



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECTS OF PROMOTIONAL STRATEGY ON SALES
PERFORMANCE: A CASE STUDY OF SELECTED REAL
ESTATES**

BY: HENNON ZEWDIE

ADVISOR: MOHAMMED M. (ASST. PROF)

January, 2024

Addis Ababa, Ethiopia

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January, 2024

Addis Ababa, Ethiopia

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SCHOOL OF GRADUATE STUDIES
MARKETING MANAGEMENT PROGRAM

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CASE STUDY OF SELECTED REAL ESTATES**

BY: HENNON ZEWDIE

APPROVED BY BOARD OF EXAMINERS

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DECLARATION

I, Hennon Zewdie, declare that this thesis titled the effect of promotional strategy on sales performance: in the case of selected real estates is my original work, prepared under the guidance of Mohammed M (Asst. Prof). This study is not submitted and presented in any of universities across the country moreover this work is fully compliant with St. Mary's University School of Graduates Studies academic honesty policy.

Hennon Zewdie

Signature _____

Date _____

ENDORSEMENT

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

Mohammed M. (Asst. Prof).

Advisor

Signature

Date:

Acknowledgment

I would like to forward my sincere gratitude to my advisor, Mohammed M. (Asst. Prof), for his constructive remarks and guidance. I would also like to acknowledge and present my earnest appreciation for those respondents who participated in the questionnaire survey. I am grateful for the collective support and contribution of numerous individuals and organizations that made this study possible. I would like to express my deep appreciation to every person who directly or indirectly contributed their efforts to this endeavor.

TABLE OF CONTENTS

DECLARATION	iii
ENDORSEMENT.....	iii
Acknowledgment	v
LIST OF TABLES.....	ix
LIST OF FIGURES	x
ABSTRACT	xi
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem	3
1.3 Research Question	5
1.4 General Objectives of the Study	5
1.5 Specific Objectives of the Study.....	5
1.6 Significance of the Study	6
1.7 Scope of the Study.....	7
1.8 Organization of the Study	8
1.9 Limitations of the Study	8
CHAPTER TWO	10
LITERATURE REVIEW	10
Introduction.....	10
2.1 Overview of Promotional Strategies	10
2.2 Theoretical Review.....	12
2.3 Elements of Promotional Strategies	14
2.3.1 Advertisement	14
2.3.2 Sales Promotion	15
2.3.3 Personal Selling:	16
2.3.4 Direct Marketing:.....	18
2.3.5 Public Relation:.....	19
2.4 Concept of Sales Performance	19

2.5 Empirical Review	20
2.6 Conceptual frame work of promotion strategy and market	22
CHAPTER THREE	23
RESEARCH METHODOLOGY	23
INTRODUCTION	23
3.1 Research Design	23
3.2 Research Approach.....	24
3.3 Data source and collecting method.....	24
3.4 Sampling design and population.....	25
3.5 Sampling technique	26
3.6 Procedures of data collection	26
3.7 Data Analysis and presentation	27
3.8 Validity	27
3.9 Reliability.....	28
3.10 Budget and Time Schedule	29
3.11 Ethical Considerations.....	29
CHAPTER FOUR.....	31
DATA ANALYSIS AND INTERPRETATION	31
Introduction.....	31
4.1 Demographic Characteristics of Respondents	31
4.2 Descriptive Statistics Analysis.....	34
4.2.1 Advertisement	34
4.2.2 Sales promotion	35
4.2.3 Personal Selling	36
4.2.4 Public Relation.....	37
4.2.5 Direct Marketing.....	39
4.2.6 Sales Performance	40
4.3 Relationship between promotional strategy and Sales Performance.....	41
4.3.1 Correlation Analysis	41
4.3.2 Multiple Regression Assumption Test	42
4.4 Regression Analysis	46

4.5 Discussion	49
CHAPTER FIVE	51
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS	51
5.1 Summary of Major Findings	51
5.2 Conclusions	52
5.3 Recommendations	53
References	55
APPENDICES	59

LIST OF TABLES

Table 3.1: Population size of the study.....	25
Table 3.2: Sample size of the study.....	26
Table 3.3: Cronbach’s Alpha Coefficient.....	27
Table 4.1: Gender characteristics of respondents.....	31
Table 4.2: Age characteristics of respondents.....	32
Table 4.3: Level of education characteristics of respondent.....	32
Table 4.4: Job level of respondents.....	33
Table 4.5: Service year of respondents.....	33
Table 4.6: Working area of respondents.....	34
Table 4.7: Descriptive statistics of advertisement.....	35
Table 4.8: Descriptive statistics of sales promotion.....	36
Table 4.9: Descriptive statistics of personal selling.....	37
Table 4.10: Descriptive statistics of public relation.....	38
Table 4.11 Descriptive statistics of direct marketing.....	39
Table 4.12: Descriptive statistics of sales performance.....	40
Table 4.13: correlation between variable.....	41
Table 4.14 Collinerity assumption test.....	43
Table 4.15 Normality test.....	44
Table4.16: Regression analysis	46
Table4.17: Regression coefficient.....	47

LIST OF FIGURES

Figure 1: Conceptual frame work of promotion strategy and market share.....	21
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ABSTRACT

The aim of this study was to identify the effect of promotional strategy on sales performance in case of selected real-estate companies. It explains how promotional strategy mix such as advertising, personal selling, sales promotion, public relation and direct marketing affect the sales performance of real estates. To achieve the objectives of this study a quantitative research was employed in the research. Data was collected by administering questionnaire for the total sample size of 185 respondents hence only 177 data was correctly filled by respondents. Study participants of this paper were selected by using stratified random sampling technique. Ones the real-estate companies are stratified the samples (companies) were selected randomly from each strata. Stata utilized to process the primary data obtained, and a reliability test was conducted to assess the questionnaires reliability. Additionally tests for normality, linearity, and multicollinerity were performed. The data analysis included descriptive statistics, correlations, and multiple linear regressions. The findings indicate that the real-estate companies had a high frequency of practicing advertising, personal selling, and sales promotion and moderately public relation and direct marketing. This can be generalized as promotional strategies listed had statistically significant effect on performance of sales. The independent variables were found to be correlated with each other and with the dependent variable. Significant positive correlation was there in-between the independent and dependent variables. In general, manages need to periodically asses which promotional tools affect the overall performance of sales and the most effective to bring sales volume.

Keywords: *Promotional strategy, Sales performance, promotion mix tools (Advertising, Sales promotion, Public relation, Direct marketing, Personal selling).*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Both internationally and within particular nations, the real estate sector is crucial to economic growth and development. Due to rising urbanization, population expansion, and infrastructure investment, Addis Ababa's real estate market has seen tremendous growth in recent years. Real estate companies struggle to successfully sell their homes and grow their sales performance as the industry grows increasingly cutthroat (Olusegun, 2006).

The promotion strategy is an essential part of a business' marketing initiatives since it tries to raise awareness, spark interest, and affect consumer purchasing choices. However, depending on a number of variables, including the target audience, market dynamics, and competitive environment, the success of promotion techniques in attaining these goals and eventually having an impact on sales performance may vary (McCauley, 2015).

To create successful marketing campaigns and obtain a competitive edge in the market, real estate companies must fully comprehend the impact of promotion strategy on sales performance. (Kotler, 2012). Therefore, the purpose of this research project is to examine how advertising technique affects sales performance in Addis Ababa's real estate market. The study was concentrated on a few real estate firms and their marketing initiatives to determine the tactics that help them gain a larger market share.

The real estate sector, which provides a variety of assets for residential, commercial, and industrial uses, is important to the world economy. Real estate businesses compete fiercely in this industry, and their efforts to increase their sales performance have an immediate influence on their profitability, expansion, and sustainability. For real estate businesses to stand out, draw in new customers, and ultimately grow their sales performance, the efficacy of advertising techniques becomes essential (Clow & Back, 2016).

Promotional strategies include a range of marketing initiatives used to raise awareness, spark interest, and shape consumer behavior. These tactics entail the communication, persuasion, and

diffusion of information using a variety of media, including public relations, direct marketing, internet marketing, sales promotions, and advertising. Engaging potential customers, establishing brand presence, creating trust, and ultimately turning leads into sales are the goals.

Despite the acknowledged value of promotion methods in the real estate sector, little study has been done on how they affect sales performance. While several studies have looked at a variety of aspects, such as price methods, product qualities, and location benefits, affecting sales performance in real estate, the precise impact of promotion strategies is still largely unexplored. Therefore, empirical research is required to examine the connection between marketing tactics and sales performance at the real estate sector (Shane, 2003).

It's crucial for real estate organizations to comprehend how marketing strategies affect sales performance. They can use it to assess the success of their present marketing initiatives, pinpoint opportunities for development, and create plans to strengthen their market position. Real estate companies can more effectively spend their resources, customize their marketing efforts to target particular client categories, and eventually gain a competitive advantage in the market by identifying the most effective promotion techniques (Atkinson, 2017)

Moreover, the promotion landscape has changed substantially in the modern, digitally advanced business world. The growth of social media, digital marketing, and online property portals has given real estate businesses new ways to connect with prospective clients. As a result, it is crucial to assess how traditional and digital promotion techniques affect sales performance in order to adjust to shifting consumer tastes and habits (Shane, 2003).

An in-depth analysis of real estate companies' promotion techniques and their effects on sales performance is possible through the use of case studies that concentrate on particular real estate firms. This study will shed light on the tactics that are currently being used in the sector and produce useful information that will help real estate firms create more successful marketing plans (Kotler, 2012). The background of this study, in conclusion, emphasizes the importance of promotion methods in the real estate business and the paucity of studies on their precise effects on sales performance

Addis Ababa is Ethiopia's capital and largest city, which is situated in the Horn of Africa. It serves as the nation's cultural and economic center in addition to being its political capital. In

recent times, Addis Ababa has witnessed a swift increase in both population and urbanization. The architecture of the city includes a blend of contemporary structures, official buildings, and historic homes. To facilitate the city's growth, ongoing projects include building new infrastructure and expanding transit networks.

The real estate industry in Addis Ababa has experienced significant growth and development in recent years. Rapid urbanization, population growth, and increasing demand for housing and commercial properties have contributed to the expansion of the real estate sector. The industry comprises various stakeholders, including real estate developers, construction companies, property management firms, and real estate agencies.

The study focused on selected real estate operating within Addis Ababa. The real estate companies are chosen based on criteria such as sales performance, reputation, and diversity in promotion strategies. This selected real estate represents a range of strategies employed in the industry and provide valuable insights into the relationship between promotion strategy and sales performance

This study intended to close the knowledge gap and offer practical insights to increase sales performance in the industry by performing a case study analysis of a few chosen real estate organizations.

1.2 Statement of the Problem

There are various businesses seeking for sales performance in the fiercely competitive real estate sector. For real estate businesses to stand out, draw in new customers, and ultimately grow their sales performance, the efficacy of advertising techniques becomes essential. Nevertheless, despite the acknowledged significance of promotion techniques, in-depth studies explicitly looking at their impact on sales performance within the real estate business are lacking (EIA, 2019).

