, 8, 143151.
55. Menen (2010) The Impact of Marketing Mix Strategy on organizational Profitability
56. Mualla (2006) Research Methods: Quantitative and Qualitative Approaches; Act Press: Nairobi. 57. Negese Tafa (2018) Effect of promotion mix on customer purchase decision

57. Nema, G. (2012). Impact of Sales Promotion Techniques on Consumer Buying Decision with Respect to Personal Care Products Among College Teachers of Indore. *Arash a journal of ISMDR*,
58. Nor Amira, Mohd Ali. And Muhammad Hanif, Abdul Gafar. And Jamaludin ,Akbar.(2013).” Enhancing Promotional Strategies within Automotive Companies in Malaysia”
59. Oniginde et al (2015) *Marketing Principle and Management*.2nd ed. Lagos: Grey Reserve Limited.
60. Orodho, J. A. (2004). *Techniques of writing research proposals and reports*. Mazda Publishers
61. Osborne & waters (2002) .*Investigating the impact of marketing mix elements on consumer loyalty: An empirical study on Nigerian Breweries*
62. Owanga O.F. (2002): *Marketing Management Systems*, Pesisu Industries, Nairobi.
63. Panama Noor University Hamadan (2015) *Strategic Management: Formulation, Management International Review*, Vol. 32 No.1, pp.23-9. Porter
64. Parasuraman A., Grewal, D., & Krishan R. (2004). *Marketing Research*. Boston, MA: Houghton Mifflin Company.
65. Pride & Ferrell (2012) *Consumer Behavior and Product Strategy*. In *Consumer Behavior and Marketing Strategy*. New York: McGraw Hill.
67. Rizwan (2012) *Consumer Behavior and Product Strategy*. In *Consumer Behavior and Marketing Strategy*. New York: McGraw Hill.
68. Roman (1988) *Effect of marketing mix elements on consumer purchase decision*
69. Ross T (2001) *Marketing as a concept*; New York practice Hall press.
70. Rowley J. (1998). *Promotion and marketing communications in the information*. *Library Review*. 47, 383-387
71. Saunders M., Lewis P. & Thornhill, A.(2009). *Research methods for business students*. (5th ed).
72. Shahriar & Tahores (2012) *Department of Business Management, Tehran University, Kish International Campus, Iran*, Vol. 6(5), pp. 2007-2014.
73. Sharma & Sharma. J. (2009). *Sales and Advertisement Relationship for Selected Companies Operating in India*. *School of Doctoral Studies (European Union) Journal*. 1(1), 83-96.
74. Solomon (2004) *Effect of marketing mix elements on consumer purchase behaviour*

75. Soni & Verghese (2013) Marketing Management, Consumer Behavior analysis, the first edition fourth printing, publisher: BPFE, Yogyakarta.
76. Swastha & Irawan (2008) Role of Promotion Mix in Mounting the Sales of Various FMCG Companies in Rural Markets, International Journal of Marketing, Financial Services and Management Research, Vol.1, No.3. Pp.31-37.
77. Thuo (2008) Principles of Marketing, A skill building approach, 2nd ed. Thomson Press, Nairobi.
78. Wang, Ying, Sun, Shaojing, Lei, and Mark (2009),” Examining beliefs and attitudes toward online advertising among Chinese consumers”, Direct Marketing: An International Journal, Vol. 3
79. Weitz, B.A & Castleberry, S.B. (2004). Selling: building partnerships. 5th Ed New York McGraw
80. Wright (1997) Time and budget: the twin imperatives of a project sponsor. International Journal of Project Management, 1997, 15(3), 181±186.
81. Wright (2006) Selling: building partnerships. 5th Ed New York McGraw Hill.