The development of real estate is seen as one of the biggest corporate investments in Ethiopia with billions of transactions (Ethiopian Investment Agency - EIA, 2019). As noted in the past trend, housing development in the country seems inefficient to serve the growing demand which has placed an important burden on the industry expansion momentum with enormous demand (Ethiopian Investment Agency - EIA, 2019). According to the (Ethiopian Investment Agency)

agency, only about 10% of over one million estimated house demands have been met yet in the last couple of decades. Due to the existing unmet demands, the number of new entrants in the industry has been escalating stiff competition in the industry hoping for expected future demand for housing. However, the sales volume or annual sales growth of the industry remains below the targeted sales objectives (EIA, 2020).

A study carried out by Esayas Azene (2017) looked at the effect of promotional strategies on sales performance. This study generalized the strategy tools rather than trying to see their impact on sales performance in isolation as well as in depth, unlike the previous study conducted by Esayas Azene this particular study clearly showed the level of significance of each promotional tool in order to synergize the least influencers with the strong influencers for the best of marketing output. Not much of previous studies that have been carried out focus on the real estate industry especially from the employee's perspective.

Promotional strategies has an essential role in increasing performance of sales, however there exists a gap between theory and practice in the development and implementation of promotional strategies. While promotional strategies theories emphasize a holistic and strategy approach but the implementation often falls short by focusing only on tactical aspects. Effective utilization of promotional strategies can significantly impact a company's success by targeting and engaging with the right audience, increasing brand awareness, and improving customer retention. Real-estate companies, in particular, must deploy efficient promotional strategies to effectively communicate their offerings to potential customers. It's crucial for organizations to align the use of communication tools with their objectives to achieve desired outcomes. Continues evaluation effectiveness of promotional strategies is necessary to drive improvements in sales volume and performance.

The issue this study attempts to solve is the incomplete knowledge of how promotion strategy affects sales performance of the real estate industry. The precise relationship between promotion strategy and sales performance is still largely unknown, despite the fact that several studies have looked at a variety of factors determining sales performance in real estate, including pricing, product attributes, and location advantages. Therefore, empirical study is required to look into how marketing strategies affect sales performance in the real estate sector. This study was to

examine the impact of different promotional strategies on sales performance of real-estate companies.

1.3 Research Question

This study aimed to answer the following major questions by looking at the promotion tactics used by particular real estate companies and analyzing their effects on sales performance:

1. What effect does advertising has on sales performance of specific real estate companies?
2. What are the effects of sales promotion on the sales performance of selected real-estate companies?
3. What is the effect of public relation on the sales performance of selected real-estate companies?
4. What is the effect of personal selling on sales performance of selected real-estate companies?
5. What is the effect of direct marketing on sales performance of selected real-estate companies?

1.4 General Objective of the Study

The aim of this study was to assess the effect of promotional strategies on sales performance in the case of selected real estates.

1.5 Specific Objectives of the Study

1. To analyze the effect of advertising on the sales performance of selected real-estate companies
2. To identify the effect of sales promotion on the sales performance of selected real estate companies
3. To determine the effect of public relation on the sales performance of selected real-estate companies
4. To examine the effect of personal selling on the sales performance selected real-estate companies
5. To analyze the effect direct marketing on the sales performance of selected real estate companies

The research was intended to provide a thorough understanding of the impact of promotion techniques on sales performance within the real estate business by addressing these particular objectives. The results will provide real estate businesses, marketers, and industry professionals with useful insights to help them enhance their promotion efforts, boost market share growth, and achieve a competitive edge in the market.

1.6 Significance of the Study

The study on the effect of promotion strategy on sales performance in the real estate industry in Ethiopia holds significant importance for several stakeholders, including real estate companies, marketers, policymakers, and researchers. The following are the key areas where the study holds significance:

1. **Real Estate Company Practical Implications:** The study's conclusions offered real-world guidance and suggestions on how to improve their promotion efforts in order to gain sales performance to real estate firms in Addis Ababa. Companies will benefit from having a better understanding of the best consumer interaction methods, messaging tactics, and channels for marketing.
2. **Improving Marketing Effectiveness:** By gaining insight into how promotion techniques affect sales performance, the study will help improve the general efficacy of marketing initiatives in the real estate sector in Addis Ababa. Companies will be able to modify their promotion efforts to better suit customer demands and preferences as a result of increased knowledge of the elements influencing customer perceptions, attitudes, and purchase behavior.
3. **Academic Contribution:** The research study, specifically in the context of Addis Ababa, will add to the body of knowledge already available on marketing tactics and sales performance in the real estate sector. It will contribute to the scant body of knowledge that currently exists on the real estate market in Addis and lays the groundwork for future studies and scholarly debates on the country's marketing dynamics.
4. **Industry Competitiveness:** A thorough understanding of the connection between marketing tactics and sales performance would help to make the real estate market in Addis more competitive overall. Companies that use efficient promotion tactics

supported by empirical data can obtain a competitive advantage, draw in more clients, and support the expansion and development of the sector.

5. **Economic Growth and Employment Opportunities:** Addis Ababa needs a robust real estate sector to support economic expansion and the creation of new jobs. The study can help real estate companies grow by identifying successful promotion techniques that enhance sales performance, which will raise investments, construction activity, and job possibilities in the industry.

Overall, the study's importance rests in its ability to strengthen marketing strategies, increase competitiveness, and support the long-term growth of Addis Ababa's real estate market. It offers useful recommendations, empirical proof, and scholarly insights that can have a good effect on a variety of stakeholders and open the door for a thriving and successful real estate market in the nation.

1.7 Scope of the Study

The goal of the study is to determine how promotion strategy affects sales performance in Addis Ababa's real estate market. The study examined individual real estate firms in Addis and their promotional strategy in relation to sales performance.

- **Geographic Scope:** The study was conducted in Addis Ababa, focusing on the real estate industry within the country. It considered real estate companies operating in Addis Ababa.
- **Selected Real Estate Companies:** The study selected a specific number of real estate companies in Addis Ababa as the case study subjects. The selection of these companies was based on predetermined criteria, such as market presence, sales performance, and diversity in terms of size, location, or target market.
- **Conceptual scope:** The study was to examine how selected real-estate companies in Addis Ababa employ the concept of promotion which includes analyzing various promotion channels and techniques used by these companies.
- **Timeframe:** The study was conducted within a specified timeframe, focusing on recent data and trends within the real estate industry in Addis Ababa. The timeframe was determined based on the availability of relevant data and the practical constraints of the research study.

It is significant to highlight that the study's scope is constrained to a few selected real estate firms in Addis Ababa and might not include the whole real estate sector. The study's conclusions and suggestions apply only to the real estate firms that were selected, and they might not be applicable to all of the real estate firms doing business in Addis Ababa.

1.8 Organization of the Study

The researcher includes five chapters. The first chapter was introductory part which has background of the study, statement of the problem, research questions, objective of the study, scope and limitations, significance of the study, and organizational of the study. The second chapter was outlined the review of different literatures related to areas under study. It consists of Theoretical reviews, empirical reviews and conceptual framework. The third chapter focused on research area, research design, data type and source, sample size and determination, sampling method, data collection method and instruments, data processing and presentation, methods of data analysis, Ethical considerations. The fourth chapter deals with data analysis, interpretation and discussion of the findings. Finally, in the last chapter; summary, conclusion and recommendations were being included.

1.9 Limitations of the Study

While conducting the study on the effect of promotion strategy on sales performance within the selected real estate companies, it is important to acknowledge the potential limitations that may impact the research findings. This limitation includes:

- **Sample Size and Generalizability:** Because of the study only examines a small number of carefully chosen real estate firms in Addis Ababa, it is possible that its conclusions cannot be applied to the whole real estate sector. The results might not be generalizable to all real estate firms active in various markets or locations of Addis Ababa.
- **Time Restrictions:** Completing a thorough study in a short amount of time might be difficult in terms of gathering data, analyzing it, and developing a full grasp of long-term sales performance trends. The study may not have included all pertinent information and may have relied on a limited time frame, which may not have accurately reflected market dynamics.
- **External Factors:** In addition to promotion strategies, other external factors, such as the health of the economy, governmental regulations, or market trends, may have an impact

on real estate enterprises' sales performance. All these outside variables, which could affect the sales performance analysis, might not have been adequately taken into consideration in the study.

For a fair assessment of the study's conclusions, it is crucial to be aware of these constraints. Despite these drawbacks, the study might nevertheless add to our understanding of how promotion techniques affect market share within the selected real estate companies in Addis Ababa and offer insightful information.

CHAPTER TWO

LITERATURE REVIEW

Introduction

An overview of the literature on the subject of how promotion strategy affects sales performance in the real estate sector is given in the section on literature reviews. It strives to lay a theoretical foundation and pinpoint knowledge gaps that the current study aims to fill. The examination will cover a range of topics, including promotion strategy, sales performance, and how these factors interact with one another in the real estate industry.

2.1 Overview of Promotional Strategies

Marketing strategies refer to the plans and tactics implemented by businesses to promote their products or services, reach their target audience, and ultimately achieve their marketing goals. These strategies encompass various aspects of marketing, including market research, product development, pricing, distribution, and promotion (Jain, 2004)

Promotional strategies, specifically, focus on the communication and promotion of products or services to potential customers. They aim to create awareness, generate interest, and persuade customers to make a purchase. Promotional strategies can include advertising, public relations, sales promotions, direct marketing, and digital marketing.(Chahrsoughi and Yasory, 2012)

The effect of promotional strategy on sales performance can be significant. Here are some key points to consider:

Increased Brand Awareness: Effective promotional strategies can enhance brand visibility and awareness among the target audience. By creating engaging advertising campaigns, leveraging social media platforms, or using other promotional channels, companies can increase their brand exposure. This heightened awareness can lead to a larger sales performance as more customers become familiar with the brand and its offerings. (Keller, 2008)

Competitive Advantage: Promotional strategies can help businesses differentiate themselves from competitors. By effectively communicating unique selling propositions and highlighting the benefits of their products or services, companies can gain a competitive edge. This

differentiation can attract customers away from competitors, leading to an increase in sales performance. (Al-Ritou, N, 2015)

Customer Acquisition and Retention: Promotional strategies are designed to attract new customers and retain existing ones. By offering discounts, loyalty programs, or incentives, companies can incentivize customers to choose their products over competitors. Additionally, well-executed promotional campaigns can strengthen customer loyalty, leading to repeat purchases and a larger sales performance (Smith,P.R and Taylor, J, 2002).

Market Penetration: Promotional strategies can also drive market penetration by targeting new customer segments or expanding into new geographical areas. By tailoring promotional messages to specific demographics or markets, businesses can attract new customers who were previously untapped. This expansion can contribute to increased sales performance (Enikaselu, 2008).

Product Launches and Upgrades: Promotional strategies play a vital role in introducing new products or announcing upgrades to existing ones. By generating excitement and anticipation through promotional activities, businesses can create a buzz around their offerings, leading to a larger sales performance for the new or improved product (Kotler,P & ArmstrongG, 2009)

Consumer Perception and Trust: Effective promotional strategies can positively influence consumer perception and build trust in a brand. When companies consistently deliver on their promises and communicate their value proposition effectively, customers are more likely to choose their products or services. This trust and positive perception can result in increased sales performance (Haskel.D , 2019).

It's important to note that the effectiveness of promotional strategies can vary depending on the industry, target market, competitive landscape, and other external factors. Therefore, businesses should continually monitor and analyze the impact of their promotional efforts on sales performance to make informed adjustments and optimize their marketing strategies. Caeleigh MacNeil, 2022 Chaharsoughi and Yasory (2012)

2.2 Theoretical Review

The independent variable in the study is Promotional Strategy. It is the combination of the different channel that can be used to communicate the promotional message to the consumers. The channels to be used are advertising, public relations and publicity, personal selling, sales' promotion and direct marketing tools that the company uses to persuasively communicate customers' value and build customer relationship. (Armstrong and Kotler, 2009)

Asikhia (2000) viewed marketing promotion strategy as the design and management of a marketing sub-system for the purpose of informing and persuading present and potential customers and clients. The promotional elements are organic, for example, advertising can be seen as the taking of the horse to the stream while personal selling is forcing the horse to drink some water

Osuagwu (2002) submitted that promotion strategies are of substantial importance in the efficiency and effectiveness of a company's marketing efforts. He further argued that marketing promotion elements play varying roles towards the achievement of corporate marketing goals and objectives.

Adetayo (2006) opined that the overall promotion effort usually includes several individual promotion campaigns. He defined promotion campaign as an interrelated series of promotion activities designed to accomplish a specific objective. The goal of promotion management according to Adetayo (2006) is to ensure that all the individual elements of the promotion mix work together to accomplish the organization's overall promotion activities.

According to Enikanselu (2008) company that wants more than "walk in" sales must develop an effective program of communication and promotions. Successful promotion is an essential ingredient in marketing strategy. Prospective buyers must learn about both the products' distinctive wants satisfying characteristics and its availability. Establishing and maintaining communications with target market segment are the main tasks assigned to marketing promotion.

Osuagwu (2002) identified the objectives of promotion as information, stimulation of demand, product differentiation, accentuating product value, and maintain stable product sales. The elements of marketing promotions mix are involved in communicating information to customers, clients or potential users about goods or services on offer. Their fundamental aim is to prompt

customers, clients or potential users to take positive action by placing orders, making enquiries and purchasing on a continuous basis. The elements in the promotional mix are not mutually exclusive

A firm will require some mixture of two or more of them depending on the type of product or service including its life cycle; the market competitions, the marketing promotions' objectives, among others. The amount of money available and other resources of the firm will also affect an organization's promotional mix. The promotional tools in promotional strategy describe the tools or weapons available to the marketing communicator whose major role is persuasive communication. The two most prevalent promotional elements and the most important in terms of marketing cost and impact are personal selling and advertising. Other elements of promotion are publicity, sales' promotion though of less importance, but in certain situations make significant contributions. Various authors in their books and presentations essentially focused on these four main promotional tools (Perner 2008; Osuagwu 2002; Adetayo 2006), and Smith and Taylor (2002). Each of the elements is briefly described.

Armstrong and Kotler (2009) defined personal selling as personal presentation by the firm's sales force for the purpose of making sales and building customer relationship.

Enikanselu (2008) opined that personal selling involves two or more persons communicating directly with each other face to face, and person to audience.

Sales performance is dependent variables in the study. Sales performance is one of the marketing metrics that is constantly talked about in the field of marketing as a discipline. Sales performance compares the revenue of the firm with the total revenue of the market in question over a period of time. It is calculated as below;

$$\text{Sales performance (\%)} = (\text{Company sales in time (t)} / \text{Total sales within feasible market in time (t)}) \times 100$$

The purpose behind measuring sales performance is to establish the relative position or sales of the firm within the broader market place. And in relation to this study, the sales of the firm in the market will be determined in relations to the extent of the promotional strategy. In effect it helps to understand the relative success of the firm in penetrating the market place, thus the relative

sales performance of a company attempts to compare a firm's sales performance with that of its nearest rivals.

2.3 Elements of Promotional Strategies

2.3.1 Advertisement: Is the marketing initiatives and tactics used to draw in prospective buyers, sellers, investors, or tenants to properties, real estate agents, or real estate services. It entails developing and distributing powerful messages and images over a variety of platforms in order to raise awareness, draw leads, and promote transactions.(Oluseguna, 2006)

Real estate advertising frequently seeks to promote a property's distinctive qualities and characteristics, a real estate agency's experience and reputation, or the advantages of utilizing particular real estate services. The objective is to grab the target audience's attention and convince them to act, including getting in touch with the company, going to a property, or making a real estate transaction.

There are several ways to advertise real estate, including:

Property listing: Advertisements for specific properties that are up for sale or rent are known as property listing. They frequently contain floor plans, pricing information, virtual tours, high-quality photos, property descriptions, and contact details (Kerin, P.J, 1992)

Online advertising: This is promoting real estate offerings or services via online platforms such real estate websites, social networking websites, search engine advertising, banner ads, and email marketing campaigns. Online marketing has the benefit of accessing a large audience and focusing on particular demographics or geographical regions (Paulos, 2011).

Print Advertising: Properties or real estate firms can be highlighted in traditional print media including newspapers, journals, brochures, and flyers. Print advertising is frequently delivered locally or regionally and can include attention-grabbing graphics and captivating headlines.(Kerin, P.J, 1992).

Outdoor Advertising: Placed in high-traffic areas or close to homes for sale or rent, billboards, signage, posters, and banners can draw attention from onlookers and create leads. Local audiences can be reached most effectively through outdoor advertising (Paulos, 2011).

Television and Radio Advertising: To raise awareness of their brands, advertise their services, or draw attention to particular properties, real estate firms may run television and radio advertising. These formats enable storytelling, audiovisual impact, and wide audience appeal (Yared, 2008).

Direct mail: Sending flyers, postcards, or targeted mailers to a certain group of people, such as prospective homebuyers in a particular area, can assist increase awareness and produce leads (Etzel, 2010).

- To gain the trust and credibility of their target audience, real estate advertisements must adhere to all existing laws and regulations, give accurate and transparent information, and present properties in a compelling and morally sound manner. (Abiodun, 2011) and (Adewale, 2004)

2.3.2 Sales Promotion: Sales promotion in the real estate sector refers to a variety of short-term marketing methods and tactics used to increase immediate interest in, engagement with, and sales of real estate properties or services. The goal of sales promotion activities is to persuade potential tenants, investors, or buyers to act quickly and complete a transaction. Real estate companies, developers, and private property owners can use these promotions to create a sense of urgency and generate leads. (Kotler & Armstrong, 2005)

Here are a few typical instances of sales promotion strategies employed in the real estate sector:

Discounts or Price Reductions: Offering property discounts or price reductions that are only valid for a short period of time will encourage purchasers to act swiftly (Syeda, N, Zehra, R, & Sadia, 2011).

Early Bird Incentives: Giving exceptional benefits to customers who buy or reserve a property in the early stages of a project or before a specific deadline, such as preferential selection, special discounts, or extra features (Kerin, P.J, 1992).

Limited-Time Offers: Making promotions with a time limit, like "buy now and save" or "limited units available," will encourage potential buyers to act swiftly in order to get a desirable property. (Olusegun, 2006).

Financing options: Providing purchasers with specific financing alternatives, such as low interest rates, adjustable payment schedules, or help with closing expenses, can increase the affordability and desirability of a property (Kotler & Armstrong, 2005)

Referral programs: Encouraging current customers or connections to recommend potential tenants or purchases by providing incentives like discounts or bonuses (Arvinlucy , 2012)

Package Deals: Combining real estate with other products, including furniture sets, home appliances, or club memberships, to provide potential buyers more value (Blattberg R.C., Neslin, A.S, 1993).

Contests or Giveaways: Holding contests or giving away prizes like free vacations, real estate, or other appealing items can increase interest and participation (Chaharsoughi, S.A. & Yasory, T.H, 2012).

- Real estate sales promotion strategies aim to increase urgency, highlight properties' special selling characteristics, and provide prospective tenants or buyers more for their money. To efficiently reach the target population, these promotions can be sent through a variety of channels. (Kotler & Armstrong, 2005) and (Berkowitz et al., 2000)

2.3.3 Personal Selling: Personal selling in the real estate sector describes the one-on-one, direct connection and communication of a real estate agents or representatives and possible buyers, sellers, or investors.(Thujo, 2008) It entails fostering connections with clients, offering tailored advice, and attending to their unique requirements and preferences throughout the purchasing or selling process. Establishing trust, providing information about the property, negotiating terms, and facilitating successful transactions are the goals of personal selling in real estate.(Davis, 2014).

The following are important components and actions of personal selling in the real estate sector:

Building Relationships: A key component of personal selling is creating and maintaining relationships with prospective customers. Understanding their clients' requirements, goals, and preferences helps real estate brokers establish rapport, trust, and credibility (Kerin, 2009).

Property Presentations: To exhibit and present homes to potential purchasers, real estate brokers engage in personal selling. This entails giving thorough details regarding the property's attributes, conveniences, setting, and prospective financial rewards. Agents may also take clients on tours of properties to help them picture themselves living there (Thuo, 2008).

Needs assessment: Through personal selling, agents have conversations with clients to learn about their unique needs and expectations. To find homes that fit the needs of their clients, they acquire information by actively listening, asking questions, and gathering data (Davis, 2014).

Consultation and Advice: To assist clients in making wise selections, real estate brokers offer them individualized counseling and guidance. To help clients make the best decisions, they provide information on market trends, pricing tactics, property comparisons, and financing possibilities (Kerin, 2009).

Negotiation: When buyers and sellers are negotiating terms and conditions, personal selling is extremely important. Agents organize conversations, deal with concerns, and attempt to reach satisfying agreements that benefit all parties (Thuo, 2008).

Closing the sale: Real estate agents use personal selling strategies to persuade potential buyers to make a purchase. To successfully clinch the business, they might allay worries, give more details, and get around challenges.

After the sales support: Personal selling goes beyond the actual transaction. Real estate brokers frequently offer post-sales support, such as organizing inspections, helping with paperwork, recommending service providers, and keeping in touch with clients in order to get repeat business or referrals (David.B, 2008).

Networking and Referrals: Building a clientele through personal selling also entails actively networking within the real estate sector. To create leads and broaden their network, agents may participate in community activities, attend industry events, and keep in touch with former clients.

- In the real estate sector, personal selling places a strong emphasis on the value of interpersonal communication, trust development, and tailored service. It supports other marketing initiatives and enables agents to customize their strategy to meet the demands

of certain clients. Increased customer satisfaction, more referrals, and long-term success in the real estate industry can all result from effective personal selling. (Thujo, 2008).

2.3.4 Direct Marketing: Direct marketing in the real estate sector refers to the process of contacting prospective buyers, sellers, investors, or tenants directly and without the use of middlemen through well-chosen promotional tactics and communication avenues (Kotler, 2000). In order to generate leads or ease transactions, direct marketing in real estate strives to contact directly and personally with the target audience, give pertinent information about properties or real estate services (Berry and Wilson, 2004).

Key components utilized in direct marketing for the real estate sector include the following:

Direct mail: Real estate companies may run direct mail campaigns to distribute printed materials directly to specific people or homes, such as brochures, postcards, or letters. These mailings frequently include real estate listings, discounts, or details on the services offered by the agency. To target particular geographic areas, demographics, or property preferences, direct mail can be tailored (Berry and Wilson, 2004).

Telemarketing: Real estate agencies may participate in telemarketing activities by calling prospective customers directly. Telemarketers can answer questions about properties, set up appointments, and make follow-up calls. Proper lead generation, training, and telemarketing law compliance are essential for effective telemarketing (Robert.H , 2014).