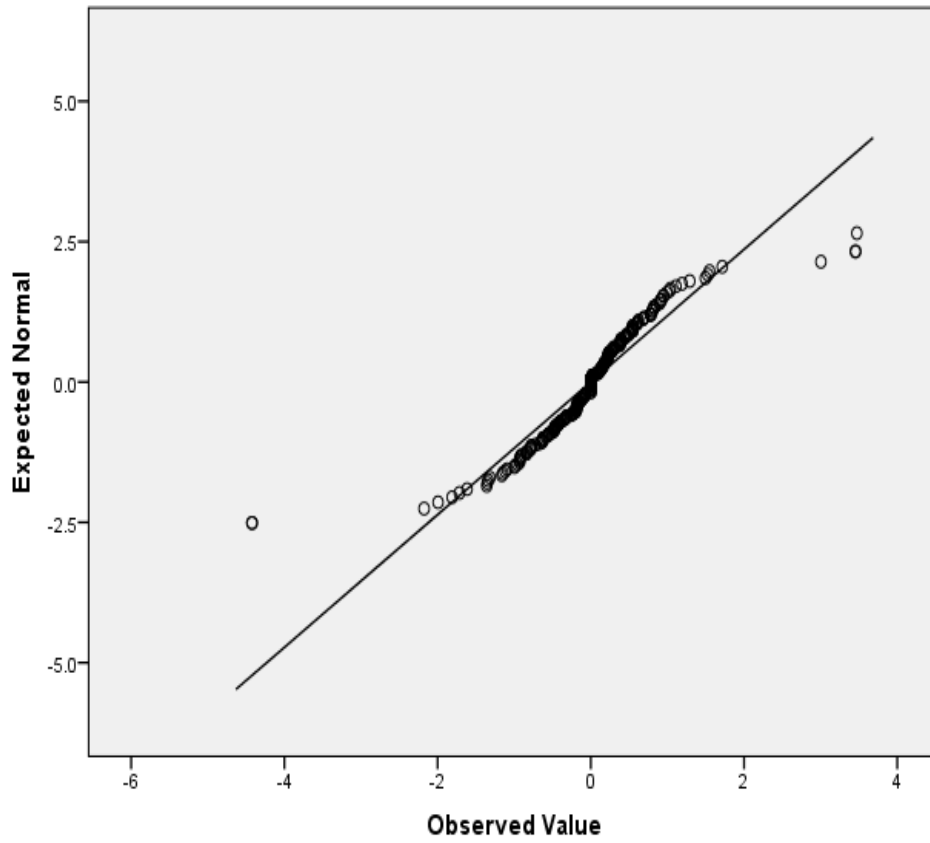
Part 2: Please indicate the extent of your agreement or disagreement with each statement ticking (✓) in the box corresponding to a number from 5 to 1 that represents your level of agreement or disagreement.

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

No	Promotion Mix strategies	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
A. Advertising						
1	Advertisements made by real state companies are interesting					
2	Real estate companies make frequent advertisements to announce their product					
3	Advertising being done by real estate companies are creative					
4	Real estate companies use diversified channels to address varied customers					
5	Advertisement messages used by real estate companies are realistic/not exaggerated					
6	Advertisings that real estate companies do are very powerful in message					
7	Real estate advertising creates product differentiation					
B. Sales promotion						
8	Real estate companies offer adequate price discount					
9	Real estate companies offer a group purchase incentive					
10	Real estate companies offer gifts which I am interested in					
11	Real estate companies give loyalty discount to encourage their customers					
12	Real estate companies arrange credit facility to their customers					

C.	Public Relations and Publicity	5 Strongly Agree	4 Agree	3 Neutral	2 Disagree	1 Strongly Disagree
13	Real estate companies participate a lot on trade exhibitions					
14	Real estate companies have proper customer complaint handling mechanisms					
15	Real estate companies provide a community support					
16	Broachers and fliers that a real estate companies publish are of good quality					
17	Real estate companies participate in community based projects					
D. Direct Marketing						
18	Information on the websites of the real estate companies are helpful					
19	Online promotions that real estate companies do are very attractive					
20	Information sent from companies through my email address are clear and helpful					
21	To me direct marketing is a strong promotional tools in comparison with others					
22	Information given by sales personnel in the real estate company increase my level of understanding about the company					
E. Personal Selling						
23	Direct communication with sales person helps to get clear information about the company					
24	Sales person of the company are skillful and information they provide helps to take appropriate decision					
25	Attractive and clear display of the product(a sample house) in a real estate office are very attractive					
26	I more likely buy the apartment after visiting the site that others live in					
27	Product promoters (surveyors) of the company helps me to get clear information about the company					
F. Customer Purchase Decision						
28	Promotion helps me to differentiate the benefits I get form buying a product					
29	Promotion gives me clear information about the company and encourage me to buy					
30	Real estate and promotion helps me to build trust encourage me to buy					
31	Because the company promotes its products frequently, I buy the product and become its customer					
32	Quality of a promotion in terms of production and message creates a desire to visit the real estate company and buy from them					
33	To me using promotion creates a big difference to real estate companies to encourage buyers					
34	I am dependent on promotions to make purchase decision					

Normal Q-Q Plot of Standardized Residual for CPDMEAN



Scatterplot

Dependent Variable: CPDMEAN