Personalized Direct Messaging: To contact with potential clients directly, real estate agents may use messaging platforms like SMS (text messaging) or messaging applications. These messages may contain information on a property, a reminder for an appointment, or tailored offers. It is crucial to get the recipients' permission and follow all applicable communications law (Flavey, 1991).

Door-to-Door Marketing: By going door-to-door in prospective clients' houses or neighborhoods, real estate agents or agency representatives can do door-to-door marketing. To advertise homes, services, or events, they may hand out fliers, brochures, or other marketing materials or speak with locals directly (Robert.H , 2014).

Event Marketing: As a type of direct marketing, real estate companies may sponsor or take part in events like homebuyer seminars, property displays, or open houses. These gatherings give businesses the chance to meet prospective customers in person, giving them the chance to view properties, ask questions, and develop relationships (Claudia, 2022).

- In the real estate sector, direct marketing enables companies to build personal, direct relationships with prospective clients, efficiently present properties, and generate leads. It enables personalized messaging, tracking of campaign effectiveness, and the chance to connect with potential partners. (Lawson, 2008) and (Claudia, 2022)

2.3.5 Public Relation: Public relation involves a strategic communication approach that fosters a mutually beneficial connection between an organization and its audience. This discipline serves a wide range of entities in society, including businesses, trade unions, government agencies, voluntary associations, foundations, religious institutions, and hospitals. To accomplish their objectives, these entities need to establish effective relationships with their stakeholders, such as employees, customers, suppliers and shareholders (Nyenjeri, Kinyua & Wawire, 2014)

Public relation is a unique management function that plays crucial role in establishing and nurturing mutual communication, understanding, acceptance, and cooperation between an organization and its various publics. It involves managing issues and keeping management informed and responsive to public opinions. It also serves as an early warning system to anticipate trends (Kaario, 2003)

2.4 Concept of Sales Performance

Sales performance also refers to the total amount of firms output sold to the market especially on monthly or annually basis, this affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even the pricing of the goods and services Bucklin, (1996). As explained by (Campbell, 1990) elements important for sales performance, includes customer relations, sales volume, and expense management. Sales performance is the addition of several aspects consisting of returns, gross sales, delayed shipments, delayed billings, and credit memos as defined by Haskell (1980). He gives the subsequent directory of sales activities for victorious salespeople: selling, entertainment, working with distributors, being present at meetings, working with orders, servicing goods, servicing

accounts, training and recruiting, travel and information. It is also mentioned that the performance procedures functioning at varied times are not greatly connected and the relations between various performance procedures are not powerful (Neema, 2017).

Al-Rfou (2015) conducted a study on Competition and Organizational Performance: Empirical Evidence from Jordanian Firms. The study surveyed 33 industrial firms listed at the Amman Stock Exchange by the beginning of 2010. The result of multiple regression analysis indicated that the intensity of market competition had a positive strong effect on the organizational performance of such companies. This result, however, is expected as Jordanian companies have faced intense competition lately due to the attractive investment climate of the Jordanian market. The study was a quantitative approach study which aimed at the industrial sector of Jordan hence further research can be conducted on other sectors in other countries since the results from the study cannot be concluded. Neema (2017) focused on the evaluation of the connection between competition and management accounting systems change and performance of companies..

2.5 Empirical Review

Study on the effect of promotional strategies on performance revealed a positive correlation between promotional strategies and sales performance Alphonse, Victor, Fredrick, Patrick, Beatrice, and Odhiambo, (2012)

It was reported that at 5% level of significance, there was positive relationship between the promotional strategies and growth because as the costs on the promotional strategies increased so did the sales performance and profits. Grankvist, Kollberg, Peterson, (2004) in their study in which they focused on promotional strategies for banking services, concluded that all elements of promotion mix were used to some extent for promotion of banking services. This view was supported by Ananda & Murugaiah (2003) who carried out similar study on financial industry and recognized the importance of promotional strategy in influencing sales performance in the sector.

In his finding, Kristina (2006) recommended that promotional strategies should be designed as per the nature of services to be promoted. The impact of promotional strategy was further noted by Channon (1985) when he opined that promotion attract deal oriented consumers who are

likely to switch banks rather than new long accounts. Mohd & Wannur (2012) in their study noted that personal network promotional tool comprised of promotion through family / friends (asking friends or relatives to advertise), sales promotion (special sale price, purchase with purchase, giveaway with purchase and free sample) and distributors (which moving around office, schools, clinics, houses and any premises showing the products) have impact on performance.

In the study conducted among women in Kenya by Arvinlucy (2012) it was found that most women groups use personal selling in promoting their products. This was due to the fact that other promotional elements require a lot of money and the groups do not have sufficient fund to carry out those other promotional elements. Advertising was only used once by the groups providing services just to create awareness of their existence so that they may get donors to fund their activities.

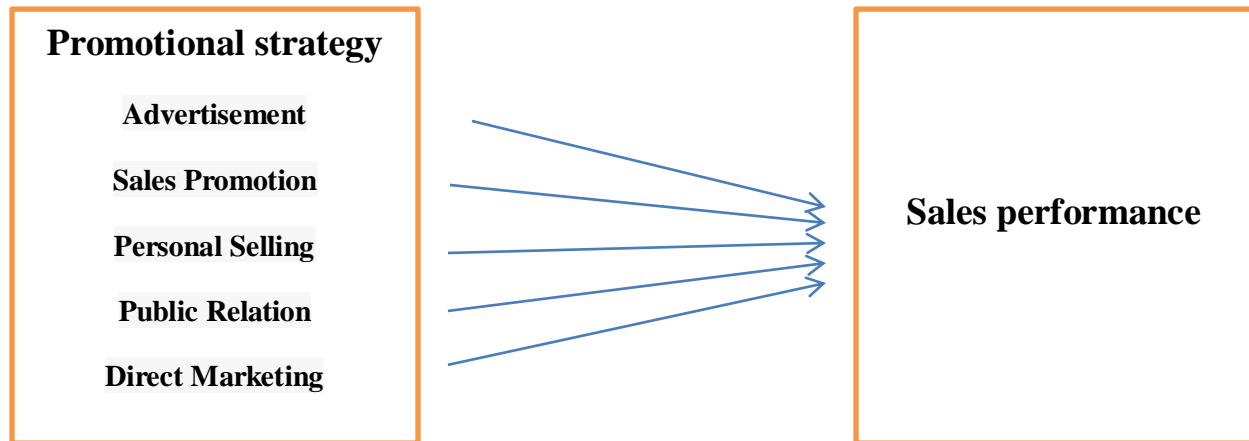
Chalarsoughi and Savory (2012) in the study on effect of sales promotion as a tool on customer attention to purchase concluded that introducing Khodro's products through sales' promotion attracts customer's attention to purchase. 50% of the participant selected the agreement choice believing that sales' promotion will bring about customers attention and promotion of selling. Fornell, Robinson, and Wernerfelt (1985) argued that sales' promotion can play a dual role in that it can be involved in both "habit formation" as well as in "habit destruction".

Metwally (1997) explained the variations in the growth rates of advertising expenditure of consumer goods and services in Australia during the period 1975- 1995 by developing and testing a number of hypotheses. The regression results indicate, among other findings, that the growth in advertising expenditure is strongly correlated with the growth in sales and that movement in sales performance exerts a significant effect on the growth in advertising expenditure.

This view was corroborated by Dekimpe and Hanssens (1995) who used the Vector Auto Regressive modeling to show that temporary increases in advertising have a long term carry over effect on the brand's performance in some, but not all the stores. Andras and Srinivasan (2003) highlighted the importance of higher advertising intensity in performance especially profits.

The view of Joshi and Hanssens (2004) was not different from Andras and Srinivasan who concluded on the impact of advertising and R&D spending on sales and profits and also went on to show that there is a positive impact of advertising on market capitalization.

2.6 Conceptual frame work of promotion strategy and market share



Independent variable

(source Neema, 2017)

Dependent Variable

Hypotheses

H1: Advertisement has a positive and significant effect on the sales performance of selected real estates in Addis Ababa.

H2: Sales promotion has a positive and significant effect on the sales performance of selected real estates in Addis Ababa.

H3: Personal selling has a positive and significant effect on the sales performance of selected real estates in Addis Ababa.

H4: Public relation has a positive and significant effect on the sales performance of selected real estates in Addis Ababa.

H5: Direct marketing has a positive and significant effect on the sales performance of selected real estates in Addis Ababa.

CHAPTER THREE

RESEARCH METHODOLOGY

INTRODUCTION

Research methodology is a philosophy that governs how an investigation should go. It entails an analysis of the presumptions, principles, and practices in a specific approach to inquiry or methodology. Methodologies explain and define the kinds of problems that are worthwhile investigating, what constitutes a researchable problem, testable hypotheses, how to frame a problem so that it can be investigated using specific designs and procedures, and how to choose and develop suitable data collection methods.

This chapter provides an overview of study design, research approach, research population, sampling methodologies, sampling size, and data sources, as well as tools for data collecting, methods for data analysis and ethical considerations

3.1 Research Design

A research design is a detailed strategy for gathering data for an empirical study effort. It is a "blueprint" for empirical research that outlines at least three procedures: data collecting, instrument construction, and sampling. Its goal is to provide answers to specific research questions or test certain hypotheses. And it explains how the research study was conducted. It speaks to a few crucial problems related to doing the research.

Both descriptive and explanatory study designs were used. The primary justifications for using both research designs:

The main goal of descriptive research is to describe the current situation as it stands. A large sample of the target population can be used in a descriptive research design to gather a lot of data (Streubert & Carpenter 1999)

The main purpose of explanatory research design is to comprehend the nature and relationship between the independent and dependent variables, to measure the degree of association, correlation between variables, and to conduct effect analysis, such as the effects of promotion

strategies on the market share regression analysis. Qualitative research is central to open, unstructured qualitative research interview investigations.

Explanatory design can be extremely beneficial in guiding future research techniques.

A better knowledge of a topic helps subsequent research questions and will significantly raise the effectiveness of a study's findings. It is also very helpful in figuring out the best approach to achieve a researcher's objectives.

3.2 Research Approach

There are three types of research approaches in research. Namely qualitative research approach, quantitative research approach and mixed research approach. In this study, we used mixed research approach. Firstly, mixed approach enables researcher to get deeper information by triangulating data gathered through questionnaires. Triangulation is a basic tool to justify and to confirm the result, which was obtained from different methods that study similar events. Secondly, mixed research approach enables the researcher to bring together more inclusive explanation for the area of inquiry.

Thirdly, by mixing qualitative and quantitative research methods, a mixed research methodology can provide synergy.

Fourthly, the goal of this type of study is to better comprehend a research problem or issue by combining qualitative and quantitative research than by using either research approach alone.

Fifthly, according to Creswell and Plano Clark (2007), the ultimate goal and underlying tenet of mixed methods studies is that the employment of quantitative and qualitative methodologies in conjunction may lead to a greater understanding of study issues and complex phenomena than either way alone.

3.3 Data source and collecting method

The investigation on the impact of promotion strategy on sales performance within the real estate sector used both primary and secondary data. The sorts of data and the sources from which they came are described below:

Primary Data: A survey and questionnaire to key stakeholders, such as marketing managers, sales representatives, and employees of the chosen real estate companies was arranged. Their opinions, experiences, and perceptions regarding promotion tactics and their effects on sales performance revealed through the interviews in qualitative form.

Secondary Data: Secondary data on the real estate market in Addis Ababa, promotion tactics, and sales performance dynamics was also gathered from academic article and other publications. The sales performance the companies over a given time period was revealed by this data. Sales performance data were used to analyze the relationship between promotion strategies and sales performance

3.4 Sampling design and population

Population refers to the total of items about which information is obtained. The populations of this study are both employees and marketing managers of the selected real estates. The study was conducted in the Addis Ababa city. In this study, three real estate companies are selected using stratified random sampling technique.

The selected real estates are: Ayat real estate (233), Noah real estate (68) and Gift real estate (42). Totally there are 343 populations of marketing department employees from the three selected real estates.

Table 3-1: Population size

Name of real estates	Number of employees
Ayat real estate	233
Noah real estate	68
Gift real estate	42
Total	343

(Source: Ethiopian Revenue and Customs Authority, 2020)

Sample size

There is no one accepted formula to determine the sample size of the given population;

Different researchers used the different formula to determine sample size based on their situation and population characteristics. The selection of sample size is depending on nature of the research design, the level of accuracy, the level of confidence and the nature of target population the researcher needs to study (Kothari 2004).

Therefore, to determine the sample size, different formula was used; however considering the level of margins of error 5% and 95% level of confidence, the number of participants for a self-administered questionnaire was determined based on Yamane's (1967) simplified formula were applied.

$$n = N/1 + N(e)^2$$

Where: n= desired size (sample size) N= total population size e=limit of error tolerance which assured to be 5% (0.05) confidence limit the sample population obtained through computing with the above formula first to determine sample size of employees.

N=343 e=0.05 therefore, $n = 343/1 + 343(0.05)^2$
 $n = 185$

185 respondents are selected as a sample from 343 for employees.

Table 3-2: Sample size

Name of real estates	No. of employees	Rate of sample size	Sample size
Ayat real estate	233	67%	125
Noah real estate	68	20%	37
Gift real estate	42	13%	23

3.5 Sampling technique

The sampling technique which is going to be used for this particular study is, stratified Random Sampling. This type of sampling the population is divided into strata, based on certain characteristics. Then, a random sample is taken from each stratum in proportion to the size of that stratum within the population. The same is also done in this paper real-estate companies were stratified by these techniques and respondents were selected randomly from each company.

3.6 Procedures of data collection

Questionnaires were prepared to collect the data from the target population. Then, the questionnaires distributed to the participant of the study according to the schedule.

After the questionnaires are carefully filled, the researcher collected and organizes the completed questionnaire for analysis. After data analysis, the results of the data were reported.

3.7 Data Analysis and presentation

After the data collected from both primary and secondary sources then it was compiled, checked, labeled, and stored: incomplete data was excluded during this process, data cleaning. Through both qualitative and quantitative research approach, the results obtained were analyzed and interpreted by using qualitative as well as quantitative data analysis tools. Both descriptive and inferential statistics were used to analyze the quantitative data gained through a structured questionnaire. Regarding the inferential statistics, multiple regression analysis is performed using the five promotional tools dimensions as the independent variable and sales performance as the dependent variable. It comprised correlation tests, assumption tests, and final regression results. Correlation coefficients were also checked to quantitatively describe the strength of the association between the variables. According to Hair (2016), The Pearson correlation coefficient measures the degree of linear association between two variables. It varies between -1.00 to +1.00, with 0 representing absolutely no association between the two variables.

While the assumption tests namely linearity, multicollinearity, normality, homoscedasticity, and no autocorrelation were tested to check whether the data fit the multiple linear regression models. The model looks to the extent to which the IMC practices affects the overall sales performance (R^2 value), the regression coefficient (Beta coefficient), and the P-values for the significance of each relationship.

3.8 Validity

Validity determines whether the research truly measures that which it was intended to measure or how truthful the research results are. In other words, does the research instrument allow you to hit "the bull's eye" of your research object? Researchers generally determine validity by asking a series of questions, and will often look for the answers in the research of others. (Joppe, 2000).

One of the most important mechanisms to measure the validity of a particular instrument is weighing its content validity as of Kohtari (2004). Content validity is a measure of the extent to which a measuring instrument/s provides adequate coverage of the topic under investigation and how well it provides adequate coverage of the topic under study. In this regard the structured

questionnaire which is used for this particular study constitutes all of the elements that need to be considered to achieve the generals as well as the specific objectives of the study. The respondents are the sales and marketing staffs of the firm which entails that the questionnaires are filled by the concerned bodies of the organization which could be attributed as the best sources of data to study the effect of the company's integrated marketing activity on the sales performance. Validity of the study were also be examined through a deep analysis of others researches in the review of related literature part with the intention of finding a dependable instrument which measures the variables under consideration. The structure and the language usage of the questionnaire planned to be easily understandable which takes the target population in to consideration.

3.9 Reliability

Reliability is the extent to which measurements are repeatable – when different persons perform the measurements, on different occasions, under different conditions, with supposedly alternative instruments which measure the same thing. In sum, reliability is consistency of measurement (Bollen, 1989), or stability of measurement over a variety of conditions in which basically the same results should be obtained (Nunnally, 1978). To maintain the reliability of the survey as a data collection instrument five-scale system (Likert scale) questionnaires were used. Five is an effective choice since the reliability decreases if the number of response options is greater than five (Hayes, 1992). To examine the reliability of the study Cronbach's alpha was calculated with all variables cumulatively using Stata 14.0. The five independent variables in the study were advertisement, sales promotion, personal selling, public relations, direct marketing and dependent variable was Sales Performance. Usually, reliability coefficients should be at least .70. Therefore, the reliability of the response was accepted and assured.

Table 3-3: Cronbach's Alpha coefficient

Variables	Cronbach's Alpha
Advertisement	0.8097
Sales promotion	0.7887

Personal selling	0.8516
Public relations	0.8964
Direct marketing	0.8323
Sales Performance	0.8808
Average	0.8432

(Source: Own Survey, 2024)

3.10 Budget and Time Schedule

Budget: The budget for the research study covered various aspects, including data collection, data analysis, research materials, participant incentives, and research dissemination. It is important to note that the budget was depending on the scale and scope of the study, as well as the availability of resources. A detailed budget breakdown will be prepared during the planning phase of the research considering the research objectives, sample size, and research methodology.

Time Schedule: The research study was conducted over a specific time period to ensure efficient data collection, analysis, and reporting. The time schedule may vary depending on the complexity of the study and the availability of resources.

By adhering to the proposed budget and time schedule, the research study can be conducted efficiently and effectively, leading to valuable insights into the effect of promotion strategy on sales performance within the selected real estates in Addis Ababa.

3.11 Ethical Considerations

Quantitative survey respondents and qualitative survey informants provide with detail explanation about the overall objective of the study ahead of time. Interview will be administered on free will of interviewees. Respondents were informed that they expect to tell any information related to the research otherwise can refuse if they don't want to be participating.

In addition respondents were informed that information provided by interviewees will be confidential. The researcher indicated that information obtain from them will not be disclose to the third party.

Name and other identifying information were not used in the study. Moreover, the researcher informed about their valuable and genuine responses contributions for the achievement of the study.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

Introduction

The goal of the study was to find out how a particular promotional strategy affected Addis Ababa's real estate sales performance. A self-administered questionnaire was used to gather data on a variety of topics, including respondents' personal information, five promotional strategy tools, and the sales performance features of real estate organizations. 177 questionnaires were gathered following the distribution of 185 questionnaires to managers, department managers, supervisors, and sales representatives of certain real estate properties in Addis Ababa. Of all the surveys distributed, 95.7% of them received a response. After being verified to be error-free, the responses were encoded into Stata 14 in order to facilitate data analysis.

Following the completion of the required data preparation, an analysis was conducted on the multi-regression model. Lastly, the findings of the regression model analysis were used to test the suggested study hypotheses. The results are reported as follows, with a description and discussion of the findings for each hypothesis.

4.1 Demographic Characteristics of Respondents

The demographic characteristics of the survey participants offer a useful summary of the readership. Indicators for a design that is being studied would likewise be crucial to consider. The survey includes the following demographic profile of the respondents: gender, age, education, job title, service year, and company. Only a limited quantity of information about the respondents' personal and demographic status was asked in this section of the questionnaire. As a result, the following variables pertaining to the respondents were enumerated and explained in the table that follows

Table 4-1: Gender Characteristics of Respondents

Gender	Freq.	Percent (%)	Cum.
Male	87	49.15	49.15

Female	90	50.85	100
Total	177	100	

(Source: Own Survey, 2024)

With reference to Table 1, out of all respondents, female respondents made up the largest percentage, 90 (50.85%), while male respondents made up the remaining 87 (49.15%). This suggests that in order to boost their sales results, real estate corporations favored hiring more female salespeople and marketers

Table 4-2: Age Characteristics of Respondents

Age	Freq.	Percent	Cum.
18-25	14	7.91	7.91
26-30	96	54.24	62.15
31-35	31	17.51	79.66
36-40	16	9.04	88.70
41-50	17	9.60	98.31
51 and above	3	1.69	100
Total	177	100	

(Source: Own Survey, 2024)

Out of the 177 respondents, 14 (7.91%) were in the age range of 18 to 25, 96 (54.24%) were in the age range of 26 to 30, 31 (17.51%) were in the age range of 31 to 35, 16 (9.04%) were in the age range of 36 to 40, 41-50 year olds and 51 & above year olds made up 17 (9.06%) and 3(1.69%) of the total population, respectively, of the respondents. The results indicate those younger salespersons are perceived as more efficient than their older counterparts, making them to have worthy contribution for the organization.

Table 4-3: Level of education Characteristics of Respondents

Level of Education	Freq.	Percent	Cum.
Diploma	14	7.91	7.91
Degree	98	55.37	63.28
Masters	65	36.72	100
Total	177	100	

(Source: Own Survey, 2024)

Regarding the respondents' educational backgrounds, **98 (55.37%)** have a bachelor's degree, followed by **65 (36.72%)** with a master's degree and **14 (7.91%)** with a diploma. This implies

that the majority of the participants have sufficient educational background to leverage their sales and marketing skills in order to enhance their company’s productivity.

Table 4-4: Job Level Characteristics of Respondents

Current Job Level	Freq.	Percent	Cum.
Sales officer	125	72.32	72.32
Supervisor	35	19.77	92.09
Manager	11	6.21	98.31
Dept. Manager	3	1.69	100
Total	177	100	

(Source: Own Survey, 2024)

There are **125 (72.32%)** sales officer, 35 (19.77%) supervisor 11 (6.21%) manager, and 3 (1.69%) Dept. Manager. It indicates that bringing in more salesperson can lead to an increase in a company’s sales, as they are adept at effectively demonstrating the product and persuading potential customers to make purchase.

Table 4-5: Service year Characteristics of Respondents

Service Year	Freq.	Percent	Cum.
1-5 years	133	75.14	75.12
6-10 years	22	12.43	87.57
11-15 years	22	12.43	100
16 years and above	0	0	100
Total	177	100	

(Source: Own Survey, 2024)

133 (75.14%) of the respondents have worked for their firms for less than 5 years, 22 (12.43%) have a working experience of 6 to 10 years, while 22 (12.43%) have worked for 11 to 15 years. From the results majority of them are new hires or those having less years of experience which is merely indicating most sales and representatives are new for the industry. Having less experienced employees may have an impact on overall performance because their effectiveness is thought to be lower than that of employees with more experience.

Table 4-6: Working area of Respondents

Current Company	Freq.	Percent	Cum.
Ayat real estate	122	68.93	68.93
Gift real estate	23	12.99	81.92
Noah real estate	32	18.08	100
Total	177	100	

(Source: Own Survey, 2024)

122 (68.93%) of the total respondents were from Ayat real-estate company, 23 (12.99%) of respondents work at Gift real-estate company while 32 (18.08%) of respondents are from Noah real-estate company.

4.2 Descriptive Statistics Analysis

In this part, descriptive statistics, in the form of mean and standard deviation, was presented to illustrate the level of agreement of the respondents. The responses of the respondents for the variables indicated below were measured on five point Likert scale with: 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5= strongly agree. But, while making interpretation of the results of mean and standard deviation the scales were reassigned as follows to make the interpretation easy and clear. 1-1.8= Strongly Disagree, 1.81–2.6 = Disagree, 2.6 –3.3= Neutral, 3.4 –4.20= Agree and 4.2 – 5 = Strongly Agree Best, (1977).

Below, the results are discussed one by one.

4.2.1 Advertisement

This section of the questionnaire tested the attitude and views of real estate employees about advertisement. A serious of six statements were presented to respondents and respondents were asked to rate their level of agreement with each statements. Table 10 indicates the mean and standard deviation for each item

Table 4-7: Descriptive statistics of Advertisement

Variable	Obs	Mean	Std. Dev
Customers become more aware of our real estate when it is advertised.	177	4.50	.679
Our organization uses advertising to present the real estate's product and services	177	4.44	.689
Our organization uses celebrities to advertise its product and service.	177	3.74	1.07
Advertising on printed media enabled us to reach our potential customers	177	4.00	.920
The main attributes and advantages of our real estate's product are conveyed in an efficient manner in the advertisement.	177	4.11	.865
In our company, advertising is the most preferred promotional mix.	177	4.09	1.00
Average		4.14	0.872

(Source: Own Survey, 2024)

Results of the findings on Table 10 indicates that majority of the respondents strongly agreed that the information provided through advertisement was informative (mean 4.50), presence of advertisement (mean 4.44), they stated that celebrities are also parts of the advertisement (mean 3.74), existence of advertisement on hardcopy is assisted them to find out possible clients (mean 4.00), advertising basic qualities and features of products of the real estate (mean 4.11) and advertising is chosen way of promotion (mean 4.09). In general (mean 4.14) for advertisement as promotion mix although more efforts were needed to improve its effectiveness, advertising was used to spread the intended message to the targeted customers. This demonstrates that advertising is a way of delivering a message to persuade real-estate customers to buy their product.

4.2.2 Sales promotion

This section of the questionnaire tested the attitude and views of real estate employees about sales promotion. A series of six statements were presented to respondents and respondents were asked to rate their level of agreement with each statements. Table 11 indicates the mean and standard deviation for each item.

Table 4-8: Descriptive statistics of Sales promotion

Variables	Obs	Mean	Std. Dev.
Using sales promotion generates interest from customers.	177	4.46	.738
Sales discounts during the holidays attract in new clients.	177	4.61	.714
Our organization assists customers in securing loans from banks.	177	3.44	1.39
Potential buyers are encouraged to buy by the sales promotion.	177	4.42	.609
Sponsoring various events allow us to promote our service and products	177	4.27	.808
In our company, sales promotion is the most preferred promotional mix.	177	4.26	.854
Average		4.247	0.853

(Source: Own Survey, 2024)

Referring Table 11, the results showed that majority of the respondents strongly agreed that lead generation of sales promotion (mean 4.46), client attraction of discounts during the holiday (mean 4.61), sales promotion is chosen way of promotion (4.26); potential customers to buy in sales promotion (3.44). Similarly, securing loans by real estates (mean 3.44); and hosting different events to promote their products (mean 4.27) and attracted more potential customers and increased their sales volumes. The mean score for overall sales promotion practices, at 4.24, suggests that sales promotion positively impacts sales. This implies that not only does sales promotion enhance sales outcomes, but it also signifies that it provides additional value and incentives to the sales force, thereby influencing the overall sales performance of the companies.

4.2.3 Personal Selling

This section of the questionnaire tested the attitude and views of real estate employees about personal selling. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statements. Table 12 indicates the mean and standard deviation for each item.

Table 4-9: Descriptive statistics of personal Selling

Variables	obs	Mean	Std. Dev
Our real estate uses direct personal contact to prospect customers	177	4.39	.812
Face-to-face interactions through personal selling are crucial for converting leads	177	4.55	.601
In our company personal selling contributes to building long-term relationships with clients	177	4.58	.558
The sincerity of salespersons influences prospective customers to purchase our products	177	4.42	.636
Sales staff's ability to instill confidence in potential customers enhance our sales growth	177	4.47	.584
In our company, personal selling is the most preferred promotional mix	177	4.37	.728
Average		4.468	0.653

(Source: Own Survey, 2024)

Most of the respondents are strongly believed that implementing the use of direct personal contact to prospect customer (mean 4.39), in addition respondents strongly agree face to face interactions through personal selling are very important for converting leads (mean 4.55). They also agreed that personal selling contributes to building long-term relationships with clients (mean 4.58), sincerity of sales person impacts potential customers' decision to buy our products (mean 4.42) although, sales staffs capacity to inspire confidence in potential customers enhance our sales growth (mean 4.47) and personal selling is the most favored element of the promotional mix (mean 4.37).the average score for personal selling (mean 4.46) suggests that respondents believe the competence and direct communication of sales staff positively impact sales. This indicates that highly skilled salesperson can increase customer awareness and confident in the product. Face to face interactions inspire confidence in customers, leading increased product purchases. Personalized communications in personal selling allowed the seller to customize the message according to the specific needs or circumstance of the customer, which had a direct impact on their sales performance.

4.2.4 Public Relation

This section of the questionnaire tested the attitude and views of real estate employees about public relation. A series of six statements were presented to respondents and respondents were asked to rate their level of agreement with each statements. Table 13 indicates the mean and standard deviation for each item.

Table 4-10: Descriptive statistics of Public relation

Variables	Obs	Mean	Std. Dev
Our organization believes public relation as promotion strategies	177	4.20	.868
Dissemination of reliable information through public relations rises clients interest	177	4.15	.810
Public relations spread the advantage of our organization over other rival real estates	177	4.08	.964
Public relations contribute to improving the positive relationship with customer	177	4.40	.615
Public relation promotes the services of our real estate	177	4.17	.851
In our company, public relation is the most preferred promotional mix	177	4.02	.973
Average		4.176	0.847

(Source: Own Survey, 2024)

The results, Table 13, showed that majority of participants concurred that public relation is a valid promotion strategy (mean 4.20), dissemination of reliable information through public relations (mean 4.15), public relation helps in showcasing the advantage of our organizations over competitors (mean 4.08) this led to an increase in their sales profitability . In spite of the fact that, public relation contribution in improving positive relationship with customer (mean 4.40), public relation promotion of the real estate (mean 4.17) and public relation is the most preferred promotional mix (4.02).The average score of public relations practice of the real estate companies were (mean, 4.17) this indicates the majority of respondents perceived the overall public relations efforts of real-estate companies positively indicating a positive impact on their sales performance

4.2.5 Direct Marketing

This section of the questionnaire tested the attitude and views of real estate employees about direct marketing. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 14 indicates the mean and standard deviation for each item.

Table 4-11: Descriptive statistics of Direct Marketing

Variables	Obs	Mean	Std. Dev
Our real estate uses telemarketing in communicating with customers	177	4.42	.735
Our real estate remind potential customers about its products via social media	177	4.33	.823
Interactive communication facilitates our customers' in understanding about the real estate's product	177	4.35	.692
Frequent messages sent to our customers via their phone promote our real estate	177	4.06	.956
The real estate uses consumer-direct channels to reach and deliver products and services to customers without using marketing middlemen.	177	3.68	1.127
In our company, direct marketing is the most preferred promotional mix	177	4.09	.854
Average		4.159	0.865

(Source: Own Survey, 2024)

Based on the above table findings, majority of the respondents strongly agree the use of telemarketing to communicate customers (mean 4.42), using social media to remind about products (4.33), presences of interactive communication for customers understanding (mean 4.35) motivate potential customers to know more about the company's products. Although sending frequent messages to customers (mean 4.06), the use of consumer direct channels to deliver products and services (mean 3.68) has a great role for customers to reach products without any interference in the marketing and from the promotional mix's direct marketing is the most proffered promotional mix (mean 4.09).The total average (mean 4.15) is suggestive that

real-estate companies improved their way of using social media to create direct and interactive communication with customers, reminding them of the products and services offered by the company.

4.2.6 Sales Performance

Table 4-12: Descriptive statistics of Sales Performance

Variables	Obs	Mean	Std. Dev
In our company, promotional strategies have a positive impact on sales volume.	177	4.40	.633
Using alternate media for advertising causes our sales volume to increase	177	4.27	.808
Implementing various event organizing techniques led to an increase in our sales target	177	4.09	.830
Preferred mode of publicity for our products has improved our sales growth	177	4.10	.875
Frequent contact of our prospect customers via their contacts increases our sales number	177	4.32	.756
Creating a friendly relationship with our prospective customers helps us make more sales	177	4.54	.621
Average		4.29	0.754

(Source: Own Survey, 2024)

Referring mean values on Table 15. Majority of the respondents strongly agreed that promotional strategies have a positive impact on sales volume (mean 4.40), While they also agreed on the use of alternate media for advertising causes sales volume to increase (mean 4.27), implementation of various event organizing techniques (mean 4.09), using the preferable mode of publicity increases sales (mean 4.10), Frequent contact of our prospect customers also increased sales (mean 4.32) and creating a friendly relationship with prospective customers (mean 4.54) assisted them to make more sales where in total increasing sales volume and sales target. The positive overall sales performance (mean) suggests that the real estate promotional mix activities effectively boosted sales by utilizing a

variety of promotional tools.

4.3 Relationship between promotional strategy and Sales Performance

Inferential statistics helps to suggest explanations for a situation or phenomenon. It allows you to draw conclusions based on extrapolations, and is in that way fundamentally different from descriptive statistics that merely summarize the data that has actually been measured. There are different types of inferential statistics but in this study correlation analysis among variables and assumption of data test for their suitability or fitness to the intended regression analysis model (normality, collinearity, linearity and homoscedasticity) are considered. Finally, the multi- regression analysis in terms of model summary, ANOVA test and determination of beta coefficients are conducted to address the objectives of this study.

4.3.1 Correlation Analysis

A correlation coefficient is a useful way to summarize the relationship between two variables using a single number that ranges from -1 to 1 (Field,2005). Pearson's correlation coefficient was conducted on all of the study's independent and dependent variables to see what they were the link between variables Field's recommendations (2005) used correlation to determine the strength of the relationship between variables. If the correlation coefficient falls between 0.1 and 1, the coefficient(r) is weak at 0.29; moderate at 0.3 to 0.49; and strong at >0.5 relationship between variables. In this study, bivariate Pearson correlation was used to examine the relationship between each of the independent variables and the dependent variable using a two tailed test of statistical significance at the level of 95% confidence and significance <0.05 .

Table 4-13: Correlation between variables

Dimension	[ADV]	[SPR]	[PRS]	[PR]	[DM]	[S P]
Advertisement[ADV]	1					
Sales promotion[SPR]	0.7704	1				

Personal Selling[PRS]	0.6077	0.6567	1			
Public relation[PR]	0.7590	0.8176	0.6632	1.		
Direct Marketing[DM]	0.7843	0.7533	0.7006	0.8108	1	
Sales performance[SP]	0.7594	0.8167	0.7571	0.7906	0.8432	1

(Source: Own Survey, 2024)

Table 16, Shows the relation between the five elements of promotional strategy and overall sales performance. The results of the correlation test revealed that, all five dimensions of promotional strategy had positive and significant relation with overall sales performance. Specifically, Advertising had strong and positive relation ($r = 0.759$), Sales promotion ($r= 0.816$), Personal Selling ($r =.0.757$) followed by and Public Relation ($r = 0.796$) and Direct Marketing ($r=0.843$). To conclude, the relationship between promotional mix and overall sales performance showed a strong and positive correlation.

4.3.2 Multiple Regression Assumption Test

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

I. Multicollinearity

Multicollinearity is an assumption that there are no highly related predictor variables. Having such problem or violation of the assumption may lead the prediction of the linear regression model inconsistent output. Thus, before running the linear regression (Ordinary Least Square Method), one should check for the problem of multicollinearity issue s high correlation between some of the independent variables. The study checks this with the variance Inflation Factor (VIF) which calculates the influence of correlation among the independent variables on the precision of regression estimates. The VIF should not exceed 10. If the Tolerance ($1/VIF$) value is less than

0.1 it also indicates that there is possibility of multicollinearity, but if it is greater than 0.1 it means that there is no multicollinearity problem with in the model (Hair, 2004).

Table 4-14: Collinerity assumption test

	Obs	VIF	1/VIF [Tolerance]
Advertisement	177	3.28	0.304669
Sales promotion	177	3.75	0.266582
Personal Selling	177	2.15	0.466114
Public relation	177	4.22	0.236900
Direct Marketing	177	4.05	0.247092
	Mean	3.49	

(Source: Own Survey, 2024)

In this study, Table, Shows that the collinearity statistics analysis of VIF value ranges from 2.15 to 4.22 and Tolerance value ranging with 0.236 to 0.466 indicated that there was no collinearity problem. This suggests that there were no issues with multicollinearity, indicating that the independent variables in the model did not have high levels of correlation with each other, meaning they were measuring different things and providing unique information for the regression analysis

II. Homoscedasticity

There should be homoscedasticity before running multiple regression analysis, this means that the residuals (the differences between the values of the observed and predicted dependent variable) are normally distributed, and that the residuals have constant variance (Burns & Burns 2008). If the assumption of homoscedasticity is violated (i.e., there is heteroscedasticity).

Homoscedasticity is the variability in scores for variables of independent should be similar at all values of variable dependent. In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables Hair, (2010). For a basic

analysis it is worth plotting ZRESID (Y-axis) against ZPRED (X-axis), because this plot is useful to determine whether the assumptions of random errors and Homoscedasticity have been met.

Decision rule: If there were certain variant, such as organize shaping dot (waves, fuse and narrow), therefore no Homoscedasticity happened. If there were not certain variant, and dots spreads above and below o numbers in axis Y, then Homoscedasticity did happened Pallant, (2005).The scatter plots show that there is homoscedasticity. Thus the assumption is reasonably supported in thus study.

III. Multivariate Normality

To check that a distribution of scores is normal, it needs to look at the values of Kurtosis and Skewness. Both which have an associated standard error. The values of skewness and kurtosis should be zero in a normal distribution. Positive values of skewness indicate a pile-up of scores on the left of the distribution, whereas negative value indicates a flat distribution. The further the value is from zero, the more likely it is that the data are not normally distributed. Both which have an associated standard error. However, the actual value of skewness and kurtosis are not, in themselves, informative. Instead, it needs to take the value and convert it to a z-score. The z-score is simply a standardize score from a distribution that has Mean of 0 and standard deviation of 1.0.

Table 4-15 Normality Test

	obs	Pr(skewness)	Pr(kurtosis)
Advertisement	177	0.0450	0.0002
Sales promotion	177	0.0235	0.1346
Personal Selling	177	0.0235	0.1346

Public relation	177	0.0134	0.6155
Direct Marketing	177	0.0496	0.0084
Sales performance	177	0.0203	0.1310

(Source: Own Survey, 2024)

Skewness measures the asymmetry of a distribution. A positive skewness value indicates that the distribution is right-skewed (tail on the right side), while a negative skewness value indicates left-skewness (tail on the left side).

Based on the given probabilities of skewness:

- Advertisement and Direct Marketing have a relatively high probability (0.0450 and 0.0496, respectively) of having a skewed distribution.
- Sales promotion, Personal Selling, and Sales performance have a slightly lower probability (0.0235, 0.0235, and 0.0203, respectively) of having a skewed distribution.
- Public relation has the lowest probability (0.0134) of having a skewed distribution.

Kurtosis measures the sharpness and shape of the distribution's peak. High kurtosis values indicate a distribution with heavy tails and concentrated peak (leptokurtic), while low kurtosis values indicate a flatter distribution with lighter tails (platykurtic).

Based on the given probabilities of kurtosis:

- Public relation has the highest probability (0.6155) of having a high kurtosis value, indicating a distribution with a concentrated peak and heavy tails.
- Advertisement, Sales promotion, Personal Selling, and Sales performance have relatively lower probabilities (ranging from 0.0084 to 0.1346) of having a high kurtosis value.

- Direct Marketing has a slightly higher probability (0.0496) of having a high kurtosis value compared to the others.

4.4 Regression Analysis

Regression model was applied to test how far the promotional strategy had impact on the sales performance. Coefficient of determination (R^2) is the measure of proportion of the variance of dependent variable about its mean that is explained by the independent or predictor variables. Higher value of R^2 represents greater explanatory power of the regression equation. Multiple regression analysis in this study was used to model the value of sales performance based on its linear relationship to two or more predictors (Advertising, Sales Promotion, Direct Marketing, Personal Selling, and Public relation). This means, the overall sales performance is an aggregation of the promotional tools dimensions. In order to indicate the impact that each predictor had on the construct variable, the unstandardized coefficients are checked

Table 4-16: Regression Analysis

source	SS	DF	MS	No. of respondents = 177
Model	1849.38	5	369.87	R/squared =0.8158
Residual	417.650	166	2.5159	Adj R/squared= 0.8102
Total	2267.04	171		

(Source: Own Survey, 2024)

Table 4-17: Regression coefficient

	Coeff	Std. err	t	P> t	95%Conf.	Interval
Advertisement	.36	.05	4.08	0.02	.15	.40
Sales promotion	.29	.06	4.70	0.00	.17	.42
Personal Selling	.28	.05	4.81	0.00	.16	.40
Public relation	.23	.05	4.59	0.01	.18	.40
Direct Marketing	.33	.06	5.46	0.00	.21	.46
Sales performance	.34	.05	4.30	0.01	.18	.48

(Source: Own Survey, 2024)

H1: Advertisement significantly affects sales performance.

According to table 4.18 advertisement has a positive and significant effect on sales performance with a p-value of 0.021 (5% level of significance) and a coefficient of 0.36. This means that other things remaining constant 0.36; suggests that for a one-unit increase in "advertisement," there is an expected increase of approximately 0.36 in sales performance. P-value ($p > t$)=0.021; this suggests that the effect of " Advertisement " is statistically significant at a conventional level (usually $p < 0.05$).

H2: Sales promotion significantly affects sales performance.

According to table 4.18 Sales promotion has a positive and significant effect on sales performance with a p-value of 0.000 (5% level of significance) and a coefficient of 0.297. This means that other variables remaining constant 0.297 suggests that for a one-unit increase in "Sales promotion" there is an expected positive change of approximately 0.297 in sales performance. P-value of 0.00; indicates that the effect of "Sales promotion" is statistically significant.

H3: personal selling significantly affects sales performance.

According to table 4.18 Personal Selling has a positive and significant effect on sales performance with a p-value of 0.000 (5% level of significance) and a coefficient of 0.285. This means that other variables remaining constant 0.285 suggests that for a one-unit increase in "personal selling there is an expected positive change of approximately 0.285 consumer's attitude. P-value of 0.000; indicates that the effect of personal selling is statistically significant.

H4: public relation significantly affects sales performance

According to table 4.18 public relation has a positive and significant effect on sales performance with a p-value of 0.015 (5% level of significance) and a coefficient of 0.235. This means that other variables remaining constant 0.235 suggests that for a one-unit increase in "public relation", there is an expected positive change of approximately 0.235 in sales performance. P-value of 0.015; indicates that the effect of public relation is statistically significant.

H5: Direct marketing significantly affects sales performance

According to table 4.18 direct marketing has a positive and significant effect on sales performance with a p-value of 0.000 (5% level of significance) and a coefficient of 0.338. This means that other variables remaining constant 0.338 suggests that for a one-unit increase in "direct marketing", there is an expected positive change of approximately 0.338 in sales performance. P-value of 0.000; indicates that the effect of direct marketing is statistically significant

4.5 Discussion

This discussion elaborates on the findings of the study, which aimed to assess the impact of Promotional Strategy on Sales Performance of specific real-estate firms in Addis Ababa. It centers on the key results related to sales promotion, advertising, direct marketing, personal sales and public relation and their correlation with the overall sales performance of the 3 real estate companies in Addis Ababa.

In relation to the first specific goal, the study aimed to analyze the impact of advertising on the sales performance of chosen real estate firms in Addis Ababa. The findings indicate that advertising had a positive and significant effect on sales performance. This conclusion is also consistent with (Belch, 2003), who asserts that effective advertising plays a crucial role in enhancing real estate sales by increasing customer attraction through heightened awareness, provision of detailed information, and reminders to potential home buyers. This, in turn, influences consumer decision – making and contributes to overall sales performance, a perspective which is further supported by (Neema 2017).

Regarding the second specific objective, which is focused on evaluating the impact of sales promotion on the sales performance of selected real-estate companies in Addis Ababa, it was determined that sales promotion had a positive and significant effect. This finding is in line with (Kotler, 2008) research, which suggests that sales promotions such as discounts, long- term financing and hosting events can effectively enhance a company’s sales performances. Sales promotion, as mentioned by (Keller, 1991) involves incentivization through one time promotional offers, price promotions, or targeted promotions to specific customer segments. Additionally, short term promotional strategies have been found to greatly contribute to the revenue growth of business firms.

The third objective was to evaluate the effect of public relation on sales performance; it is the overall term for marketing activities that raise the public consciousness. The result obtained from this study showed that the advertised sales performances had a positive effect. The result is compatible with (Muhanji & Ngari, 2015)). It can be concluded that promotional mixing tools have a significant and positive effect on forecasts of real-estate inn Addis Ababa increases sale.

The fourth specific objective, the assessment of personal sale effects on selected real estates in Addis Ababa, has revealed that personal sales have a positive and statistically significant impact on the performances of sales. Personal sales involving personal contact in the real-estate industry gradually becoming the preferred one among the promotional tools (Tessfaye, 2019). Marketing staff in companies communicating and empathizing with potential customers during briefing or consultancy is perhaps the ideal way to pursue the purchase by potential buyers. Personal sales as a face to face meeting with one or more prospective buyers are more convenient strategy for presenting, answering questions and orders shimp, (2012). From all the other promotional methods, personal sales permit direct contact between customers and marketing personnel, which is more successful than advertising.

Finally, the fifth objective ways to evaluate the effect of direct marketing on sales performance of real estate companies, it was found that direct marketing activities such as reminding potential customers through different personal contacts, social medias and telephones increased their sales through frequent visitors. Although it has an important part in promoting its sales growth creating an interactive communication platform and updating information regarding product innovation, this statement is also in line with (Shimps 2012). This study has shown, however a comparative impact in line with advertising and personal sales.

In general, promotional mixes 'have significant relationship with real-estate companies of Addis Ababa. The company should regularly evaluate the impact of all promotional tools on sales volume and performances in order to identify the most effective and cost efficient promotional tool.

CHAPTER FIVE

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1 Summary of Major Findings

This study set out to evaluate the impact of promotional strategy on sales performance for particular real estate in Addis Ababa. The following is a summary and presentation of the studies.

Among the total respondents **90(50.85%)** are females, **96(54.24%)** of the age category are in the range of **26 – 30** years.

Regarding educational background of respondents bachelor degree holders are **98 (55.37%)**. Majority of the respondents have **133(75.14%)** 1-5 years of work experience while **125 (72.32%)** are sales officers.

Advertisement has a positive and significant effect on sales performance with average mean value of **4.14** , standard deviation of **0.872** and with a p-value of **0.021** (5% level of significance).

Sales promotion has a positive and significant effect on sales performance with average mean of **4.247**, standard deviation **0.853** and a p-value of **0.000** (5% level of significance)

Personal Selling has a positive and significant effect on sales performance with average mean of **4.468**, standard deviation **0.653** and with a p-value of **0.000** (5% level of significance)

Public relation has a positive and significant effect on sales performance with average mean of **4.716**, standard deviation **0.847** and with a p-value of 0.015 (5% level of significance)

Direct marketing has a positive and significant effect on sales performance with average mean **4.159** and standard deviation of **0.865** a p-value of 0.000 (5% level of significance)

It can be concluded that there was positive correlation among the five promotional strategies (advertising, sales promotion, personal selling, public relation, and direct marketing) and (sales performance).

By surveying employees from selected real estate companies and analyzing both primary (surveys, interviews) and secondary data (industry reports, academic articles), this research aims to identify how these strategies impact sales performance. The study finds that there is a significant positive relationship between comprehensive promotional efforts and improved sales outcomes, suggesting that real estate businesses should employ a range of these tactics for optimal sales performance. The findings contribute to academic knowledge and offer practical implications for the industry, promoting competitiveness and long-term growth in Ethiopia's real estate market.

5.2 Conclusions

A corporation can use a promotional strategy as a communication tool to successfully inform its customers about the benefits and values of its goods and services. The difficulty lies in determining the ideal selection of promotional strategies for a certain firm at a given moment and knowing how to use them effectively to get the intended outcome. Choosing the best strategy for their companies is one of the most important marketing decisions managers may have to make. These days, Ethiopia's real estate market is primarily made up of commercial and residential real estate companies.

In order to achieve the research objectives, the study examined the effect of five promotional strategies, specifically Advertising, Sales Promotion, Personal Selling, Direct Marketing, and Public Relations on the sales performance of companies. A total of 177 respondents were chosen through stratified random sampling from sales and marketing team within each company. The study utilized a questionnaire consisting of 36 items rated on a 5 - point Likert scale to gather data in line with the theoretical framework and objectives. The collected data was then analyzed using descriptive and inferential statistics to draw meaningful insights.

All promotional characteristics had a good and highly significant link with sales performance, according to the data. Additionally, it confirmed that every independent variable had a considerable beneficial impact on sales performance. In this sense, they are essential for

disseminating information to prospective clients via various broadcast media, which boosts sales volumes.

Companies' sales performance is ensured when consistent marketing messages are sent to their target audience using various promotion mix techniques. This can be accomplished by successfully and efficiently integrating the financial, human, and process resources. Owing to the varying degrees of their effects, investing in or treating promotion mix instruments appropriately maximizes the efficiency of sales performance in terms of higher sales volume, hitting sales goals within a given time frame, and overall improved sales growth.

In conclusion, the research underscores the pivotal role of promotional strategies in enhancing the sales performance of real estate companies in Addis Ababa. By employing a range of promotional tools, including advertising, personal selling, sales promotions, direct marketing and public relation, companies can effectively increase both customer awareness and sales. The outcomes of the study make it abundantly clear that an investment in carefully designed and executed promotional activities is invaluable for real estate firms aiming to succeed in the competitive market of Addis Ababa.

These findings pose practical implications for real estate developers, marketers, and policymakers looking to improve their promotional campaigns and achieve significant gains in sales performance.

5.3 Recommendations

The following recommendations for integrating the marketing communication strategies of the real estate companies under survey have been sent in order to further improve the companies' sales performance.

The chosen real estate companies saw a notable and favorable impact on their sales performance due to media promotion. Investing in the development of media advertising increases sales volume, aids in attaining the goal, and promotes overall sales growth. Real estate developers must continuously and persistently use media to spread their unique marketing messaging in tandem with other promotional strategies. It is imperative for managers to prioritize the clarity, attractiveness, and credibility of communications conveyed through all media.

It was discovered that sales promotion was an effective technique of influencing the companies' sales performance. Real estate company managers should respond appropriately to the targeted marketing message, which is specifically aimed at prospective purchasers. It must arrange many holiday gatherings to advertise its goods as it draws in more prospective clients. To increase brand identification, companies can accomplish this by providing gift items imprinted with their unique logos and mottos, such as pens, plates, cups, and key chains.

Similar to sales promotion and advertising, personal selling has a comparatively greater and more important impact on real estate companies' sales performance. Employing a customer database to make personal contacts with prospective clients continuously improves the companies' sales results. This can be accomplished by providing training and improving the sales staff's skill in building rapport and inspiring confidence in contacted clients.

Direct marketing has a positive and significant impact on real estate companies' sales performance. Therefore, managements should update their messaging to potential targeted customers through various social media platforms and use phone calls to convey a clear message about new or innovative product offers. Sales workers should be trained on social media usage and how to tailor marketing messages for customers who fit particular criteria by concerned management.

To increase consumers' awareness of personal selling, marketing managers should provide more dependable, comprehensive, visually appealing, and appropriately tailored information in the public relations channels. This can be accomplished by requiring salespeople to receive training so they can use various social media platforms to spread good word about the worth of the homes. The sales performance of real estate enterprises can be impacted by various aspects such as price, technology, culture, and customer preference. Future studies can look at how the aforementioned variables affect total sales volume; a clear picture of the topic would be provided by the companies' sales targets and growth.

It is recommended that companies continue to innovate in their use of various promotional strategies while also rigorously assessing their impact to ensure the highest return on investment.

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ST MARYS' UNIVERSITY
SCHOOL OF GRADUATING STUDIES

Survey Questionnaire

Dear Respondent

My name is Hennon Zewdie, a graduating class of St. Mary's University. I am conducting my research entitled "the effects of promotional strategy on sales performance: a case study of selected real estates" for partial fulfillment of MA in Marketing Management. This study is done to investigate the effect of promotional strategy tools application on sales performances to shade lights on how marketing communication is currently implemented and to what extent it affects the overall sales performance. Please be honest in filling out this questionnaire, as the results of this study can be used as a basis for further study. Your confidentiality will be protected, and any information collected in this study will be granted with full confidentiality.

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

My contact is:

Name- Hennon Zewdie

Mobile- +251921644404

Email- aenon.cro@gmail.com

General Information

Place a mark (√) in the spaces provided after each question to reflect your answer.

1. Gender

Male Female

2. Age

18-25 26-30 31-35 36-40 41-50 51 and above

3. Level of Education

Diploma Degree Masters PhD

4. Service Year

1-5 year's 6-10 years 11-15 years 16 years and
above

5. Current Job Level

Sales officer Supervisor Manager Dept. Manager

6. Company Name

Ayat real estate Noah real estate Gift real estate

Please read each statement carefully and show your level of agreement on the statements by putting (√) mark in the boxes using the following 5-scale Likert scales:

Strongly agreed = 5 Agreed = 4 Neutral = 3 Disagreed = 2 Strongly disagreed = 1

Statements		SD	D	N	A	SA
	1. Advertisement	1	2	3	4	5
1.1	Customers become more aware of our real estate when it is advertised.					
1.2	Our organization uses advertising to present the real estate's product and services					
1.3.	Our organization uses celebrities to advertise its product and service.					
1.4	Advertising on printed media enabled us to reach our potential customers					
1.5	The main attributes and advantages of our real estate's product are conveyed in an efficient manner in the advertisement.					
1.6	In our company, advertising is the most preferred promotional mix.					
	2. Sales Promotion	1	2	3	4	5
2.1	Using sales promotion generates interest from customers.					
2.2	Sales discounts during the holidays attract in new clients.					
2.3	Our organization assists customers in securing loans from banks.					
2.4	Potential buyers are encouraged to buy by the sales promotion.					
2.5	Sponsoring various events allow us to promote our service and products					
2.6	In our company, sales promotion is the most preferred promotional mix.					
	3. Personal Selling	1	2	3	4	5
3.1	Our real estate uses direct personal contact to prospect customers					
3.2	Face-to-face interactions through personal selling are crucial for converting leads					

3.3	In our company personal selling contributes to building long-term relationships with clients					
3.4	The sincerity of salespersons influences prospective customers to purchase our products					
3.5	Sales staff's ability to instill confidence in potential customers enhance our sales growth					

3.6	In our company, personal selling is the most preferred promotional mix					
	4. Public Relation	1	2	3	4	5
4.1	Our organization believes public relation as promotion strategies					
4.2	Dissemination of reliable information through public relations rises clients interest					
4.3	Public relations spread the advantage of our organization over other rival real estates					
4.4	Public relations contribute to improving the positive relationship with customer					
4.5	Public relation promotes the services of our real estate					
4.6	In our company, public relation is the most preferred promotional mix					
	5. Direct Marketing	1	2	3	4	5
5.1	Our real estate uses telemarketing in communicating with customers					
5.2	Our real estate remind potential customers about its products via social media					
5.3	Interactive communication facilitates our customers' in understanding about the real estate's product					
5.4	Frequent messages sent to our customers via their phone promote our real estate					
5.5	The real estate uses consumer-direct channels to reach and deliver products and services to customers without using marketing middlemen.					
5.6	In our company, direct marketing is the most preferred promotional mix					
	6. Sales Performance.	1	2	3	4	5
6.1	In our company, promotional strategies have a positive impact on sales volume.					

6.2	Using alternate media for advertising causes our sales volume to increase.					
6.3	Implementing various event organizing techniques led to an increase in our sales target.					
6.4	Preferred mode of publicity for our products has improved our sales growth					
6.5	Frequent contact of our prospect customers via their contacts increases our sales number					
6.6	Creating a friendly relationship with our prospective customers helps us make more sales					

THANK YOU FOR GIVING YOUR TIME.